



# 5 Ways Your Association Can Work Smarter (Not Harder)

## 1 Engage members more efficiently (and effectively).

Measuring member engagement can be complex and time-consuming if you try to do it manually. But with the right technology, you can automatically measure the health of your association's relationships with members and then use that information to deepen member engagement.

For instance, NetForum includes a member engagement scoring tool, called **A-Score**, that measures the engagement level of your members based on your organization's unique requirements.

With A-Score:



- ★ You can determine the interactions most meaningful to your organization – such as renewals, donations, products purchased, events attended, committee and advocacy activity, and social behavior – and give weights to their value.

- ★ A-Score then automatically scores member behavior on an ongoing basis to show you which individuals are most (and least) engaged.

- ★ Then, most importantly, you have the insights you need to take action and get members more involved.

### + TIP

Use [Member Engagement Scoring](#) to make smarter, faster decisions when it comes to connecting with your members.

## 2 Streamline gift processing.

Processing gifts might not be the most exciting part of your association's fundraising campaigns. But making sure you have the right methods and tools in place for gift processing can help you save time.

NetForum makes gift processing faster and easier by helping you:

- 📁 Handle gift processing more efficiently during busy times.
- 📁 Manage acknowledgements and tax receipts more efficiently.
- 📁 Track annual campaign results more accurately.
- 📁 Track campaign results more easily.



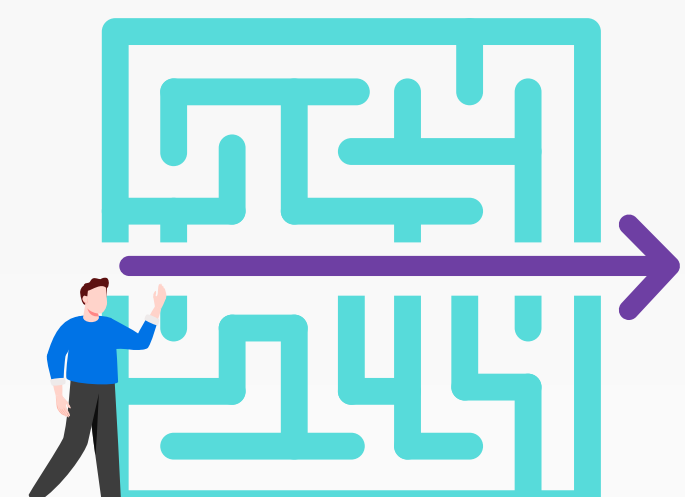
### + TIP

With the right tools, gift processing can be a model of efficiency and effectiveness for your [fundraising campaigns](#).

## 3 Make more informed decisions – faster.

Using insights from your association's data can help your entire organization make more informed decisions, faster. That's why it's important to have tools in place to help you understand your data and put it to use. So, instead of spending time tracking down and compiling information from multiple systems, you can easily view and act on key organizational metrics each day.

For example, NetForum:



- 🔍 Includes configurable dashboards for a quick view of key data. In just a few clicks, you can drill into a graph or chart to view the data behind it, and then drill down further to obtain a list.

- 🔍 Provides 300 standard reports for visibility into the health and performance of your organization.

- 🔍 Allows you to quickly modify standard reports without the need for IT help.

### + TIP

**Nucleus**, the first data analytics solution developed specifically for associations, is a Community Brands product that's available in-app with NetForum. It works with NetForum to provide advanced data and insights for more informed decision-making. The Nucleus membership dashboard is included for all new NetForum customers.

## 4 Enable member self-service.

There's no need to waste time answering commonly asked questions and providing the same information to members over and over. With the right technology, you can give your members the power to quickly find the answers and resources they need.

For example, NetForum includes multiple capabilities that your members can use via a member portal to find the answers and services they need, including:

- FAQs
- Member directories
- Discussion groups
- Profile management

### + TIP

By freeing up staff time from routine manual tasks, your organization will have more time to focus on higher-value work.

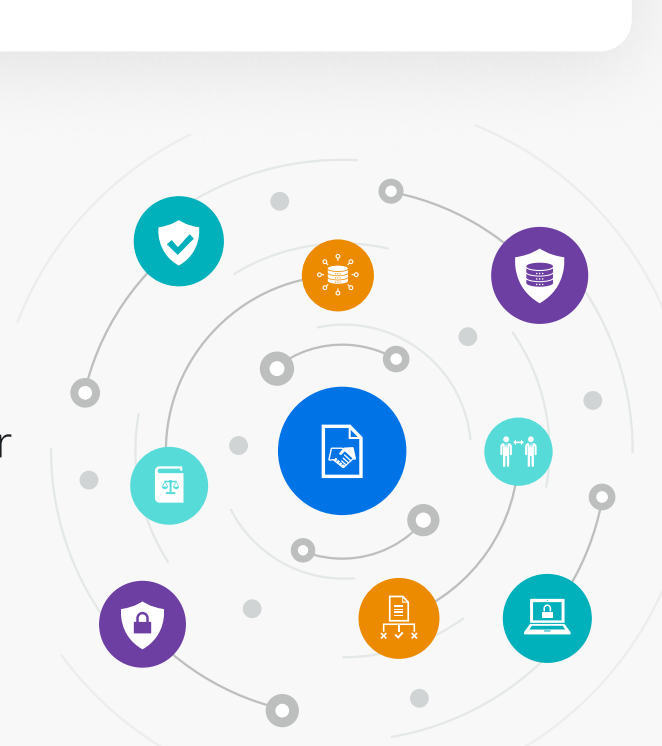
## 5 Manage the entire organization from one system.

Using an association management software (AMS) system to manage member data and processes makes it easier to handle membership efficiently and keep your member data secure.

For example, NetForum by Community Brands offers extensive out-of-the-box functionality to help mid-to-large size associations work more efficiently.

With NetForum:

- 🔗 Your staff can manage everything from membership processes and chapters to fundraising and accounting – all in one place, without needing to juggle multiple systems.
- 🔗 Member data for these functional areas of your organization is managed in one system, so you have fewer systems to worry about when it comes to securing access to your data.
- 🔗 Many of the most common association processes are already set up, so there are fewer configurations you'll need to make.



### + TIP

With a consolidated system to manage your organization, you can avoid the problem of disjointed data in multiple systems, which can slow you down through outdated data, reporting breakdowns, and inconsistent decision-making.

👉 [Request a demo!](#)

## Learn more about how your association can work more efficiently.

With the right technology and approaches, your association's staff will be working smarter (not harder), leaving more time for high-value projects. Learn more about how NetForum AMS can help your organization become more efficient and productive:

[READ THE GUIDE](#)

### Best practices to improve your association's efficiency

[Get the guide](#)

