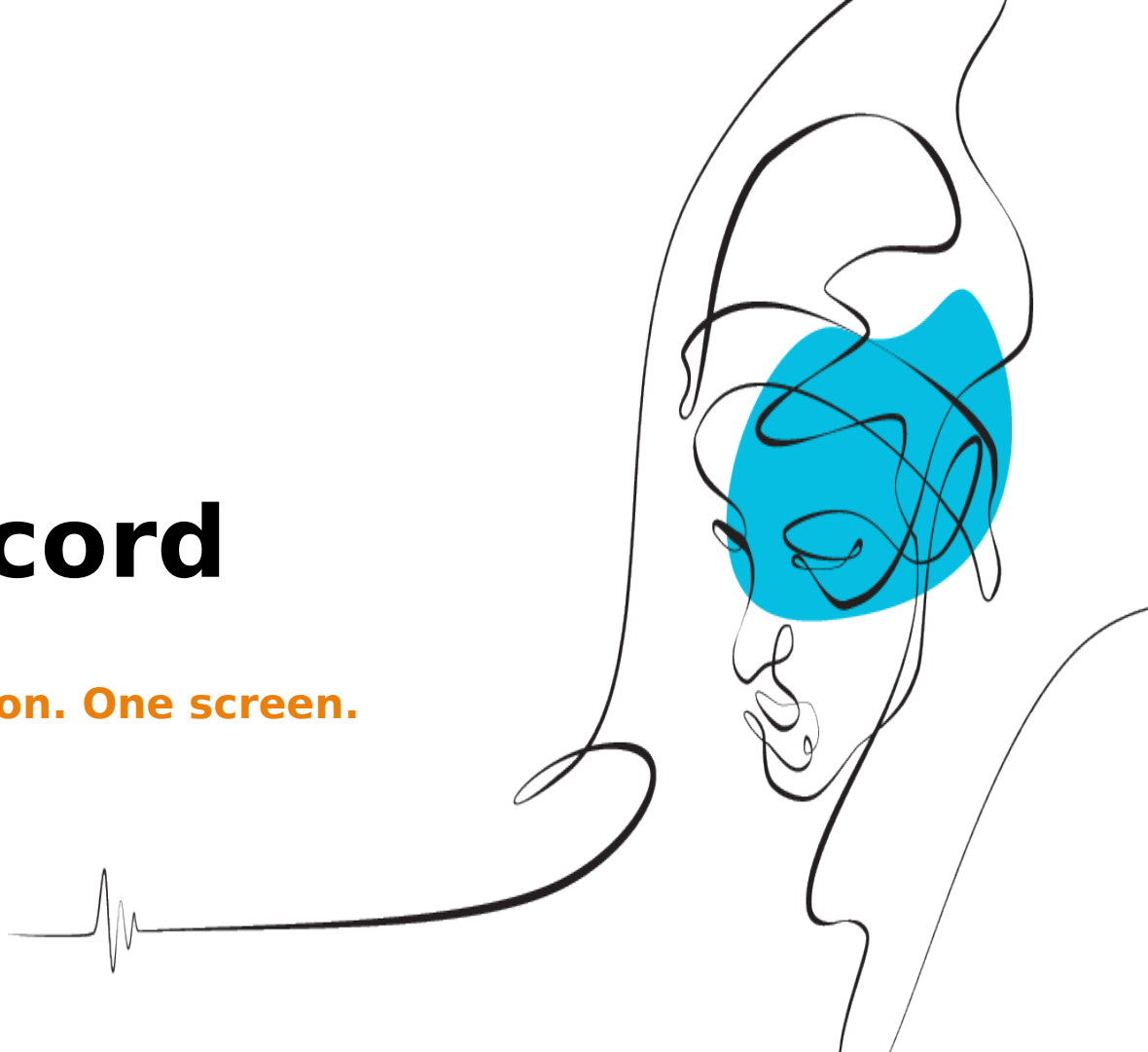


singula
decisions

Unified Member Record

One identity. Every dimension. One screen.

A working POC for membership organisations
May 2026 | Confidential



THE PROBLEM

Your supporters live across five different systems.

The membership team uses one system. Finance uses another. Events run on a third. Email lives in a fourth. Fundraising in a fifth. Each system knows a slice of the supporter — none of them knows the whole person.

Membership CRM

Tier, joined date, contact details

Finance / Billing

Renewals, direct debits, failed payments

Events Platform

Bookings, attendance, no-shows

Email & Marketing

Campaigns, opens, clicks, unsubscribes

Fundraising / Donor DB

Gifts, gift aid, legacy enquiries

By the time anyone connects the dots, the supporter has gone.

WHAT SLIPS THROUGH

A Patron supporter. 17 years tenure. £540 a year in regular giving.

Looks like a model supporter. Until you look across the systems.

FINANCE

Card expired

Annual renewal failed in March. No retry scheduled. £300 lost.

