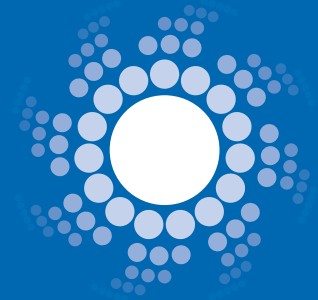


A SERVICE PROFILE

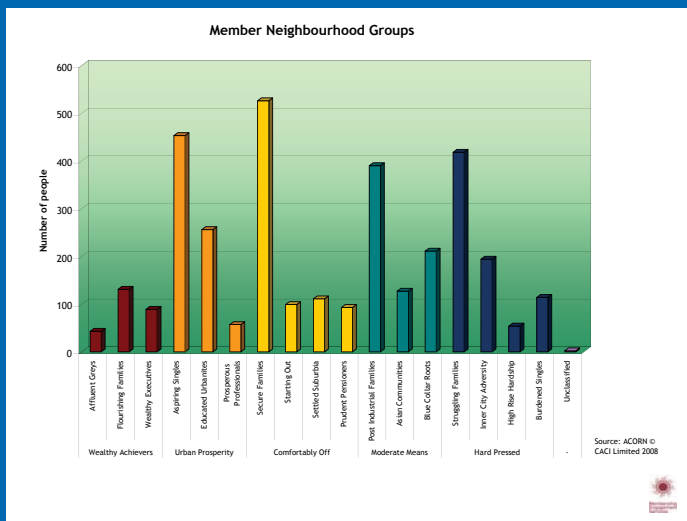
MEMBERSHIP PROFILING AND DEMOGRAPHIC ANALYSIS



Membership
Engagement
Services

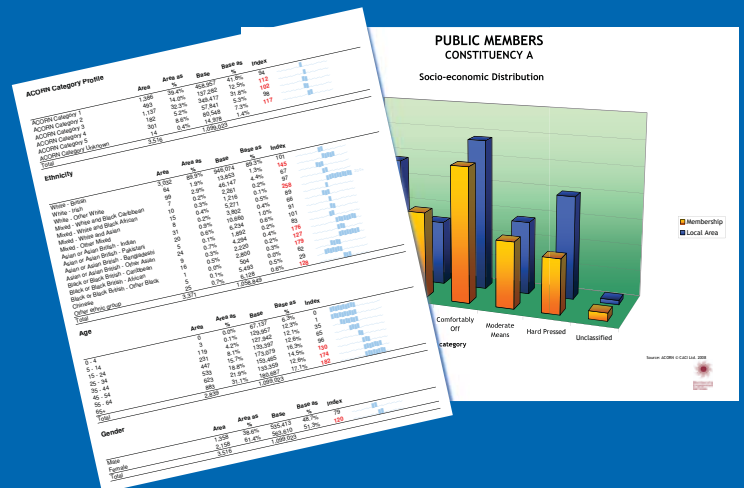
|| Why is membership profiling important?

A successful membership organisation is one that remains responsive to the changing needs and expectations of its membership. Understanding the composition of your membership can help your organisation to develop effective communication and engagement strategies, thereby ensuring that a healthy dialogue with your membership is achieved.



Sometimes having a representative membership is a statutory requirement, as is the case with NHS Foundation Trusts, for instance. Here, membership profiling can help your organisation by identifying under-represented elements of your membership, enabling your organisation to direct its resources to address these gaps. Understanding your membership is part of a good governance strategy that enables you to deploy resources efficiently and effectively.

|| How we can help



1. Who are your members?

Membership Engagement Services (MES) work with the UK's leading demographic and consumer analysis providers to accurately classify your data in the following areas:

- Socio economic status
- Health status
- Financial status
- Income

Once classified, we can then generate reports on your membership in a number of ways...



