

Association Health Audit

A STRATEGIC SELF-ASSESSMENT TOOL FOR ASSOCIATIONS

This audit is designed to help association leaders evaluate the health of their organization across key areas. Use this tool to identify strengths, uncover gaps, and prioritize next steps for growth.

Leadership & Governance

1. Do board members have clearly defined roles and responsibilities?
2. Is there a clear strategic plan guiding decisions?
3. Are meetings productive and decision-focused?
4. Is leadership aligned on priorities?

Operations & Infrastructure

1. Are day-to-day operations clearly documented?
2. Is there a consistent process for managing tasks and deadlines?
3. Are systems and tools being used efficiently?
4. Is knowledge centralized or dependent on individuals?

Membership

1. Is your value proposition clear to current and prospective members?
2. Do you have a defined member recruitment strategy?
3. Are you actively engaging and retaining members?
4. Do you regularly measure member satisfaction?

Events & Programs

1. Do your events align with member needs?
2. Are events financially successful?
3. Is there a repeatable process for planning events?
4. Are you leveraging sponsorship opportunities?

Marketing & Communications

1. Is your messaging consistent across channels?
2. Do you communicate regularly with members?
3. Is your brand clearly defined?
4. Are you using data to guide marketing decisions?

Financial Health

1. Do you have diversified revenue streams?
2. Are financial reports reviewed regularly?
3. Is budgeting proactive and strategic?
4. Are expenses aligned with priorities?

Growth & Strategy

1. Do you have clear growth goals?
2. Are you tracking performance metrics?
3. Are you adapting to industry changes?
4. Do you have a long-term vision?

Want help interpreting your results?

V2 Marketing & Management offers a complimentary Association Audit Review Session to help you identify opportunities and create a path forward.

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