



# 2018

## ASSOCIATION ANNUAL SURVEY RESULTS



**GrowthZone**  
smarter association software



# 2018

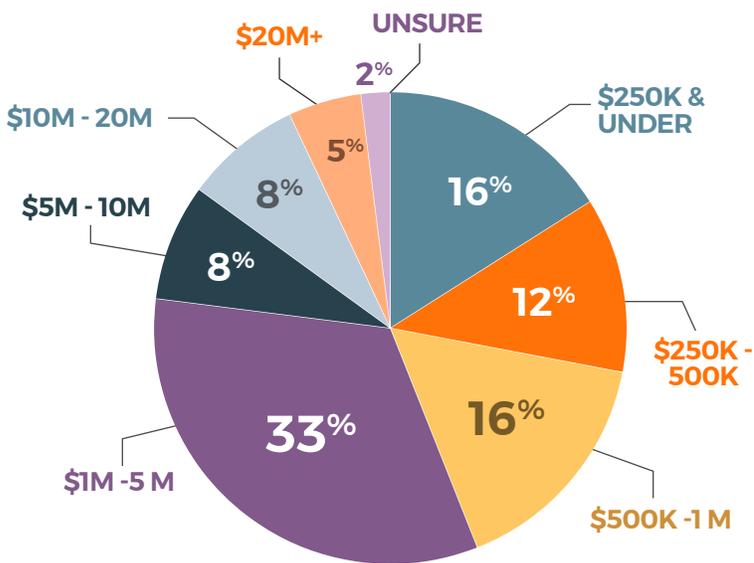
## ASSOCIATION

### ANNUAL SURVEY RESULTS

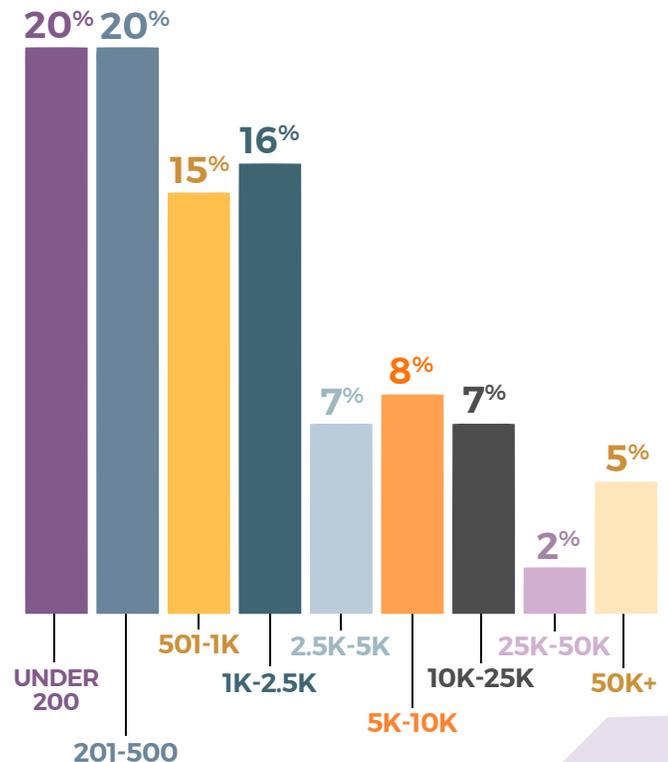
GrowthZone surveyed nearly 1,000 association professionals across the U.S. and Canada. Topics included everything from health insurance coverage, to the Top 10 challenges holding them back, to what they wished their board knew. The results showed a number of trends impacting today's associations.

