

Dashboard Components: Choose what is essential for your chamber.

<i>Basic model components</i>	<i>Mid-level components</i>	<i>Luxury model components</i>
Membership	Membership	Membership
Membership retention	Membership retention	Membership retention
	Cancelled members	Cancelled members
	1 st year retention	1 st year retention
	Expense per member	Expense per member
		Premium membership retention
	Overall membership numbers	Overall membership numbers
		New members
Finance	Finance	Finance
Total Revenue	Total Revenue	Total Revenue
		Revenue breakdown (consider top revenue producers)
	Fundraising revenue	Fundraising revenue
	Dues	Dues
		Other significant sources of revenue
Total Expenses	Total Expenses	Total Expenses
		Expense breakdown (consider top expenses)
		Net Assets
Events	Events	Events
Attendance (at signature events)	Attendance at signature events	Attendance at all events, including signature events
	Event evaluations	Event evaluations
		Event revenues
		Event expenses
		New memberships as a result of an event
	Staffing	Staffing
	Turnover	Turnover
		Revenue per FTE
	Communications	Communications
	Click/open rates	Click/open rates
	FB likes (overall growth)	FB likes (overall growth and reach)
		Web traffic plus other social media stats (reach via Twitter, Instagram, YouTube, etc.)
		GR/Public Policy efforts
		Legislative victories
		Electoral wins
		Young Professional Programs
		YP Revenue
		YP Expense