



2018

**BUILDING & CONSTRUCTION
TRADES ASSOCIATION
ANNUAL SURVEY RESULTS**



GrowthZone
smarter association software



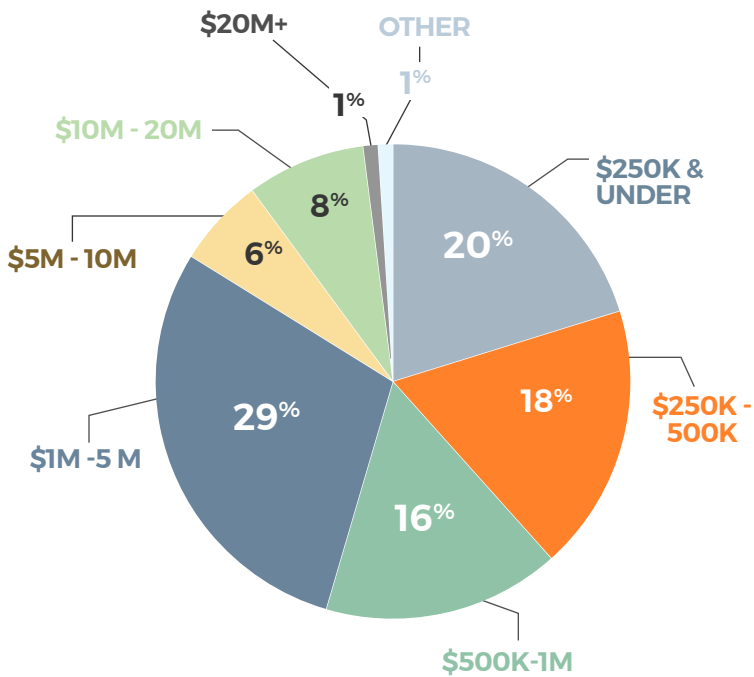
2018

BUILDING AND CONSTRUCTION TRADES ASSOCIATION ANNUAL SURVEY RESULTS

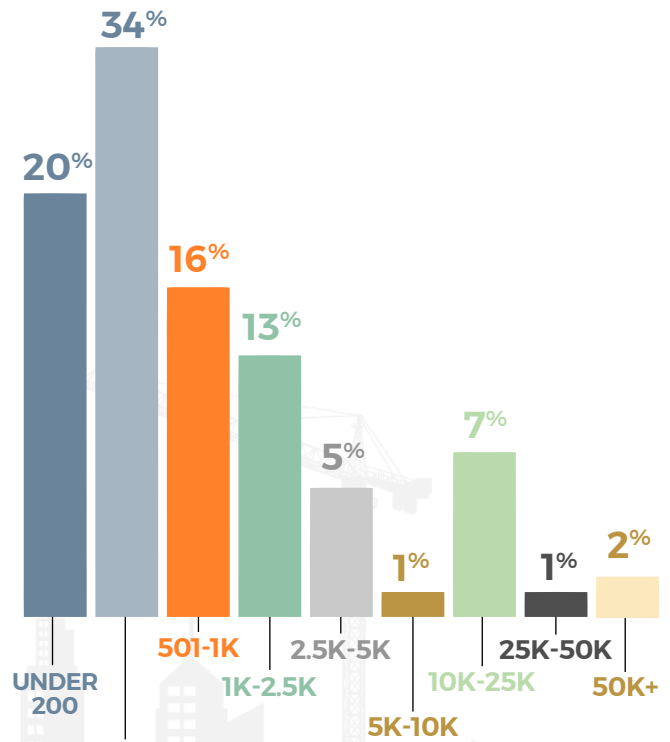
GrowthZone surveyed building and construction trades association professionals across the U.S. and Canada. Topics included everything from health insurance coverage, to the Top 10 challenges holding them back, to what they wished their board knew. The results showed a number of trends impacting today's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

ABOUT THE RESPONDENTS

APPROXIMATE ANNUAL OPERATING BUDGET:



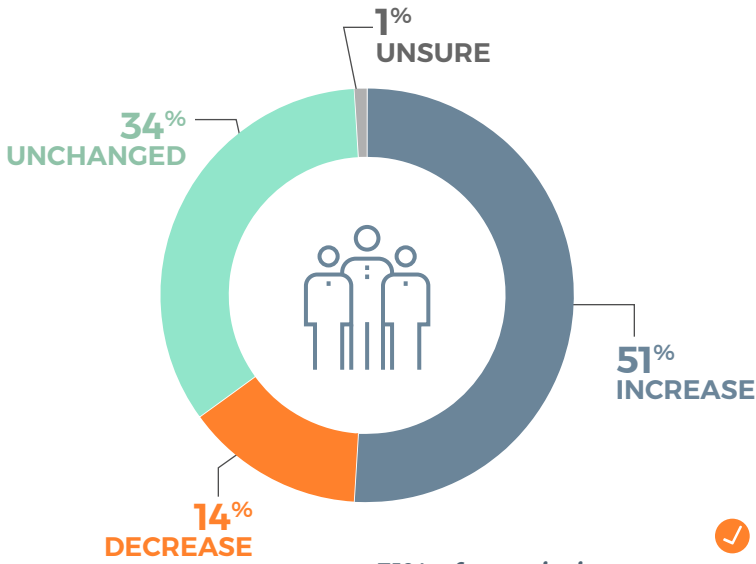
NUMBER OF MEMBERS: PREDICTED MEMBER COUNT ON 1/1/18



MEMBERSHIP GROWTH

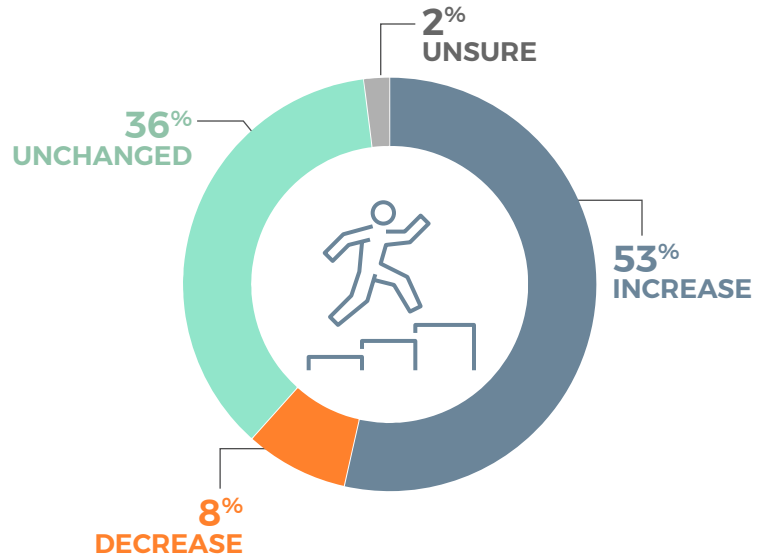
IN THE PAST YEAR

OVERALL MEMBERSHIP GROWTH:

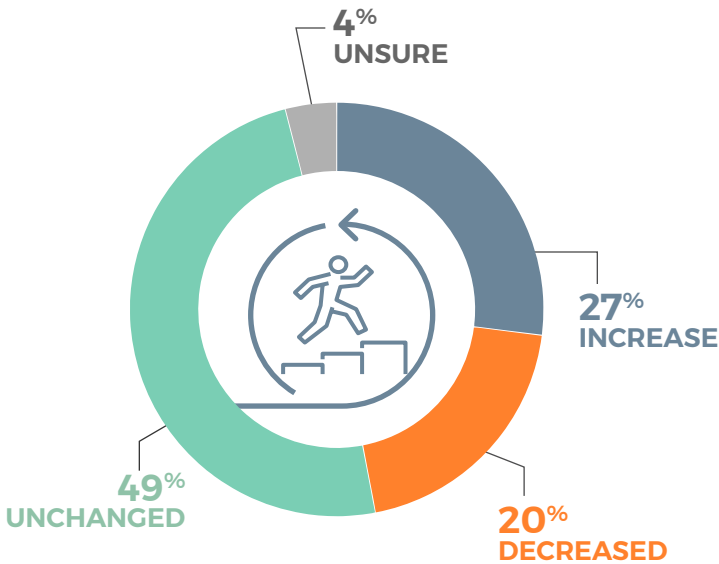


51% of associations report an increase in membership. ✓

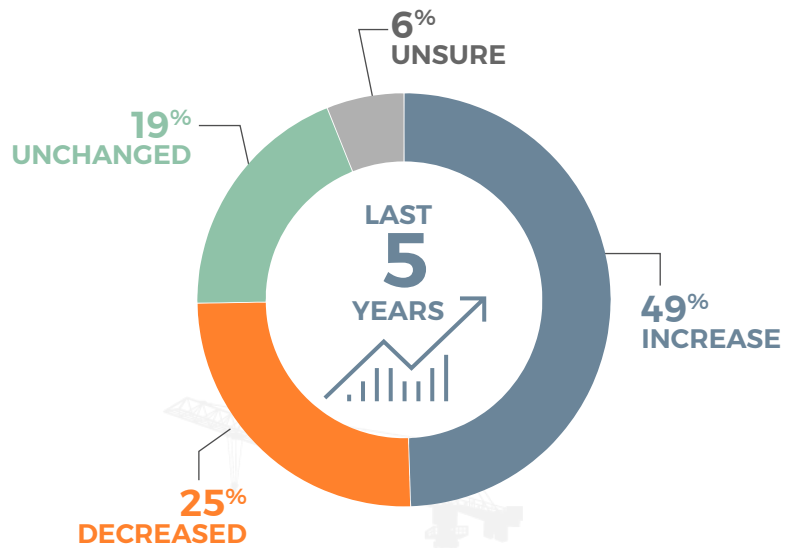
NEW MEMBERSHIP:



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. Resistance to change/complacency
2. State of the industry
3. Not enough staff
4. Lack of funding
5. Aging members
6. Participation
7. Outdated technology
8. Member engagement
9. Communicating value
10. Not sure/other

QUOTES:

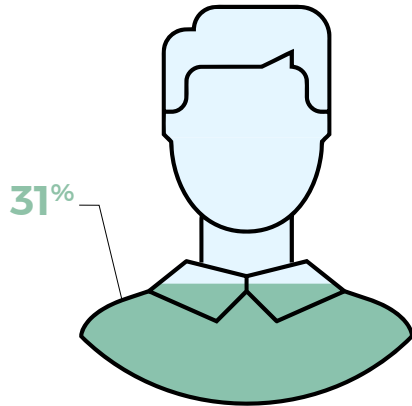
- ☞ Culture, inability to move forward with times. Feels like we are still back in the 1980's. Our members do not run their businesses like this, but they want to run the association like we are in the 1980s.
- ☞ We are understaffed to meet the needs of our members and the goals of our board.
- ☞ We need fresh ideas and younger people involved.
- ☞ We need to offer more benefits to get the member engaged.
- ☞ Non-members who get a free ride on the advocacy of our organization.

- ☞ Stepping out of the comfort zone and embracing new and different ways engage current members and recruit new members.
- ☞ Too much is placed on the backs of staff. Need the board and more people from general membership to be accountable for growth.
- ☞ Need stronger connection between the components (chapters) and national organization to boost membership growth.
- ☞ Lack of construction activity in our service area and new younger members involved in the construction business.

- ☞ Management that micromanages all assignments and doesn't trust staff to do things properly.
- ☞ Better database and communication strategies.
- ☞ We could be better at marketing our accomplishments and advocacy for the industry.
- ☞ Nothing holds us back- we are awesome!

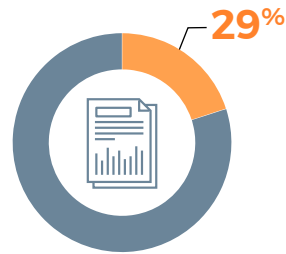
ASSOCIATION OPERATIONS

MILLENNIAL MEMBERS:

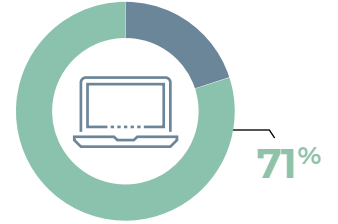


(MEMBERS BORN 1983-2000)

MEMBER COMMUNICATIONS:



PRINTED
MATERIALS

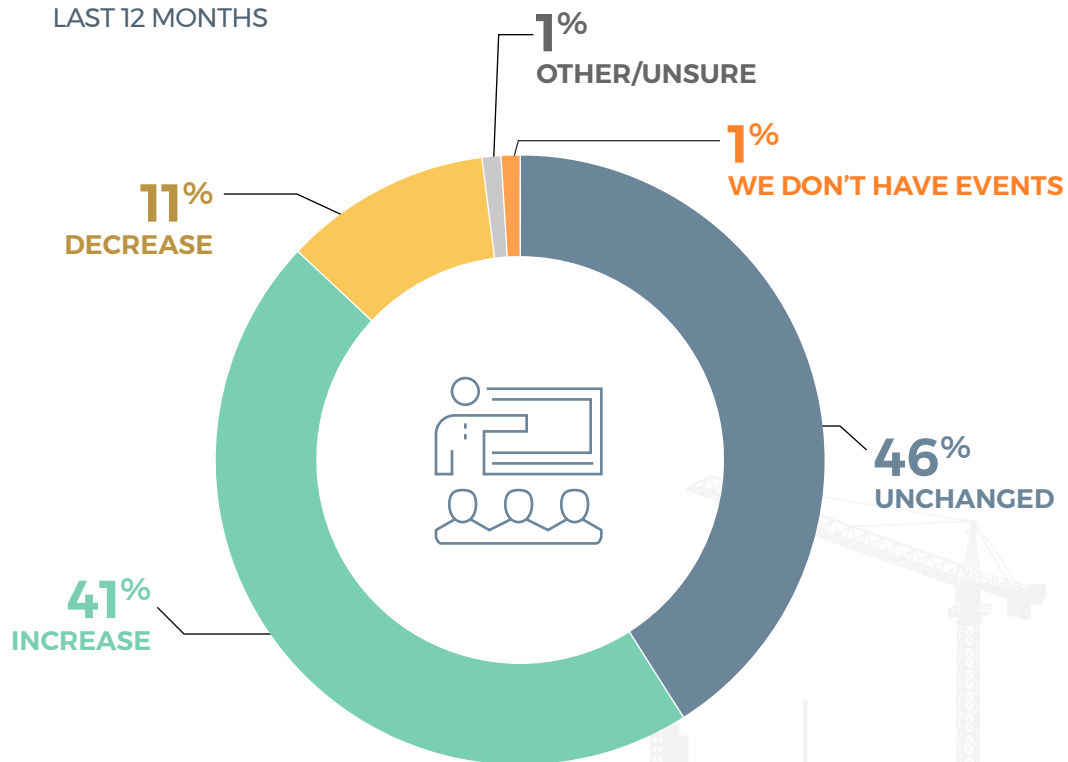


NON-PRINTED
MATERIALS
(EMAIL, TEXT MESSAGING,
ETC.)

✓ Respondents indicated that 71% of their associations' communications are sent digitally.

ASSOCIATION EVENT ATTENDANCE:

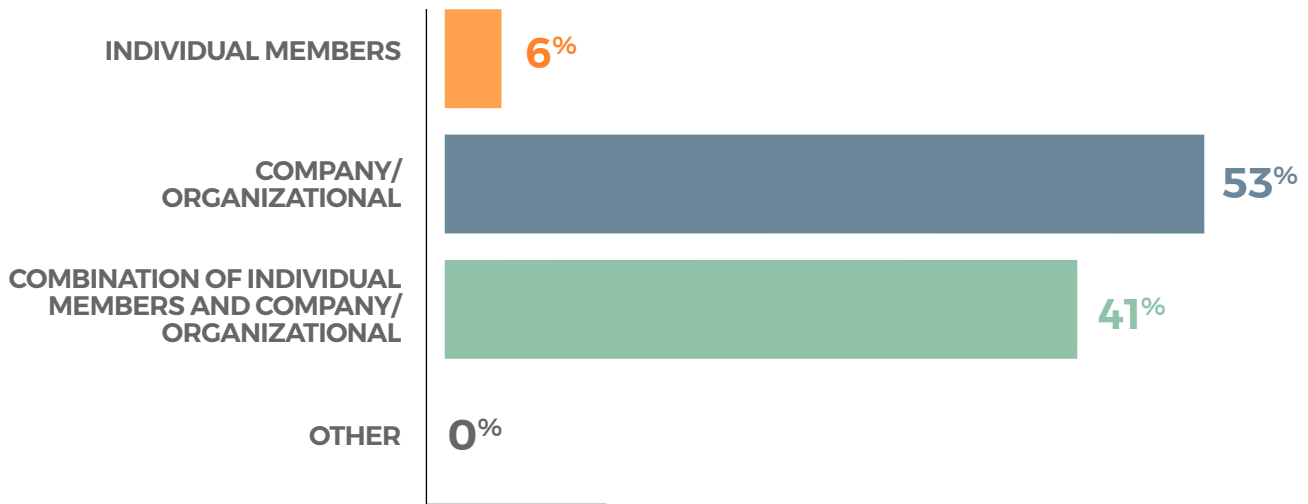
LAST 12 MONTHS



ASSOCIATION OPERATIONS CONT.

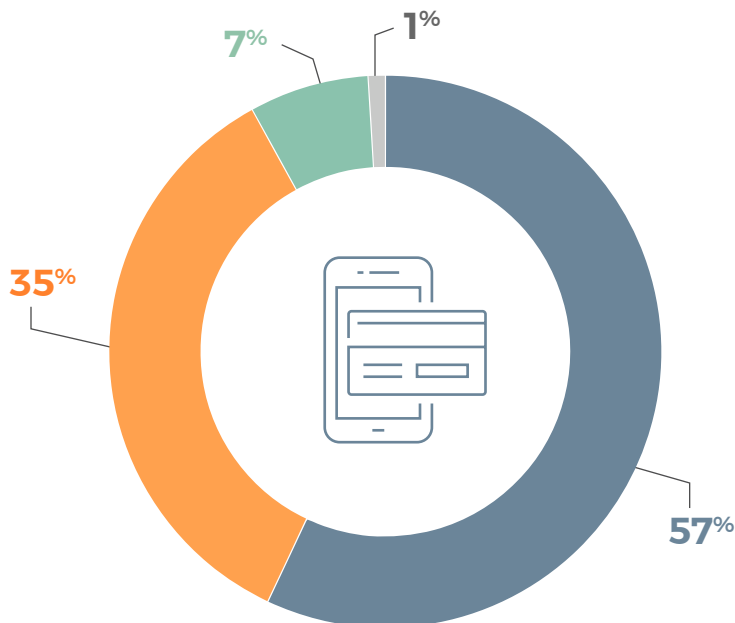
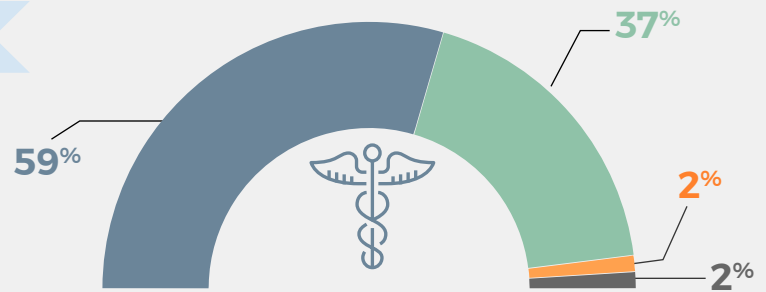
MEMBERSHIP DUES STRUCTURE

MEMBERSHIP MODEL:



EMPLOYEE/STAFF HEALTH INSURANCE:

- OFFERED
- NOT OFFERED
- UNSURE
- OTHER



MOBILE CREDIT CARD READER USAGE:

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

Over 1/2 of associations are using mobile credit card readers for events.