2. How representative is your membership?

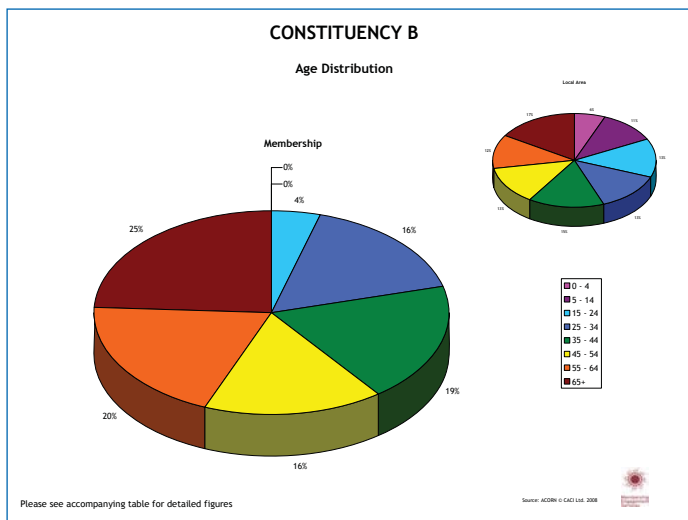
Once an initial analysis has been completed, we can advance the understanding you have of your membership by comparing it to your locality. By providing comparative statistics with local boroughs, constituencies or with your overall catchment area (even if this is nationwide), you can see if your membership mirrors a wider population as a whole.

Comparisons can be made by:

- Socio-economic status
- Ethnicity
- Gender
- Age
- Health status
- Financial status
- Income

|| Your final report

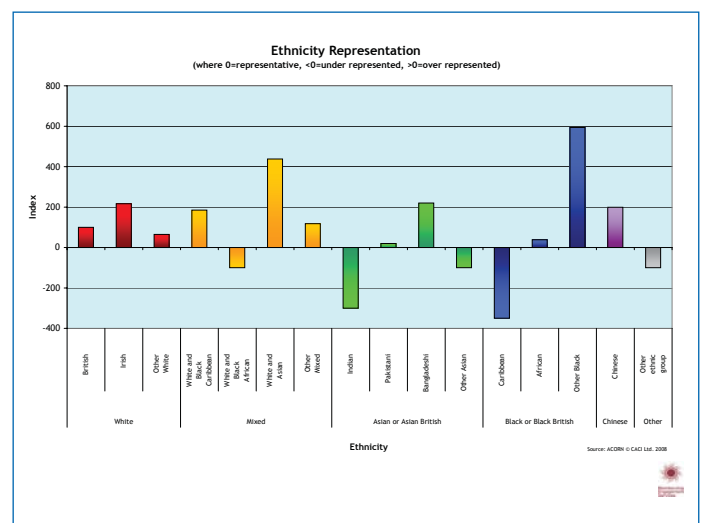
MES generates a comparative report and compiles graphical representations and analysis of key information. Each report is tailored to meet the needs of individual clients; different organisations require different levels of information and analysis. To this end we work closely with our clients to find out what they need as well as using our initiative to pop in some helpful extras!



Each report is sent to you as a bound hard copy and electronically. We also send your original data back with demographic classifications appended. This gives you the flexibility to use this information in a variety of ways - for internal board presentations or for further scrutinising by external regulatory bodies.

|| Related MES services

- **Data Support Service:** Our database system has demographic profiling functionality built in. See the composition of your membership and how representative it is whenever you want.
- **Growing your membership:** MES can help you utilise your new understanding with targeted and cost-effective recruitment campaigns.
- **Voter profiling:** In partnership with ERS, our parent company, we can profile your voters during election time to see which groups are voting and where apathy may be creeping in (voter anonymity is of course maintained). By adding this service to your electoral project you will be able to identify strategies for improving turnout and communicating with your members during this critical time.



|| Further information

For further information please contact
Membership Engagement Services
48 Charlotte Street
London W1T 2NS

Phone: 020 3008 5305

Fax: 020 3008 6131

Email: enquiries@membra.co.uk

Web: www.membra.co.uk