### ABOUT THE RESPONDENTS

APPROXIMATE ANNUAL OPERATING BUDGET:



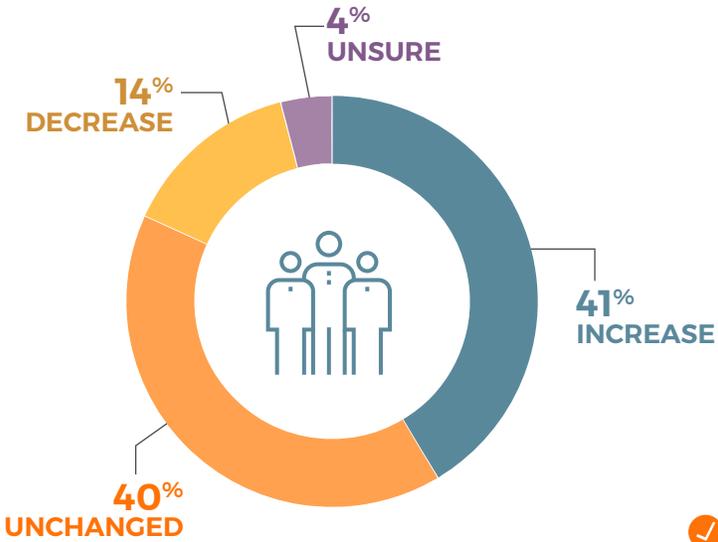
NUMBER OF MEMBERS: PREDICTED MEMBER COUNT ON 1/1/18



# MEMBERSHIP GROWTH

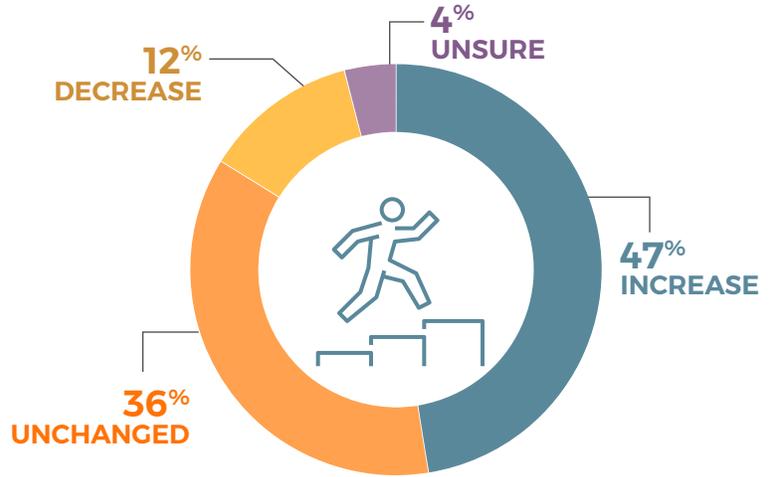
IN THE PAST YEAR

## OVERALL MEMBERSHIP GROWTH:

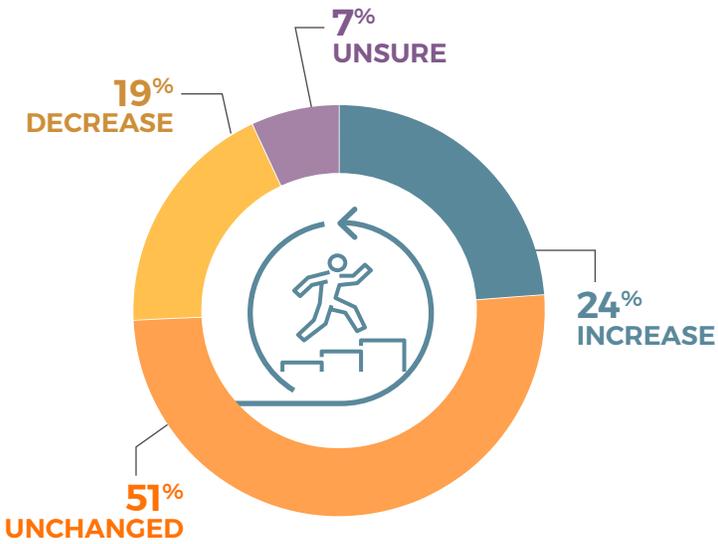


54% of associations report a decrease or no growth in membership.

