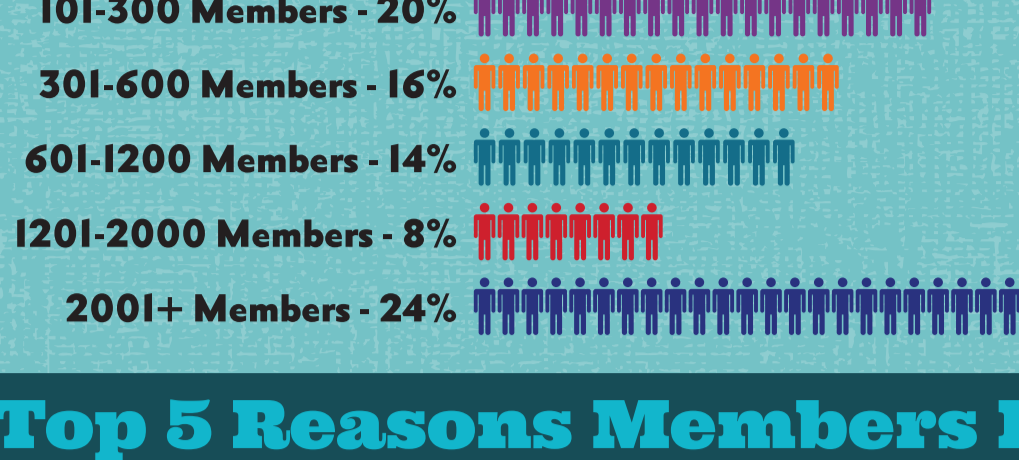


GrowthZone recently surveyed over 1,070 Association professionals across the U.S. and Canada to find out what's happening now and what's on the horizon for the future. Here's a summary of what your peers had to say.

2017 ASSOCIATION SURVEY RESULTS

Predicted Member Count on 1/17:



58% of Associations report a **decrease** or **no growth** in membership size.

Top 5 Reasons Members Don't Renew:



Top Method to Get Members to Renew

68% Email

The majority of Associations provide a 2-3 month grace period for non-renewals.

Top 5 Methods for Recruiting New Members



What Attracts Members to the Association?



The Most Used Member Benefits



Top 5 Sources of Non-Dues Revenue



The Biggest Challenges FOR ASSOCIATIONS



More than half of the Associations indicated their organization's biggest challenge is recruiting and retaining members.

GrowthZone is the all-in-one association management software that delivers results.