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Beyond insights: Using data to add real value for your members

Most associations are sitting on more useful data than they realise.
The problem isn't what they're collecting — it's how they're making use of it.

1

Track participation, not just numbers

Headcount tells you who joined; participation tells you who's getting value. Bring event attendance, portal logins, email clicks, and resource downloads into one view, so you can see which benefits land and which need rethinking.

2

Tailor the experience to each member

Use career stage, location, and engagement history to time outreach and keep touchpoints relevant. Members feel understood, and your association becomes a genuine career partner.

3

Close the gap between what members say and do

There's usually a difference between the benefits members ask for and the ones they use. Let your data show the pattern, then shape your programmes around real behaviour rather than guesswork.

4

Track the metrics that show membership health

Renewals and open rates only tell part of the story. Add these for a fuller picture: portal login frequency, time from sign-up to first engagement, average membership tenure, and net member value (the total worth of a member over their time with you).

5

Give your board a clear view of engagement

Show leadership active vs passive members, renewal trajectory, and event participation in numbers they can act on. It's the fastest way to make the case for investment and grow membership revenue.

How Ecological Society of Australia got their data working for them

ESA had different tools for different tasks no single view of member activity.

See how they automated renewals, improved reporting and built a connected membership journey.

> *"Reporting within ToucanTech has been a game-changer. Quick queries have saved us a lot of time compared to our previous system."*
>
> ***Jacky Tierney, Finance Officer, ESA***

1,300+
Members engaged from one system

Self-serve
renewals, comms & networking

3 → 1
tools consolidated

Scan for full ESA case study

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Clean data: The important habits behind a database you can trust

8 practical tips to keep your data clean and usable

Good data doesn't happen by accident. Good data habits make the difference between a database you trust and one you work around.

01

Set a data policy

Decide who owns data entry, how fields are formatted, and when audits happen. Consistency is a team habit, not a one-off fix.

02

Use data validation

Set rules on what can be entered. An email field that rejects invalid formats saves hours of cleanup later.

03

Default fields, not free text

A structured address field lets you filter by location. Build for how you'll use the data, not just how you'll store it.

04

Give everyone a unique ID

Two members with the same name is only a problem if your system can't tell them apart. Unique IDs make imports reliable.

05

Picklists over free text

If one types 'NSW' and another 'New South Wales', your filter finds neither. Picklists make data searchable.

06

Merge duplicates regularly

Duplicate records skew your renewal numbers and make reporting unreliable. Schedule a quarterly duplicate check.

07

Keep records separate

Joint records for couples create compliance headaches. Every individual needs their record for targeted comms.

08

Make it a routine, not a rescue

A monthly 30-minute data review beats a two-day cleanup every six months. Build it into the calendar.

Need help with your member database? **Scan to start a conversation.**