## NEW MEMBERSHIP:

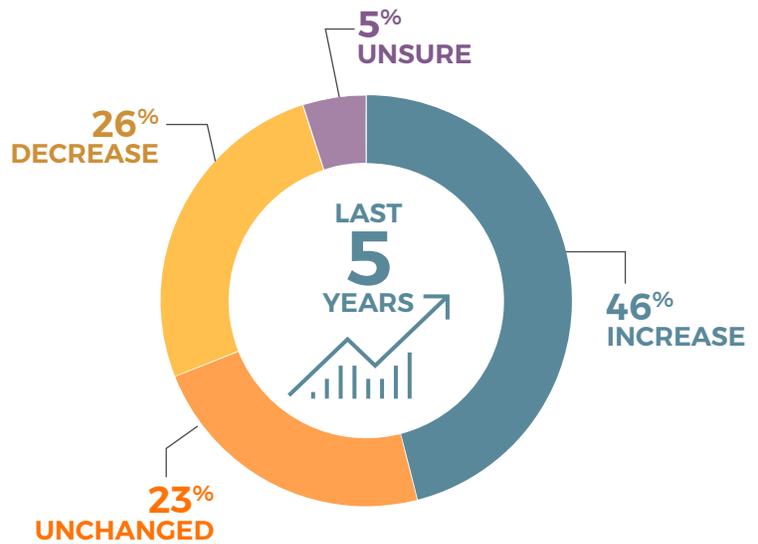


## RENEWAL MEMBERSHIP:



## MEMBERSHIP GROWTH:

LAST 5 YEARS



# TOP 10 CHALLENGES

# HOLDING ASSOCIATIONS BACK:

WE ASKED, "WHAT'S THE #1 THING HOLDING YOUR ASSOCIATION BACK?"

## WHAT RESPONDENTS SAID:

1. LACK OF FUNDING
2. RESISTANCE TO CHANGE/COMPLACENCY
3. NOT ENOUGH STAFF
4. OUTDATED TECHNOLOGY
5. LEADERSHIP
6. BOARD OF DIRECTORS
7. AGING MEMBERS
8. PARTICIPATION
9. MEMBER ENGAGEMENT
10. INDUSTRY CHANGE

## QUOTES:

Engaging new younger members and getting them to join and renew.

Board members without vision towards the future.

Dinosaur board members.

Identifying how to reach all the individuals in our profession.

Mergers & acquisitions in our industry.

Other associations exist and what they are offering our members.

Failure to make organizational changes necessary to adapt to societal change.

Willingness to take risks.

Too much focus on the traditional, older member with less consideration for Gen X, Gen Y, and Millennials.

Member outreach and engagement.

Membership growth, competition for their time and money.

The economy.

Lack of strong leadership. We need more leaders/ board members who really work well and hard towards a common goal. Not just bodies in chairs to fill board positions.

Growing non-dues revenue.

We need more money!

Engagement on issues that our members truly need.

Current members do not bring in new members, too much drinking and not enough networking.

Membership recruitment, renewals, consolidations of companies we work with.

Staff workload impacts the number of people we can serve.

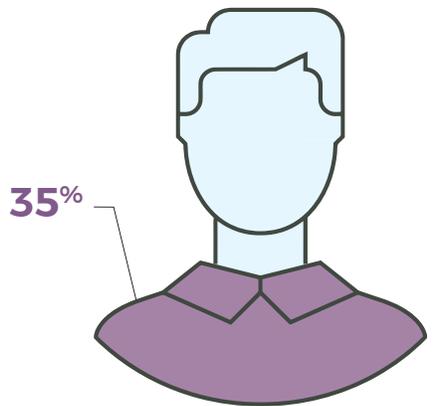
Lack of investment in technology.

Perceived lack of value.

Lack of committed volunteers.

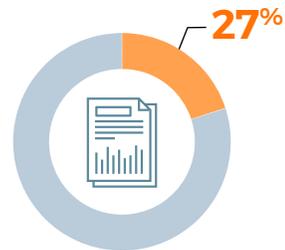
# ASSOCIATION OPERATIONS

## MILLENNIAL MEMBERS:

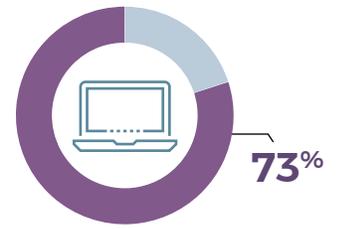


(MEMBERS BORN 1983-2000)

