



MEMBERSHIP PROFILING

How mapping and analysis can help you understand your members better

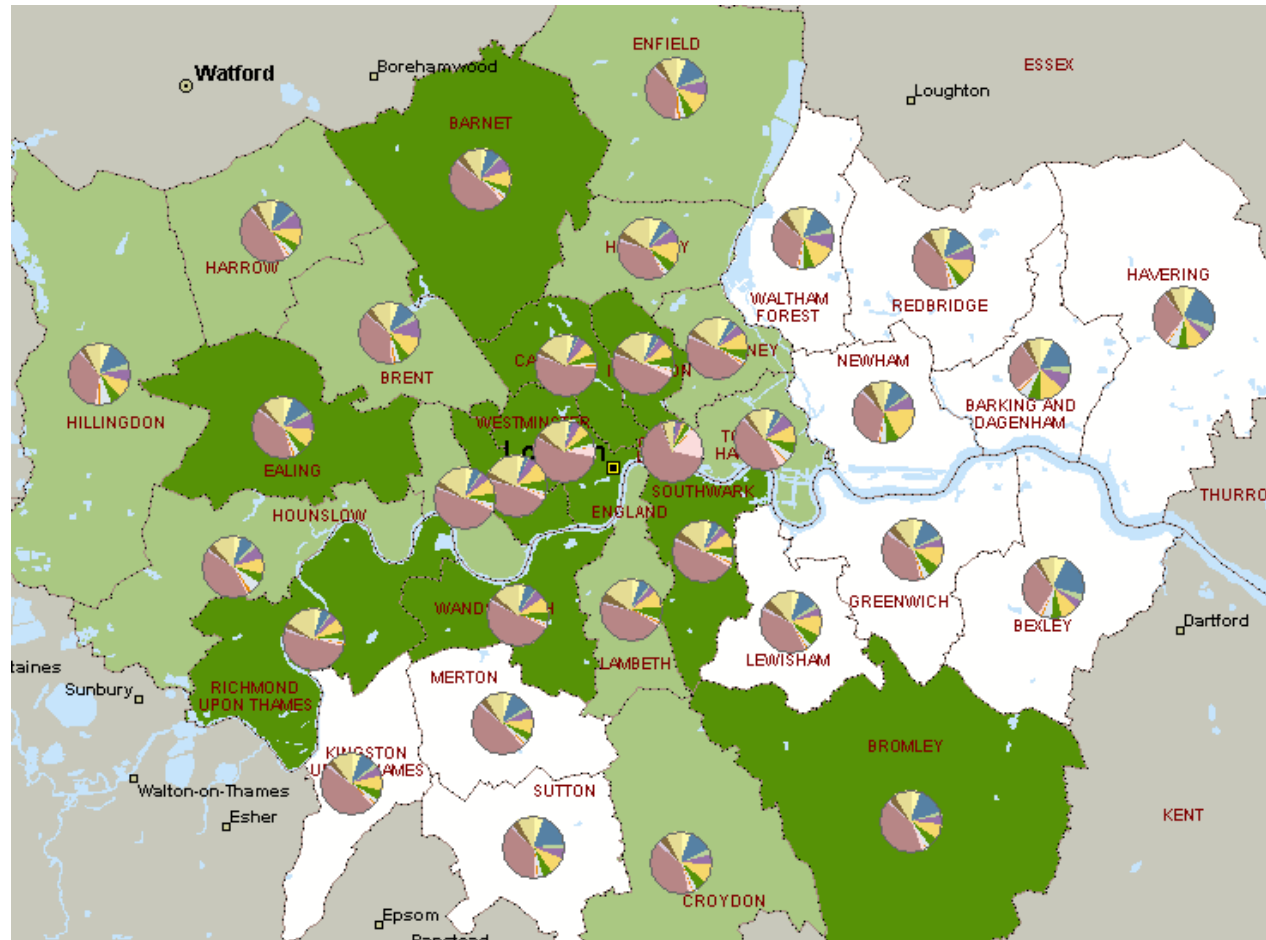
RETAINED VERSUS LAPSED

- > Thick line = lots of members
- > Big red slice in pie = lots of lapsed



CATEGORIES BY AREA

- > User-defined areas can be created from postcodes or unitary authority boundaries
- > Can then be used for analysis of membership types



