Member Engagement and Scoring : Explained

When a contact engages with the association, the system automatically creates an engagement activity and allots a score based on the activity type.

Member Engagement

Scoring

How it works?

Every time a member does something (registers for a class, subscribes to an association's blog, etc), they are engaging with the association through activities.

For example, Alexis receives 5 points for a forum comment and Kimberly gets 10 points for volunteering.

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Graphically Visualizing Engagement Scoring

Breadth

How many ways has a contact engaged with your association?

Max joined your association's committee, attended events, made a donation and volunteered in camps.

Depth

How many times have they engaged?

He joined 1 committee, attended 4 events, donated 3 times and volunteered in 2 camps.

Loyalty

How frequently do they engage over time?

He also makes sure to attend an event every quarter, is active on community page and actively volunteers in camps.

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Engagement Indicators

Event attendance
Attending your key annual event or webinar

Recently logged in
Login in to check on updates and campaigns

Committee participation
Starting or taking part in discussions in committees

Community subscriptions
Subscribing to your association's community

Donations
Making a donation to your foundation

Products purchased
Purchasing products or services offered

Volunteer attendance
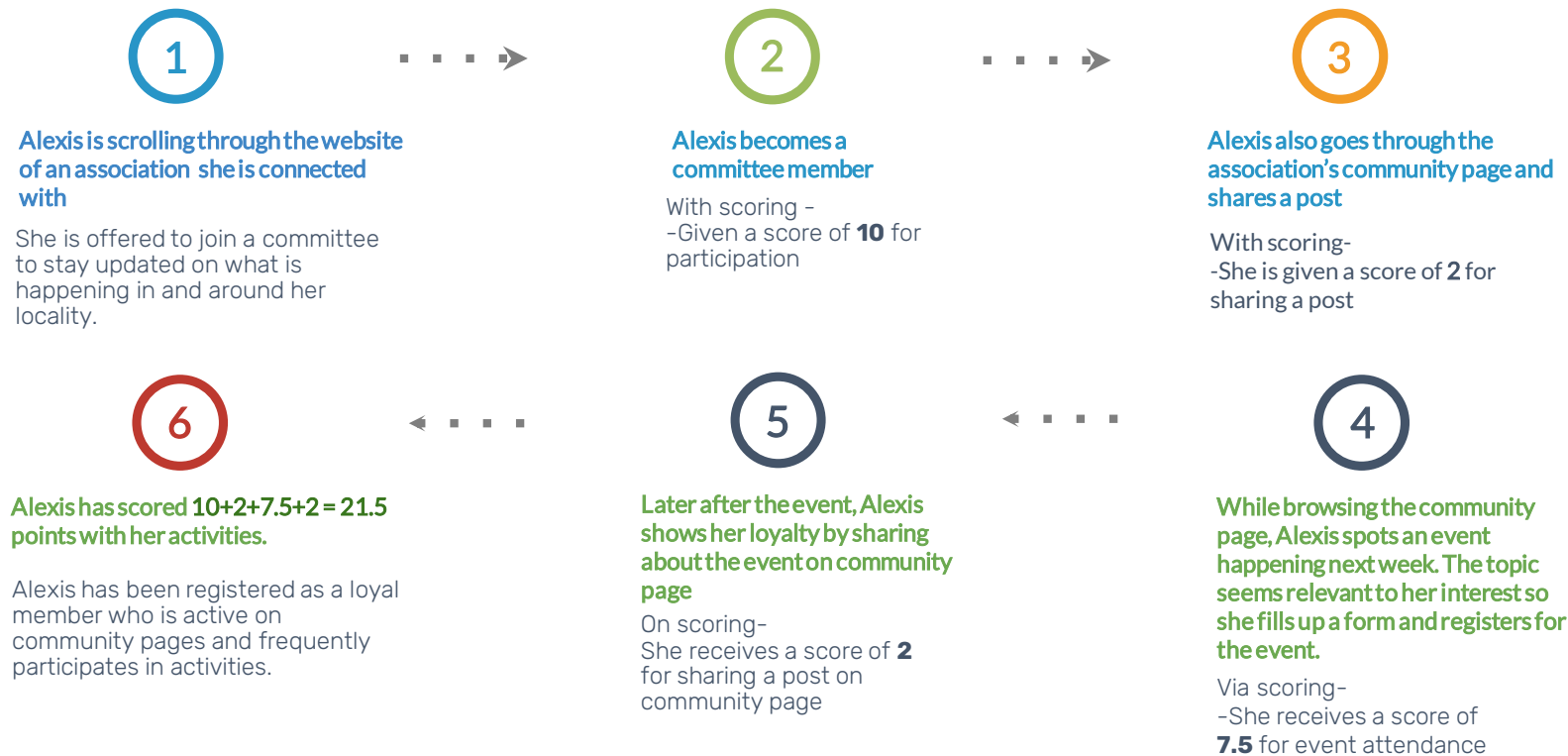Making attendance as a volunteer for your campaigns