## MEMBER COMMUNICATIONS:



PRINTED MATERIALS

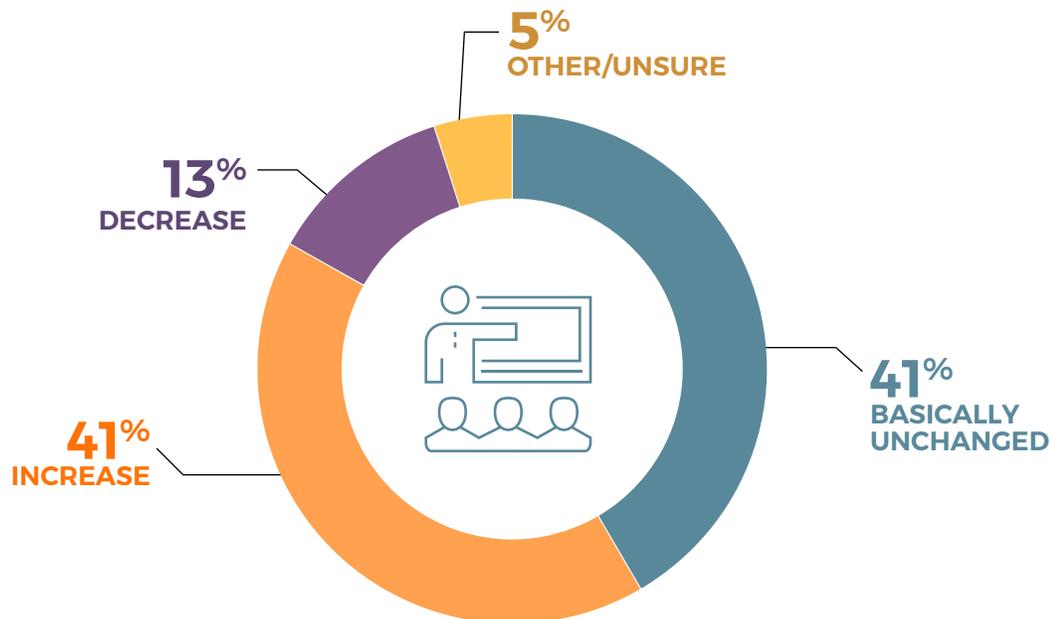


NON-PRINTED MATERIALS  
(EMAIL, TEXT MESSAGING, ETC.)

✓ Respondents indicated that 73% of their associations' communications are sent digitally.