FUNDRAISING

Gift Aid lapsed

Declaration expired in February. £108 unclaimed since.

EMAIL

Going quiet

Last two campaign emails unopened. Click-through halved.

EVENTS

Streak broken

Spring lecture missed — first time in five years.

VISITS

Cadence dropped

From monthly to quarterly visits since October.

Every dimension flagged something. None of them could see each other. So nobody acted.

One screen. Every dimension. Every supporter.

A single working view that pulls every supporter signal — finance, events, donations, retail, digital, communications, legacy — into one screen, with the lapse risk surfaced inline. Built for the agent picking up the phone, not the analyst running a report.

01

Identity at a glance

Name, tier, tenure, joined date, owner — and every status that matters, from joint memberships to legacy enquirers.

02

Every transaction

Membership renewals, monthly gifts, one-off donations, retail spend, café tabs and ticketed events — in one place.

03

Lapse risk inline

The Lapse Predictor's verdict surfaced on every record, with the next recommended action and a one-click handover.

04

Activity timeline

Reverse-chronological feed across every system, colour-coded for the events that matter — failures, no-shows, signs of life.

AT A GLANCE

One screen. Every dimension.

A working view of a Patron's record at a fictional UK heritage trust.

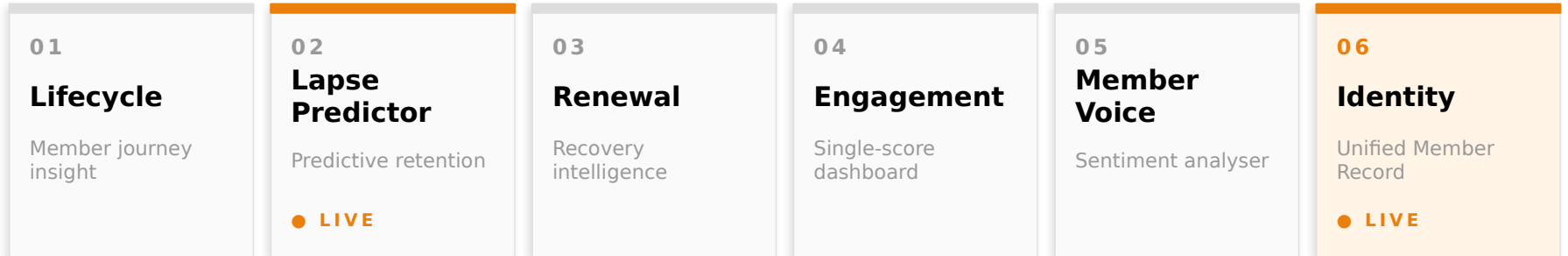
The screenshot displays a member record for Helen Ashby at Heathmoor Trust. The interface is dark-themed and includes a search bar at the top. The main record is divided into several sections:

- Profile:** NBS, Helen Ashby PATRON, Member ID HMT-638247, JOINED 14 Mar 2009, EMAIL helen.ashby@hartfieldco.uk, MOBILE 07700 900 411.
- Membership:** PATRON (selected), JOINT MEMBERSHIP, VOLUNTEER ALUMNI, LEGACY ENQUIRER, RENEWAL FAILED.
- Key Metrics:** TENURE 17 yrs, LIFETIME VALUE £5,028, ANNUAL GIVING £540.
- Lapse Risk:** 64 (ELEVATED), Payment friction + early disengagement, RECOMMENDED ACTION: Update payment + benefits-spotlight email.
- Supporter Journey:** 17 yrs - 2 transitions, including 'Joined as Joint Member', 'Volunteer steward', and 'Upgraded to Patron'.
- Finance:** £5,028 lifetime, with a list of donations including '01 Apr 2026 - Monthly donation' and '15 Mar 2026 - Patron renewal'.
- Donations:** £2,810 lifetime, with a list of recurring and one-off donations like 'Care Fund (recurring)' and 'Restoration Appeal'.

Every record carries identity, lifetime value, lapse risk, and the next recommended action — visible in a single glance, ready for a phone call.

Not a stand-alone view. Part of a platform.

The Unified Member Record is one of six tools in Singula's membership toolkit. Risk scores from the Lapse Predictor surface inside every record. Engagement signals from the scoring tool feed both. Every tool runs on the same supporter graph — the platform isn't a federation of point solutions, it's one engine.



WHO IT'S FOR

For organisations where every supporter has more than one relationship with you.

Heritage trusts

Members + visitors + donors + shop and café spend + legacy enquirers

Charities & trusts

Recurring givers + supporter circles + event attenders + gift aid + legacy

Sports clubs

Season tickets + retail + away travel + family memberships + supporter tiers

Professional bodies

Members + CPD activity + events + designations + corporate sponsorships

Trade associations

Tiered companies + multi-seat licences + group billing + event sponsors

See it live.

Thirty minutes. One supporter. End to end —
from auto-renewal failure to the recommended save.

LIVE DEMO

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