

[COMPANY NAME]
Business, Trade and Industry Association Memberships
Organization Assessment

Bold and/or underline your rating.

Organization Name:	Date of assessment:	Conducted by:			
Criterion	Low value description	Low	Medium	High	High value description
Success in influencing issues	Minimal	1	3	5	High visibility. Industry leader.
Timely intelligence	Poorly organized, may miss window of opportunity	1	3	5	Rapid reaction to breaking developments
Resource use	Similar to stand alone [company] effort	1	3	5	Able to represent industry as a group, takes leadership role on consensus building
Communications	Low quality, ineffective, lags behind	1	3	5	Leading edge information provided in a timely manner
Use of funds	Administration consumes significant resources	1	3	5	High percentage of funds collected applied directly to organization's stated objective
Issue management and analysis	May take positions not fully agreeable to [company]	1	3	5	Focused on areas critical to [company] business Top quality staff
Business goal importance	Indirect business interests	1	3	5	Vital business interest
Competitor participation	None	1	3	5	All major competitors involved
Dues structure	[company] provides disproportionate share	1	3	5	Set fees are equal among [company] peer companies. Formula-based dues are fairly assessed on volumes, employee numbers or revenues.
Value received for dues	Similar cost to stand-alone [company] effort	1	3	5	Substantial cost savings compared to stand-alone effort
Impact of non-membership	No unfavorable impact	1	3	5	Significant loss of access to important business information
Management involvement	None	1	3	5	Extensive, including active senior executive involvement
[company] influence	Membership dominated by companies with different goals than [company]	1	3	5	[company] plays key/leadership role with major impact on policies and positions
Duplication of effort	Fulfills same purpose as another group, but less effectively	1	3	5	No other organization available to fulfill business purpose.
Perception	Unfavorable, positions/participation not sought	1	3	5	Always asked to participate, impact on media

Total Points:

Comments: