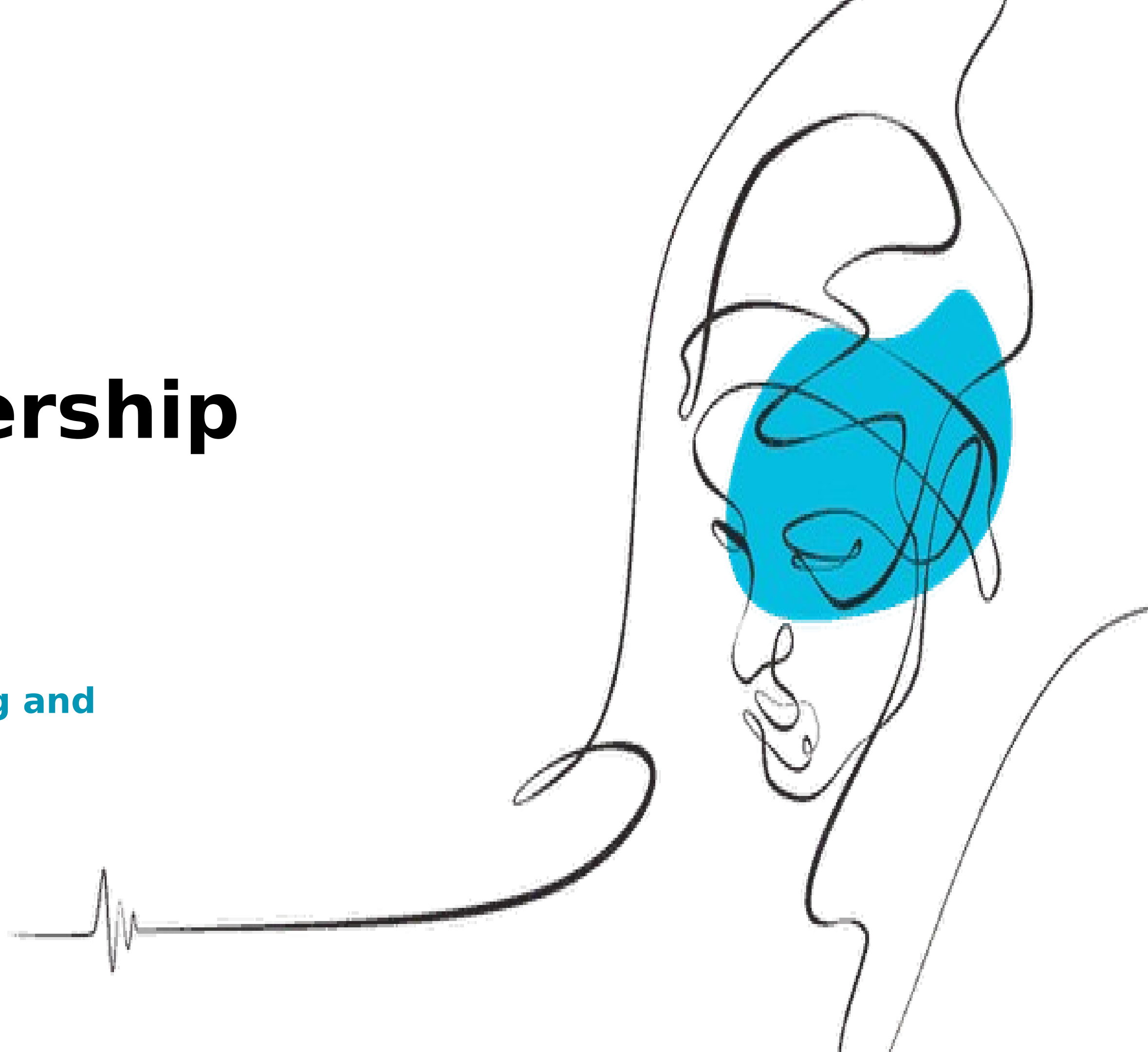
singula
decisions

Driving membership growth.

Membership management, billing and intelligence, on one platform.



THE THREE NUMBERS

Every membership organisation is run by three numbers. Everything we do is judged against whether it moves one of them.

01

Recruitment

How many people join, and how many of those who start an application actually finish it.

02

Income per member

The fee, plus everything else a member pays for across the year, counted as one figure.

03

Lapse

How many members you lose, split between those who chose to go and those you lost to a failed payment.

Most systems report on these three numbers. None of them are built to move all three.

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THE PROBLEM

Renewal season should not be a project.

Most membership organisations run on a general purpose CRM that was never built for recurring money, propped up by spreadsheets and goodwill. It works, until it does not, and it never tells you anything early enough to act on.

THE COST IS QUIET AND ANNUAL

Members who meant to stay drift out because a card expired and nobody chased it. Income sits in four systems that do not agree. The lapse rate is a number you learn at year end, when the year is already gone.

- **Renewal season lives in a spreadsheet**
  Rebuilt by hand every year, owned by one person
- **The member record is split four ways**
  CRM, events tool, finance system, shared inbox
- **Lapse shows up at year end**
  Months after the month it actually started
- **Failed collections are chased by hand**
  The most recoverable income you have, left alone
- **Changing a fee means a project**
  So pricing never moves, and neither does income

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THE MEMBERSHIP LIFECYCLE

Membership is not a database record. It is a relationship with a clock on it, and every stage of that clock is handled on one platform.

RECRUIT

Join

Application, eligibility, grade and first payment in one flow.

ACTIVATE

Onboard

Benefits switched on the moment payment clears.

GROW

Belong

Events, courses and exams on the same member record.

RETAIN

Renew

Renewal runs by rule, with reminders and grace periods.

PROTECT

Recover

Failed collections retried and resolved automatically.

WIN BACK

Reinstate

Lapsed members targeted and rejoined without losing history.

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THE PLATFORM

Every capability earns its place.

RECRUITMENT

Membership management

- Grades, categories and joining offers
- Student, retired, corporate and life rates
- New grade or fee live in minutes

LAPSE

Billing and payments

- 300+ payment methods, 100+ currencies
- Smart retries and dunning on failed collections
- Reminders, grace periods, reinstatement by rule

INCOME PER MEMBER

CRM and single member view

- Fee, events, courses and extras on one record
- Segmentation for the right offer to the right member
- Live dashboards by grade, region and cohort

UNDERPINS ALL THREE

Entitlements and integration

- Benefits granted and withdrawn automatically
- Designation and register status kept current
- Connects to web, events, learning and finance

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One record. Not four systems.

Everything a member is and everything they have paid for, held together. This is what makes an accurate lapse figure possible, and it is what every other capability depends on.

- Grade, term, renewal date and standing
- Fee, payment method and full collection history
- Benefits currently in force
- Events, courses, exams and publications
- Designation and register status

MEMBER 360 SINGLE MEMBER VIEW

Helen Ross

IN GOOD STANDING

Member #40218 · Joined 2014

GRADE	MEMBERSHIP FEE
Full member · Annual	**£268.00 / yr**
Renews 01 Oct 2026 · auto-renew on	Direct debit · 12th of the month

BENEFITS IN FORCE	BEYOND THE FEE
Journal · CPD · Directory	**£410 this year**
Events available, not yet taken up	Conference · 2 courses · exam entry

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THE LAPSE NOBODY CHOSE

Not every member who leaves decided to.

A meaningful share of every year's lapse is a payment that failed rather than a member who resigned. It is the cheapest income in the organisation to recover, and on most systems it is recovered by hand or not at all.

300+

Payment methods

Across 100+ currencies, so a collection clears the first time it is presented.

Auto

Retries and dunning

Failed collections retried on a schedule that reflects why they failed, not a fixed calendar.

Rule

Reminders and grace

Renewal reminders, grace periods and reinstatement applied consistently at any volume.

Full

Credit control

Pro-rata on grade changes, tax and reconciliation handled accurately every time.

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Know who is drifting, while you can still do something about it.

Singula Decisions IQ reads the member record the platform is already keeping and turns it into a decision. Not a report you interpret. A named member, a reason, and the action worth taking.

- Lapse risk surfaced months before the renewal date
- One recommended action per member, with its reason
- Growth as well as retention, who is ready for more
- Every action logged, so the effect is measured

IQ. MEMBER WATCHLIST ILLUSTRATIVE

Member #40218
Renews in 47 days · no benefit use in 6 months
CALL BEFORE RENEWAL

Member #38104
Collection failed twice · card expiring
UPDATE PAYMENT

Member #41967
Two courses booked · third year at same grade
OFFER GRADE UPGRADE

Member #37552
Lapsed 11 months ago · still active in the sector
REINSTATEMENT OFFER

PROOF, NOT PROMISES

Recurring relationships, run properly, since 1997.

A sample from more than 100 projects, at organisations where the renewal run cannot fail and the members notice if it does.

25 yrs+

At scale

Running recurring member relationships

300+

Payment methods

Across 100+ currencies

95%

Risk accuracy

Identifying who is at high risk of leaving

45%

Win-back conversion

From targeted reinstatement campaigns

AWARD-WINNING

Best of Show, IBC · Best of Show, NAB Show · Best of Show, TVB Europe · CSI Awards Finalist

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AN EIGHT-WEEK PILOT

Prove it on your own members, before you commit to anything.

WEEKS 1-2

Get the data in

We take an extract of your member and payment data. No integration work needed at this stage.

WEEKS 3-5

Build the picture

The single member view assembled, and your real lapse figure split into chosen and unchosen for the first time.

WEEKS 6-8

Act and measure

One renewal or recovery campaign run against a named group, with the outcome measured against a held-back control.

WHAT YOU KEEP, WHATEVER YOU DECIDE NEXT

Your true lapse figure split between members who chose to leave and members you lost to a failed payment, the recoverable income that sits inside the second group, and a measured result from one campaign run against it.

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Driving membership growth. Let's talk about yours.

Twenty minutes to show you what renewal season looks like when the platform runs it.

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