## ASSOCIATION EVENT ATTENDANCE:

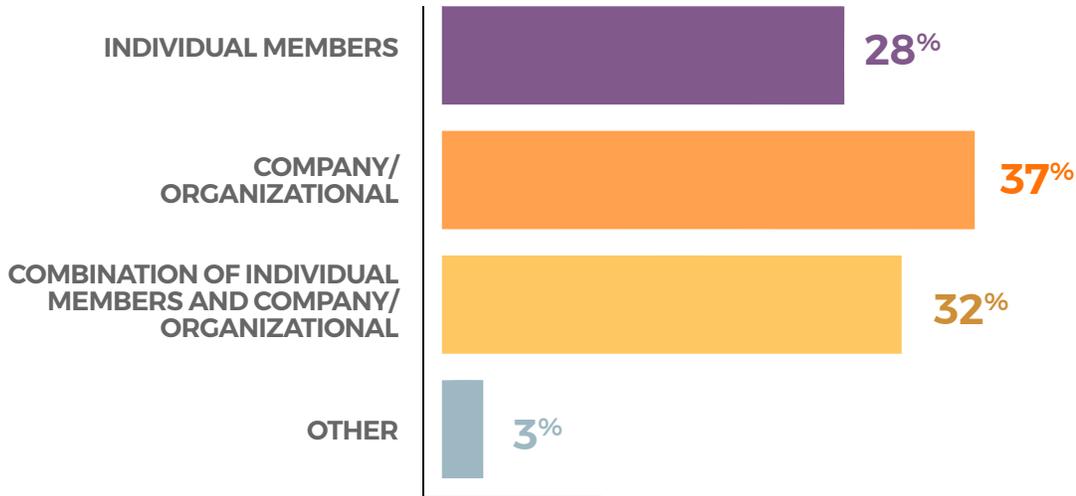
LAST 12 MONTHS



# ASSOCIATION OPERATIONS CONT.

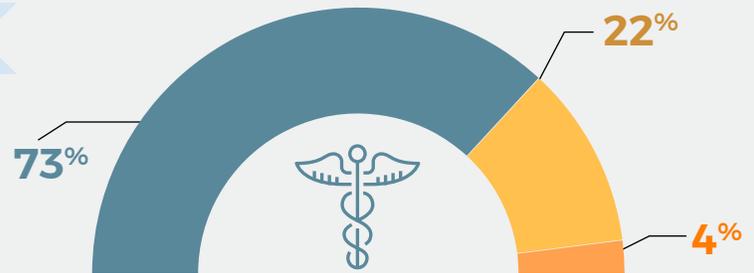
## MEMBERSHIP DUES STRUCTURE

## MEMBERSHIP MODEL:



## EMPLOYEE/STAFF HEALTH INSURANCE:

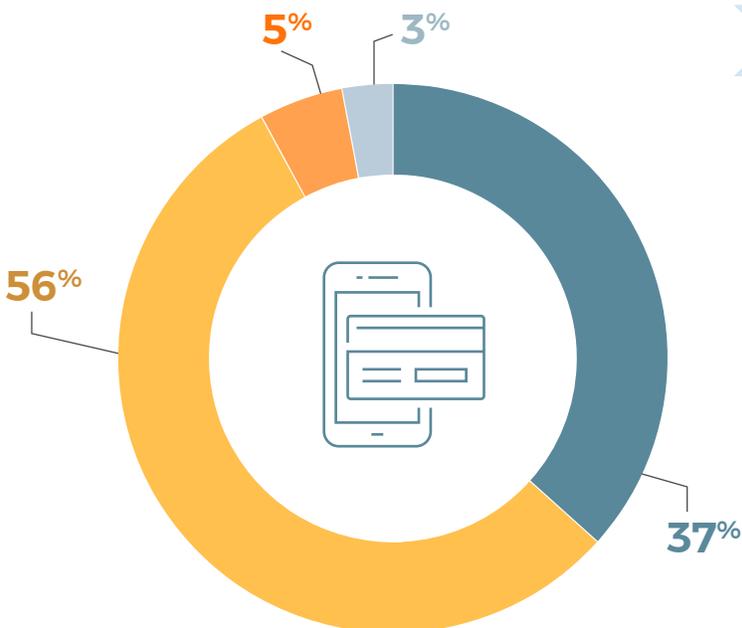
- OFFERED
- NOT OFFERED
- OTHER/UNSURE



## MOBILE CREDIT CARD READER USAGE:

- YES
- NO
- PLANNING TO SOON
- OTHER/UNSURE

Almost 2/3 of associations are not using mobile credit card readers for events.