Community posts
Actively participating in community posts

Member Engagement Scoring: Weighing Indicators

Behavior or Activity: Engagement Indicator	Weight Scale
Committee participation	10
Event attendance	7.5
Community subscriptions	10
Products purchased	5
Community posts	2
Recent logins	1
Number of donations	1
Volunteer attendance	.25

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Member Engagement Scoring: An Example

1

Alexis is scrolling through the website of an association she is connected with

She is offered to join a committee to stay updated on what is happening in and around her locality.

2

Alexis becomes a committee member

With scoring -
-Given a score of **10** for participation

3

Alexis also goes through the association's community page and shares a post

With scoring-
-She is given a score of **2** for sharing a post

6

Alexis has scored 10+2+7.5+2 = 21.5 points with her activities.

Alexis has been registered as a loyal member who is active on community pages and frequently participates in activities.

5

Later after the event, Alexis shows her loyalty by sharing about the event on community page

On scoring-
She receives a score of **2** for sharing a post on community page

4

While browsing the community page, Alexis spots an event happening next week. The topic seems relevant to her interest so she fills up a form and registers for the event.

Via scoring-
-She receives a score of **7.5** for event attendance

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Identifying types of engagers: Categories

The following categories serve as rankings to help you better identify specific types of engagers within your organization

Leader

Must have an overall percentile score greater than **85**.

Contributor

Must have an overall percentile score that is greater than **50**.

Connector

Must have an overall percentile score that is greater than **35**.

Participant

Must have an overall percentile score that is greater than **15**

User

Must have an overall percentile score that is greater than **0**.

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Tracking Member Engagement with Dashboards

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Engagement Report

Total engaged contacts	Recently engaged	Newly engaged	Average score
4,335	2,536	19	28
Total contacts: 5,288	Contacts engaged in the past 6 months	Newly engaged contacts this month	

Engagement by category

1636 — User
257 — Participant
1264 — Connector
775 — Contributor
440 — Leader
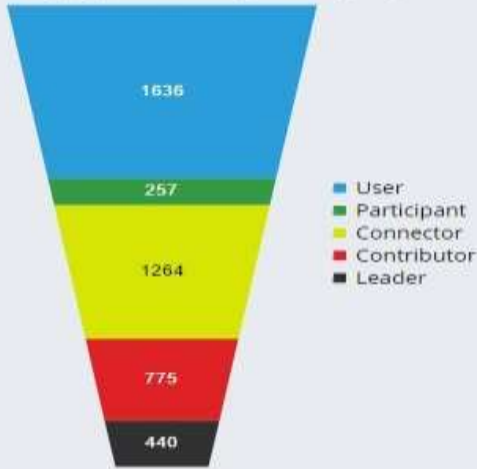
Engagement by month
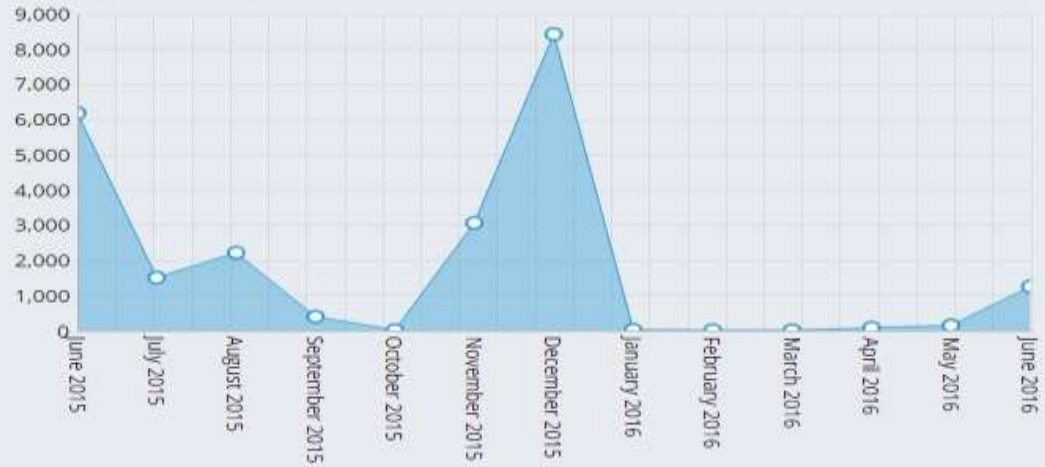
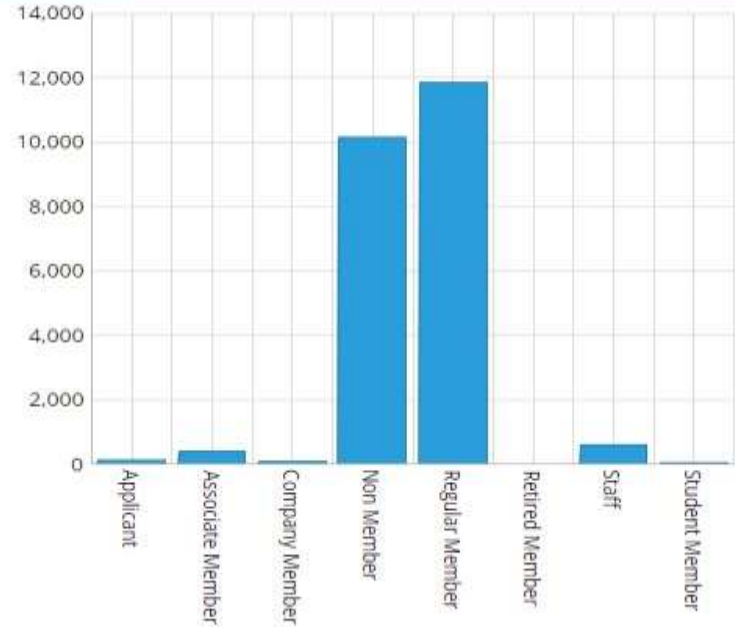**Report that shows the performance of a campaign in terms of lead engagement**

1. "**Total Engaged Contacts**" - how many contacts engaged with the association
2. "**Recently Engaged**" - how many recently engaged (past 6 months)
3. "**Newly Engaged**" - how many contacts engaged this month
4. "**Average Score**" - average score allotted based on their activities

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Engagement Report

| By member type | Top contacts | Not recently engaged | By component |

Member Type	Engaged Contacts	Score Sum
Applicant	9	110
Associate Member	25	387
Company Member	13	76
Non Member	1650	10142
Regular Member	1887	11837
Retired Member	1	6
Staff	55	590
Student Member	7	50

Report that shows the performance of a campaign in terms of lead engagement

1. "**Member Type**" - type of member based on profile and activities

2. "**Score Sum**" - how much is total sum of their score

3. "**Engaged Contacts**" - how many contacts engaged from that category

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