

7 Reporting

We mentioned reporting in a couple sections already, which just goes to show the importance of this feature. If you can pull and analyze reports, you can make data-driven decisions to better serve your members and aid in organizational growth.

When evaluating the reporting functionality in a membership management system, you'll want to look for configurability. What trends are you seeking to identify? What data is important to your board of directors? How can data from your chamber management solution be used to support membership growth and retention, as well as non-dues revenue generation? What do you currently report on and what would you like to be able to report on? Discuss that with potential software vendors to make sure those are reports you can pull with ease.



BONUS TIPS

TIP #1

Look for a software provider that's constantly releasing product updates based on client feedback. When evaluating software solutions, you, of course, want to focus on the features that are readily available, but be sure to ask about future updates and enhancements as well. You want a software solution that's constantly improving.

TIP #2

Look for association management software that integrates well with other software solutions, whether those are solutions you're using now or plan to use in the future. (For example, event management software, learning management software, job board software, etc.) Bonus if you can find a membership management software provider with a platform of integrated solutions, so you're not having to deal with multiple vendors, support teams, billing departments, etc.

What to seek in a software provider:

Nailing down the right member software for your chamber is one thing, but nailing down the right member software *provider* is another.

See what others have to say!

In addition to what each provider says, see what other current and former users have to say. Check out review sites, such as [Capterra](#), [G2](#), and Google Reviews.

When evaluating association management software, don't forget to evaluate the software provider too. Ideally, you don't just want a provider...you want a partner in association management. Look for a technology partner that will...

- Pair you with a dedicated staff member to get you up and running successfully
- Give you access to an online Help Center with training articles and videos (Accessible 24/7/365)
- Support you with a highly-rated Help Team
- Offer ongoing training opportunities, both online and in person
- Provide you with free best practices and industry resources
- Assist you with add-on features and integrated solutions to make your association management software even more powerful

◀ *For Google Reviews, just search each provider and you'll see the reviews pop up either at the top of the page or on the right, depending on whether you're using a mobile device or a desktop/laptop computer.*



We know embarking on the association management software shopping process can seem daunting, but as long as you involve the right people, do your research, and ask the right questions, you'll be on the right path to pinpointing the best membership management system for *your* association.

If you're interested in learning more about association management software and other tools from MemberClicks, give us a call at **800-914-2441 or visit us at **memberclicks.com**.**

More about MemberClicks

MemberClicks offers all the tools that membership organizations need to make the most of the web. From online databases and event registrations to custom-designed websites and member communities, our products are tailor-made for professional associations, trade associations, and chambers of all sizes.

For more information:

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