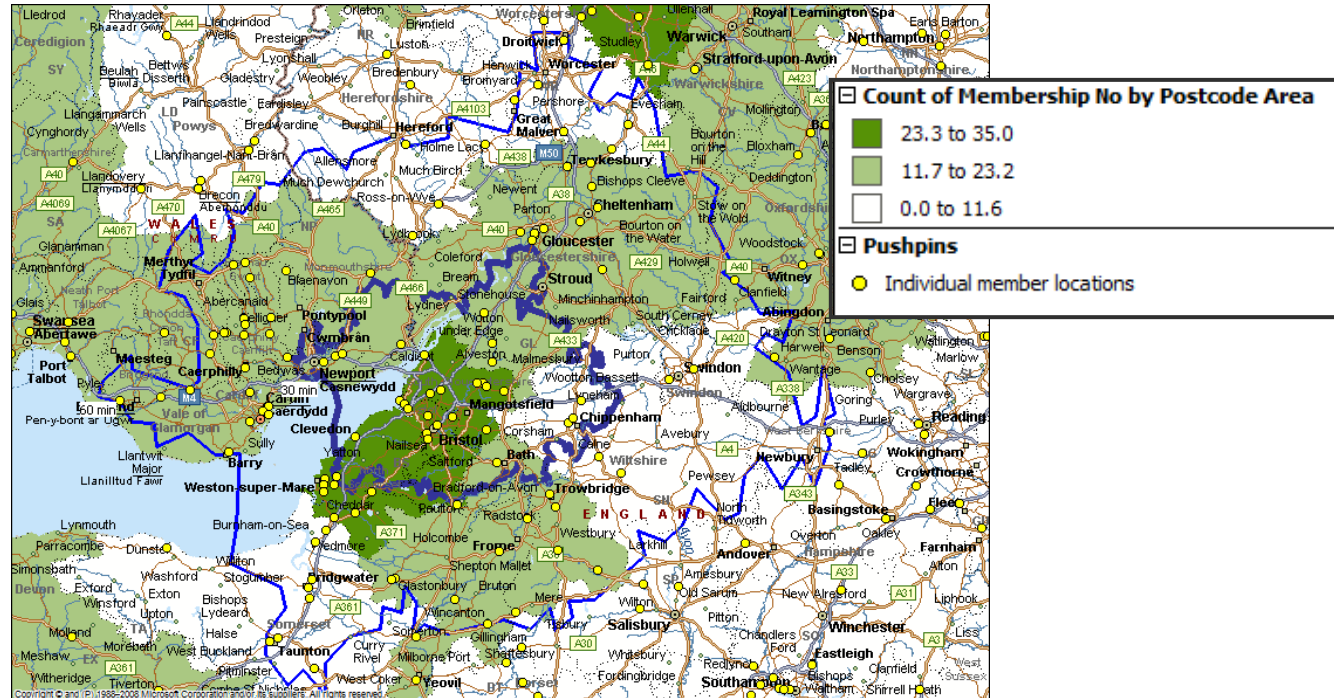
HOME VERSUS WORK

- > North East region
- > Red = Home
- > Black = Work



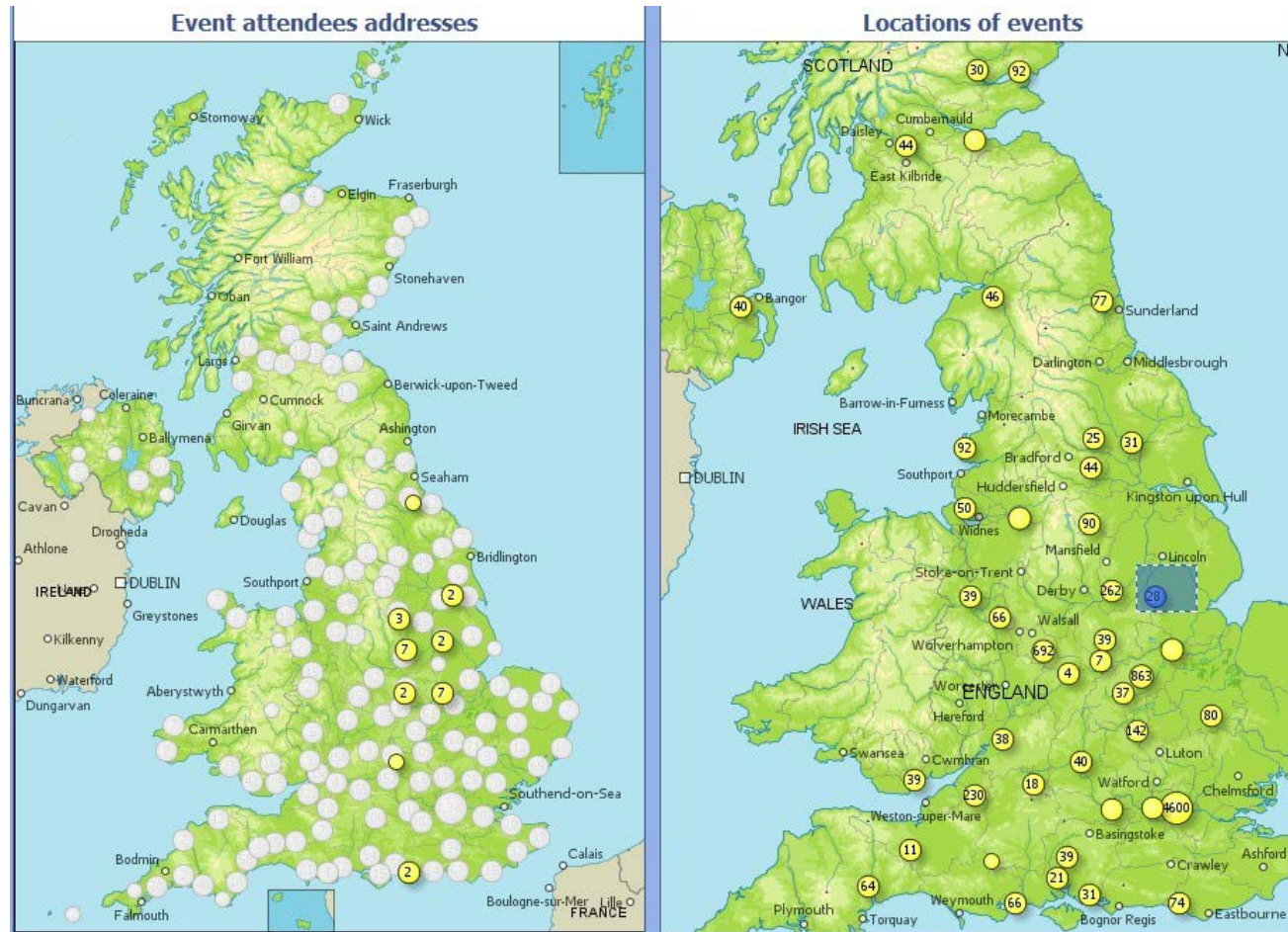
UPCOMING EVENT ANALYSIS

- > Identify hotspots
- > Identify individual members likely to attend
- > Export that list for emails



PAST EVENTS ANALYSIS

- > Interactive map pair on same screen
- > Events on right, members that attended on left
- > Draw box round an event and see where people travelled from
- > Can identify individuals
- > Available by downloading free viewer or in Excel for smaller organisations



TO UNDERSTAND YOUR MEMBERS BETTER

- > Kirsten Tisdale has carried out analysis projects for several institutes and not-for-profit organisations and has trained their own staff to use MapPoint
- > She first helped a membership organisation when her own professional institute, The Chartered Institute of Logistics & Transport, of which she is an active member, asked her to carry out some analysis of its database
- > She did that by applying the types of technique she would bring to logistics projects (Kirsten is a logistics consultant most of the time), using a combination of MapPoint, Excel and other specialised software
- > Kirsten is a Fellow of CILT(UK), a Member of the Institute of Directors and is also an Imperial College Mathematics graduate
- > **Contact** Kirsten at Aricia Limited for a no-pressure chat on 01295 758875 or email her at kirsten@aricia.ltd.uk

