

# Metrics Quick Sheet

14 METRICS • 30 MINUTES/MONTH • 2 PAGES

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A right-sized measurement program for a membership association: reach, resonance, and action metrics mapped to data sources that already exist, with no new tools, no new documents, and a monthly cost of about thirty minutes.

## What's inside

### 01 The Framework

Reach, resonance, and action, adapted from public communications to membership health

### 02 14-Metric Mapping Table

Each metric tied to what it tells the board and exactly where the data already lives

### 03 The Affiliate Health Dashboard

Six monthly numbers with trend arrows, quarterly add-ons, annual trends

### 04 Benchmarks & Right-Sizing

Industry benchmark sources and the rule: if it takes longer than the value it gives, cut it

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## This is a structural preview.

To protect the work product, only the document's scope and architecture are shown here. The complete 2-page document is available on request. Connect with me on LinkedIn ([linkedin.com/in/rhondajustice](https://www.linkedin.com/in/rhondajustice)).