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.

## ASSOCIATION Y RESULTS **Predicted** Member Count on 1/1/17:

Under 100 Members - 18% 301-600 Members - 16%

1201-2000 Members - 8% 

Top 5 Reasons Members Don't Renew: LACK OF VALUE **LACK OF** 

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

## **BUDGET NO TIME ENGAGEMENT**/ Little or no return COST **PARTICIPATE** on investment INTEREST







68%) Email



for Recruiting New Members

Top 5 Methods

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

## 3 5 2 **Email Trade Shows** Word of Social **Events** / Mouth / Media Meetings Conferences Referrals

7.

**What Attracts Members to the Association?** 

3.

**Education** 

2.





**Education** 

**Events** 

Recruiting

ournals /

**Newsletters** 



Member

Discount

**Programs** 



**Member** 

**Engagement** 

Revenue Communicating

Average

**Annual** 

from

Revenue

**Non-Dues** 

of

Percentage

## Retaining Members **Members Value Funding Proposition**

Attracting

Younger

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.

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