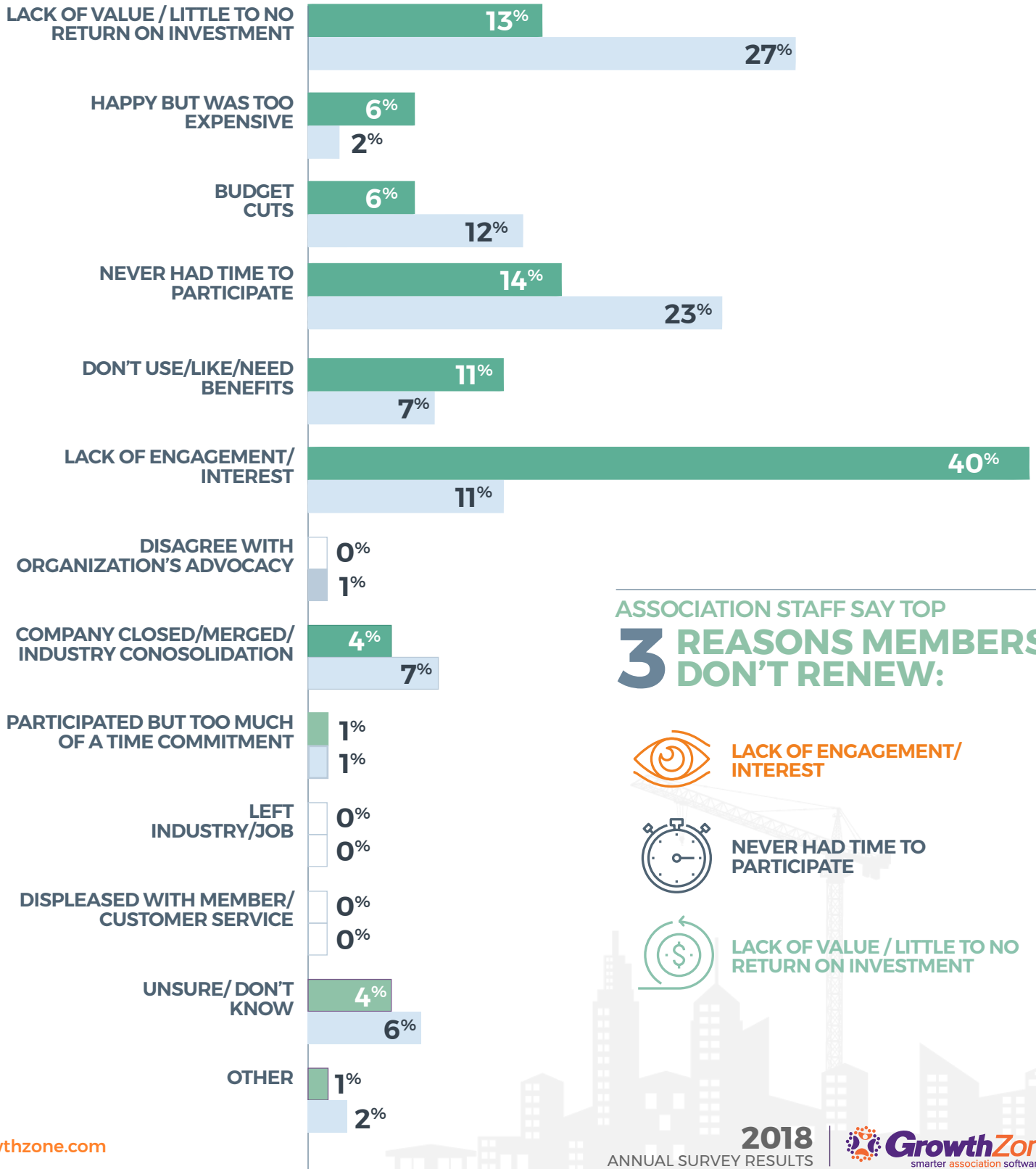
NON-RENEWALS

WHY MEMBERS DON'T RENEW:

