

ANALYTICS FOR ASSOCIATIONS

SUCCESS KIT

[NUCLEUSANALYTICS.COM](https://nucleusanalytics.com)

DATA ANALYTICS FOR MEMBER-BASED ORGANIZATIONS

At Gravitare, we believe that members stay more connected and more engaged when their association knows them better. Organizations that arm themselves with modern data analytics capabilities inevitably improve their understanding of members and other constituents, improving their ability to craft more relevant and appealing offerings.

Executives who maximize their data assets put their leadership and all levels of staff in the best possible position to succeed, supporting each level with an improved ability to identify insights, spot behaviors and trends, and make decisions more quickly and with confidence.

This Success Kit is a multimedia collection of resources in the following areas:

- **Executive Brief Series: Analytics for Association Leadership**
- **Benefits of Analytics for Associations**
- **Analytics for Everyone** (departmental analytics such as membership, events, etc.)
- **What to Do**
- **How to Do It**
- **Special Section: Member Engagement Scoring**

Download this document and explore these links both during and after ASAE Annual 2020.

We hope you have a phenomenal event and look forward to speaking with you soon!

ANALYTICS FOR EXECUTIVE LEADERSHIP EXECUTIVE BRIEF SERIES

[Part 1 – Data Analytics for Association Leadership](#)

[Part 2 – Data & Integrations for Association Leadership](#)

[Part 3 – Data Governance for Association Leadership](#)

[Part 4 – Member Engagement Scoring for Association Leadership](#)

ANALYTICS SUCCESS KIT - LINK COLLECTION

BENEFITS OF ANALYTICS FOR ASSOCIATIONS

[IPA Success Story](#)

[AMIA Success Story](#)

[AIAA Success Story](#)

[AAJ Success Story](#)

[Harvard Business Review: Competing on Analytics](#)

[Data Analytics 2025: 5 Trends That Will Impact Associations](#)

ANALYTICS FOR EVERYONE (role-based video demonstrations)

[Data Analytics for Senior Association Executives](#)

[Data Analytics for your Members](#)

[Data Analytics for Association Marketers](#)

[Data Analytics for Association Membership Professionals](#)

[Data Analytics for Association Event Professionals](#)

[Data Analytics for Association IT Professionals](#)

[Data Analytics for Government Relations/Advocacy](#)

[Data Analytics for Harnessing Chapters](#)

[Nucleus: Data Analytics for Everyone](#)

[Analytics are for Small Associations, Too](#)

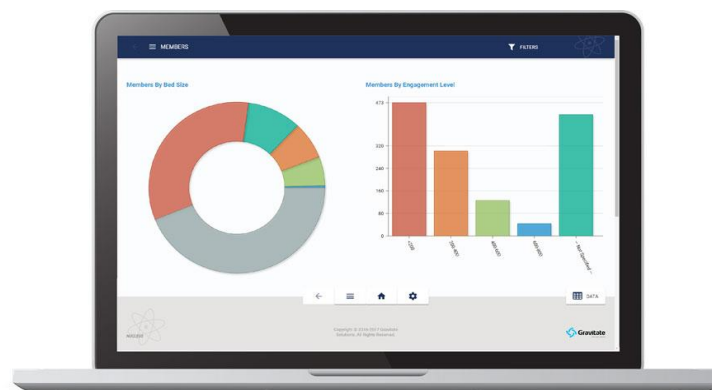
[Gravitate's COVID-19 Dashboard for Associations](#)

WHAT TO DO

Capture the 80% of Member Data Not in Your AMS
Stop Showing Members Incomplete Total Member Value
Provide Member-Facing Analytics for Fun and Profit
Add Database Snapshotting to Your Reporting Array
Observations of an AMS Lifer

HOW TO DO IT

Today's Ideal Association Software Stack
Build vs Buy – Pros and Cons for Association Analytics
Clean Data is the Foundation
4 Key Considerations When Selecting a Data Visualization Platform
4 Factors to Consider When Budgeting for Data Analytics



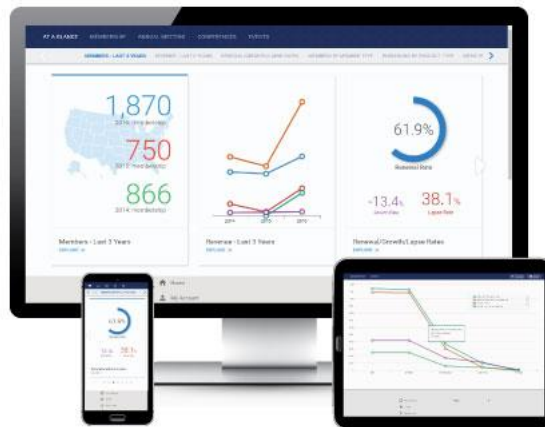
SPECIAL SECTION: MEMBER ENGAGEMENT SCORING

Only 20% of my Member Data is in my AMS?

Blended Data: the Key to Member Engagement Scoring (with Shane Kelley)

Using Data to Track Community Engagement

Member Engagement Scoring 2020



Thank you for exploring the Analytics for Associations Success Kit! As a next step, [click here](#) to schedule a discussion of data analytics with Gravitate’s Rob Miller, CAE.