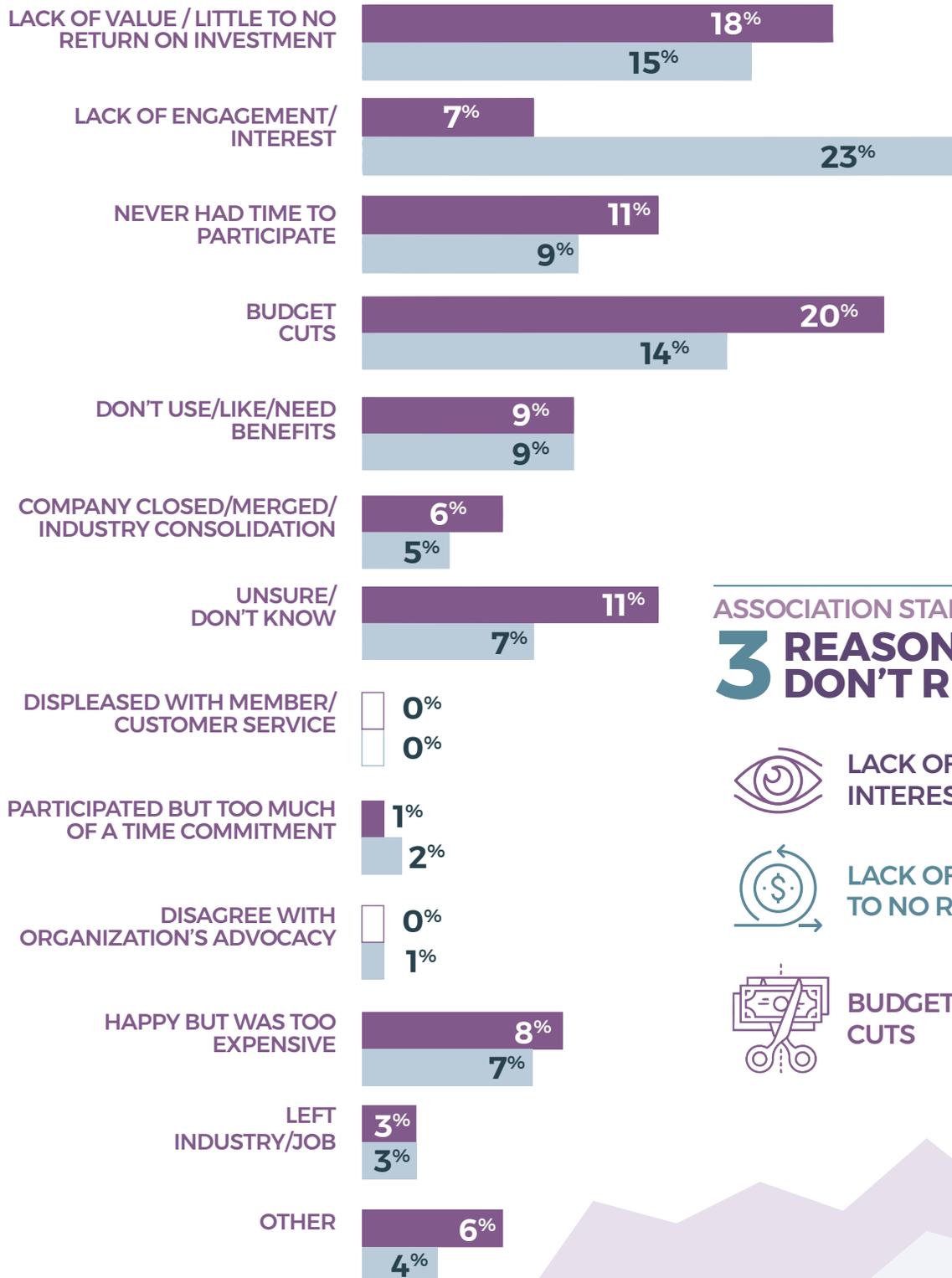
# NON-RENEWALS

## WHY MEMBERS DON'T RENEW:

ACCORDING TO MEMBERS

ACCORDING TO ASSOCIATION STAFF

We asked respondents "What do your **members say** is the reason they don't renew?" and, "Why do **you think** members don't renew?" The biggest difference of opinion was in Lack of Engagement/Interest.