■ ACCORDING TO ASSOCIATION STAFF

■ ACCORDING TO MEMBERS

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



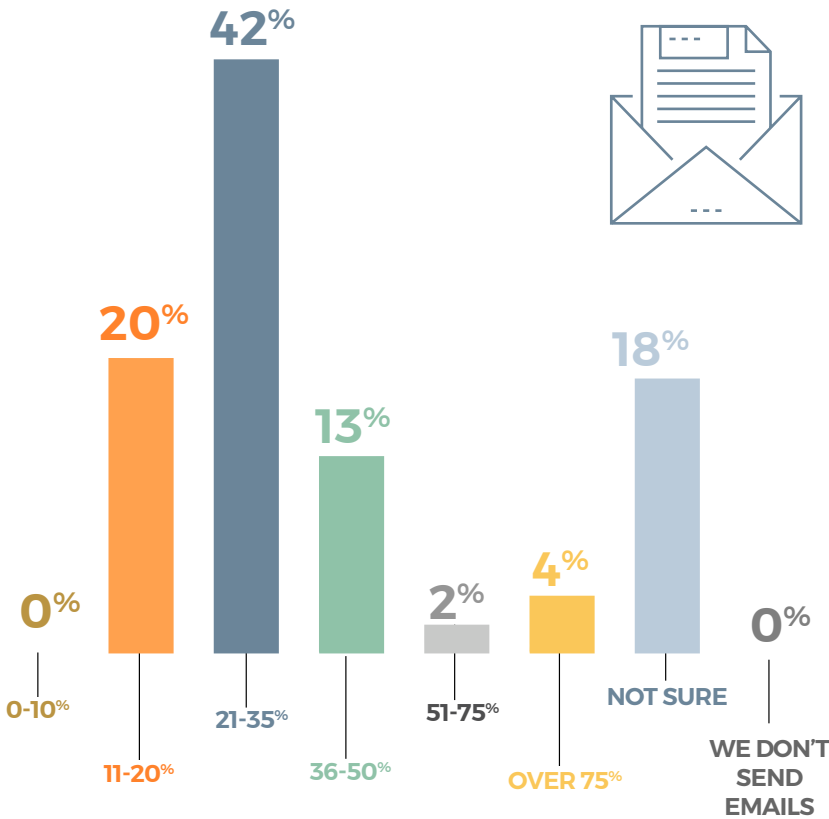
NEVER HAD TIME TO PARTICIPATE



LACK OF VALUE / LITTLE TO NO RETURN ON INVESTMENT

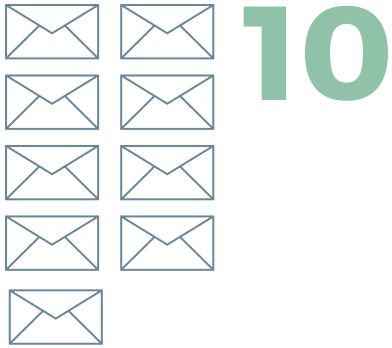
ASSOCIATION-SENT EMAIL

OPEN RATE:



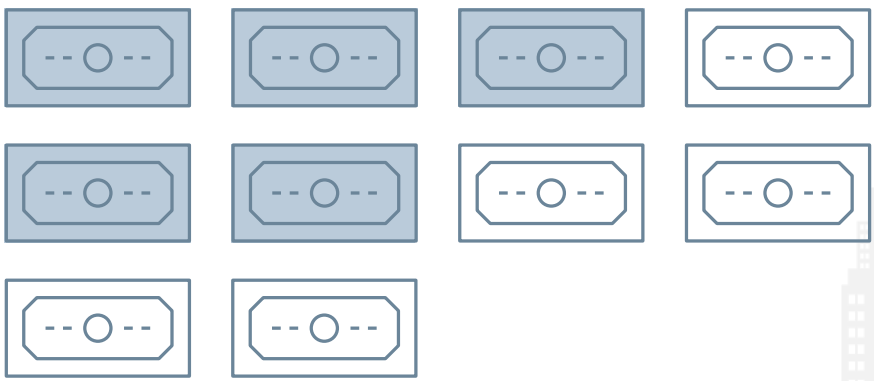
EMAIL RATE:

AVERAGE NUMBER OF EMAILS SENT PER MONTH



NON-DUES REVENUE:

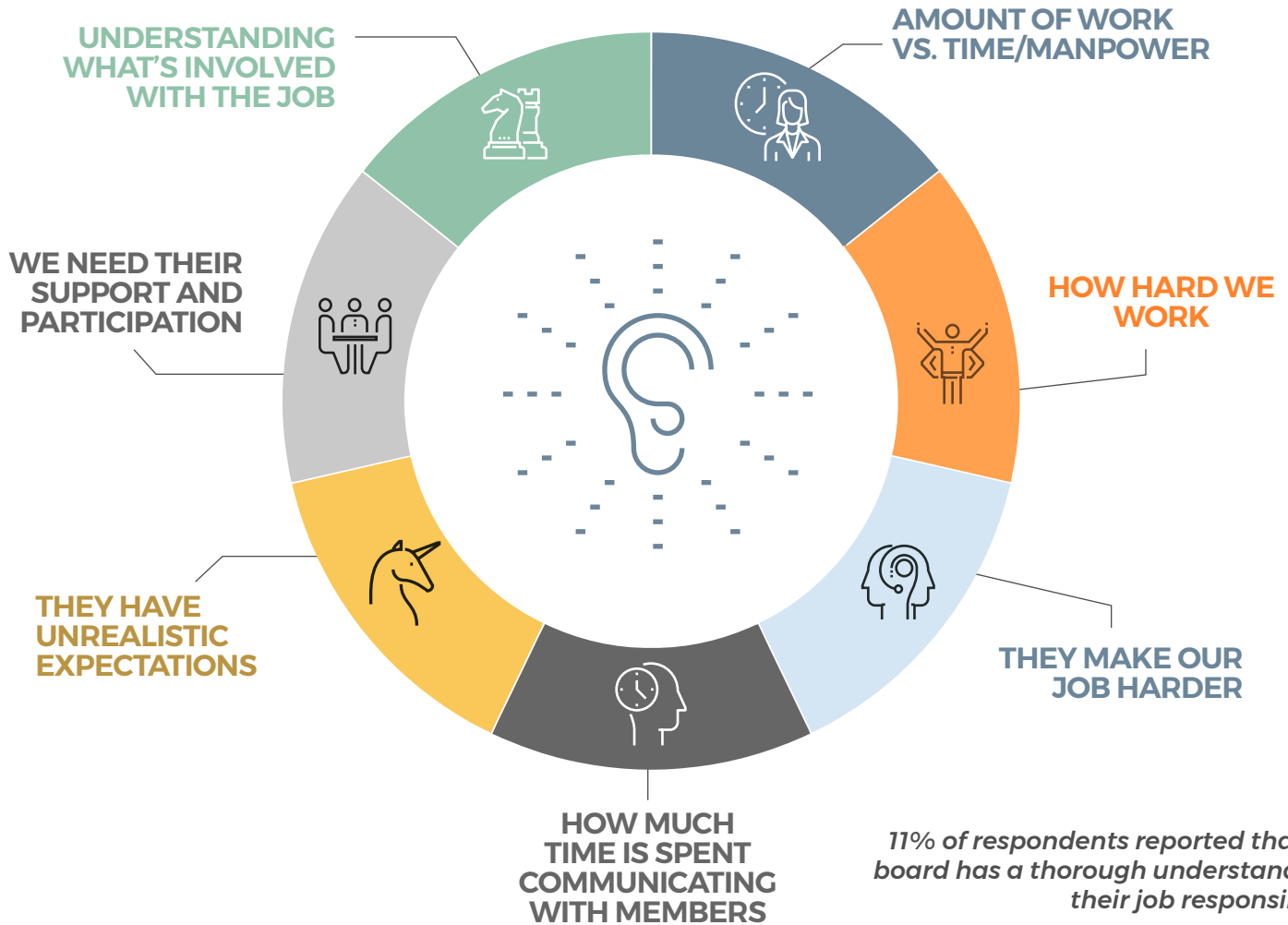
PERCENTAGE OF ANNUAL NON - DUES REVENUE



50%

WISH LIST

WHAT ASSOCIATION EMPLOYEES WISH THEIR BOARD REALIZED:



WHAT RESPONDENTS SAID:

- They make it difficult when they don't respond to emails.
- Branding consistency and professional presentation is critical to our growth.
- The lack of quality engagement and forward thinking by volunteers holds us back and wastes time.
- They can't expect 12 new projects to be undertaken at one time while still taking care of the day to day work, and providing customer service.
- I am never in my office awaiting their call or email.
- They need to do things differently to get a different result.
- I wish they would be a better advocate for our association and encourage others to join.
- Everyone I hear from believes what they need done is the association's #1 priority.
- How many widely varied industry items I have to deal with every day. their view is only related to their part of the industry not the other 5 parts.



At GrowthZone, we pride ourselves on listening to and focusing on home builder and construction trades 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 their organizations.

Thank you to the home builder/construction trades association professionals that took the time to respond to the survey.

ABOUT GROWTHZONE

GrowthZone: The Association Success Platform Built for Builder and Construction Trades Associations

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. Guaranteed.

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

 **Contact us today** for a personalized product demo.