## ASSOCIATION STAFF SAY TOP 3 REASONS MEMBERS DON'T RENEW:



LACK OF ENGAGEMENT/ INTEREST



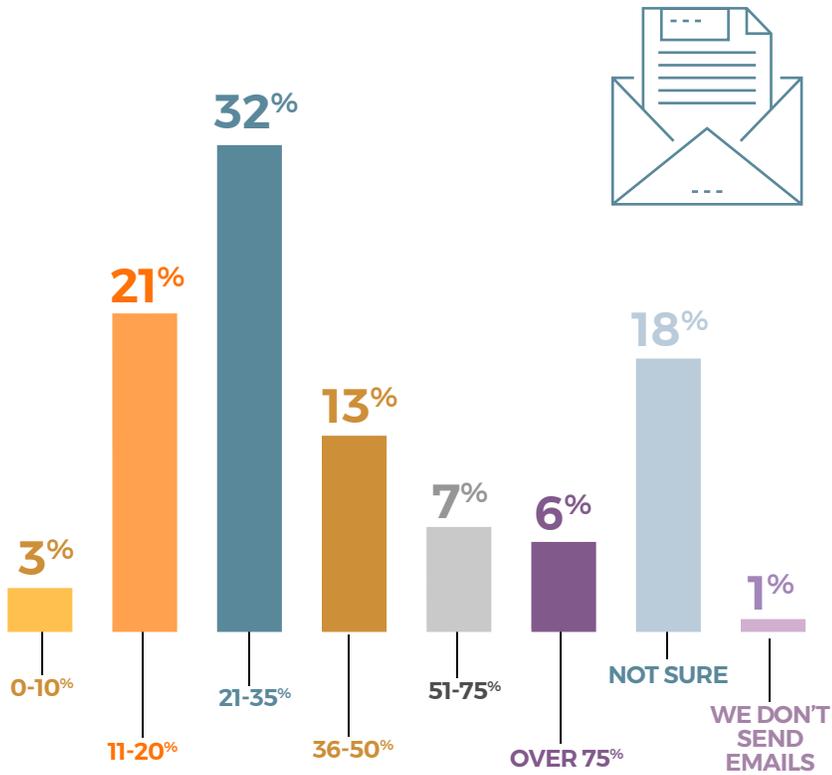
LACK OF VALUE/LITTLE TO NO ROI



BUDGET CUTS

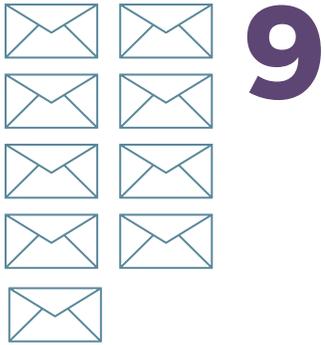
# ASSOCIATION-SENT EMAIL

## OPEN RATE:



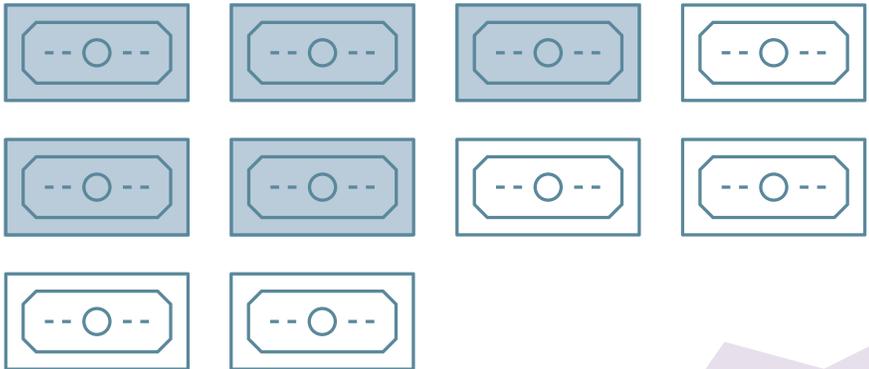
## EMAIL RATE:

AVERAGE NUMBER OF EMAILS SENT PER MONTH



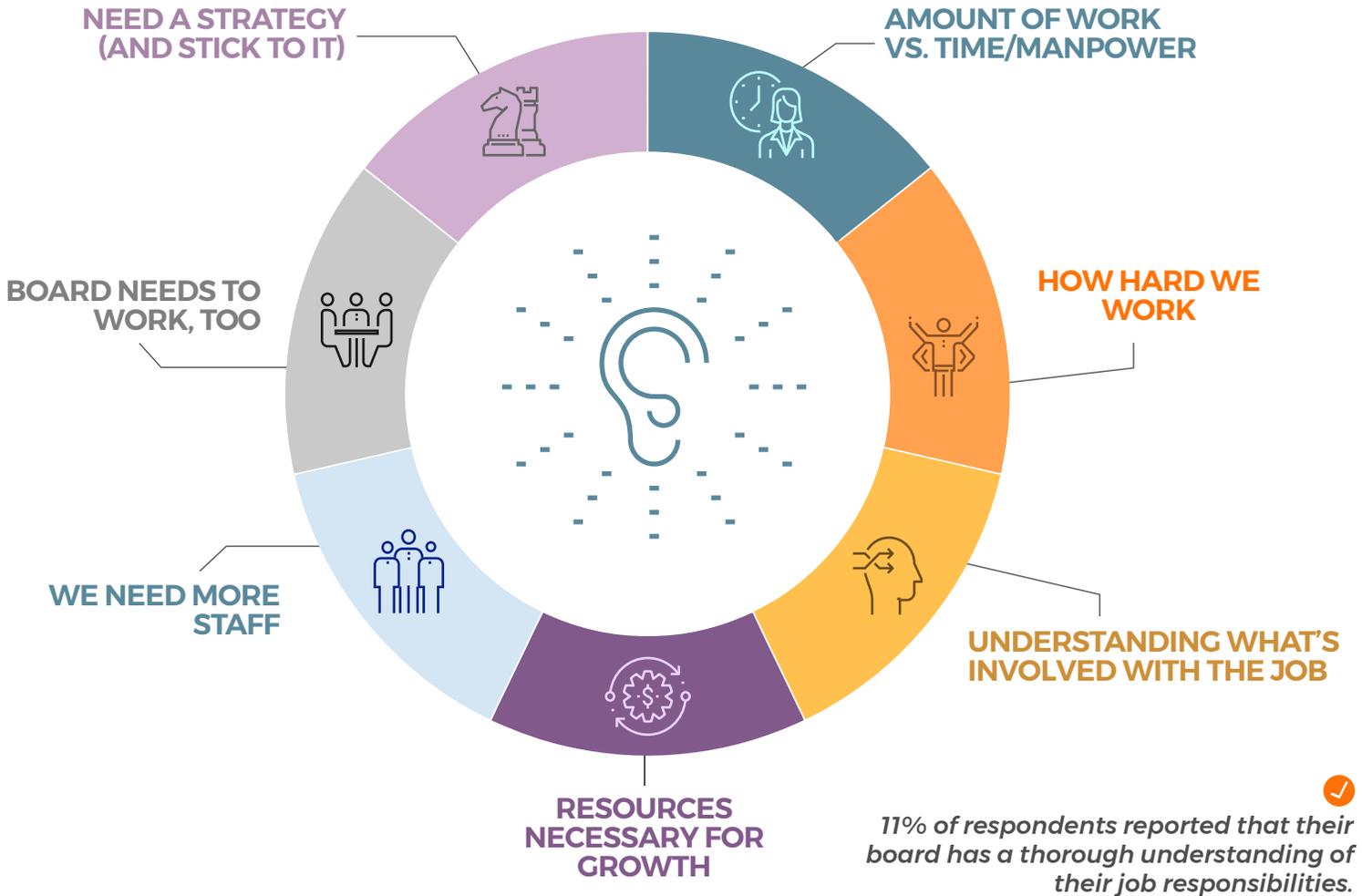
## NON-DUES REVENUE:

PERCENTAGE OF ANNUAL NON - DUES REVENUE



# WISH LIST

## WHAT ASSOCIATION EMPLOYEES WISH THEIR BOARD REALIZED:



## WHAT RESPONDENTS SAID:

- I am very impressed with how my board views my job/responsibilities.
- We can't read minds..
- We work really hard, but we need their help in recruiting new members, promoting our events, etc.
- I'm a professional just like they are. I've seen both sides of the boardroom...I get it.

- I'm not their personal assistant.
- Don't micro-manage the people you have hired to do a job.
- That you can't please all 14,000 members.
- We could do better if we weren't stretched so thin.
- The details of my daily responsibilities and tasks.

- We need to stop doing the same old thing if we want to attract a younger crowd.
- Not all work is tangible.
- It is more than a job, it's a passion.
- They have big ideas for what they want to offer, but little follow through.
- Up-to-date technology is critical.



At GrowthZone, we pride ourselves on listening to and focusing on associations and the people who make them run. In order to provide the best possible product to industry professionals, we regularly seek data on the trends and issues facing associations.

Thank you to the association professionals that took the time to respond to the survey.

## ABOUT GROWTHZONE

GrowthZone is the first Association Management Software fully integrated with sales funnel management. It's a smarter solution designed for efficiency and growth. The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.

**Download a free copy** of our Association Management Software Buyers Workbook >>

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