



2025 Annual Association Survey Results

For Association Professionals

🕒 Avg. Reading Time: **3 min**

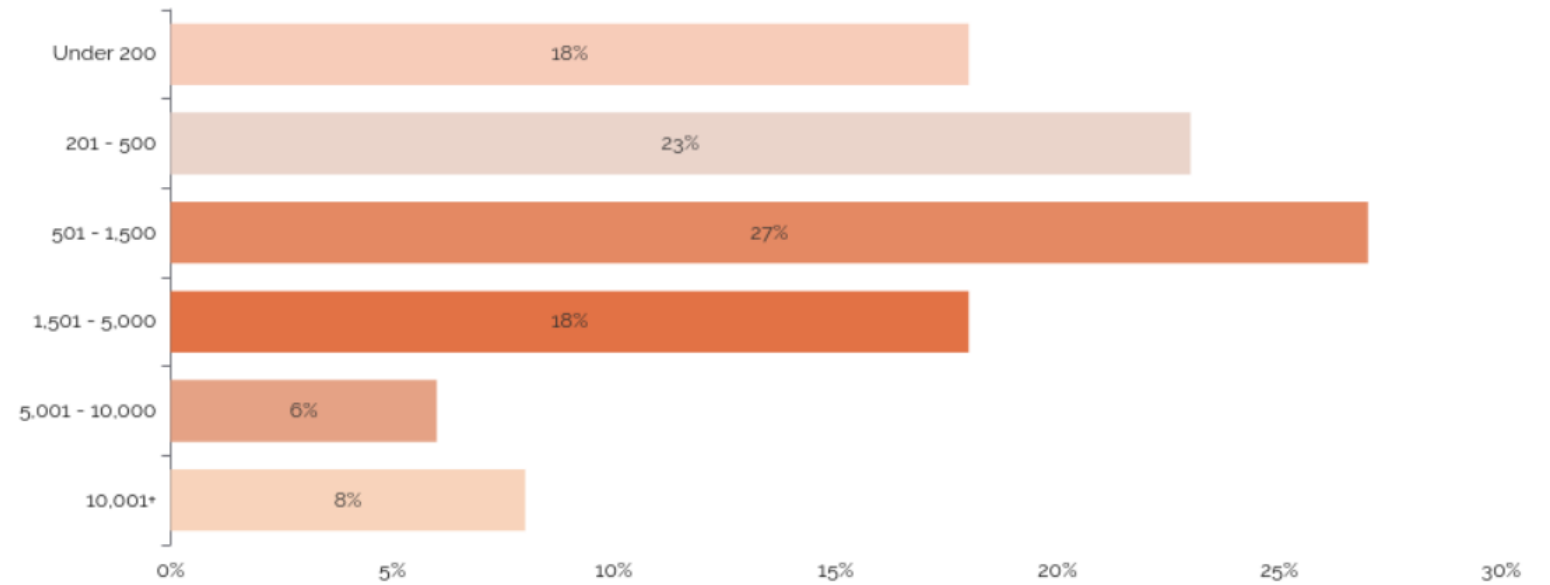


01

Membership Growth

Anticipated Membership

Q: What is your organization's anticipated membership as of 12/31/2024 (number of billing accounts)?



Organizational Challenges

Q: What are your organization's biggest challenges?

#1 Member Engagement/
Retention



#2 Growing Membership



#3 Time, Never Enough Time



#4 Revenue/Budget/Funding



#5 Attracting Younger
Members



Growth Challenges

Q: What are the biggest challenges your organization faces when looking to grow your membership?

#1

Difficulty reaching prospective members

#2

Difficulty communicating our organization's value

#3

Lack of a recruitment strategy or plan

#4

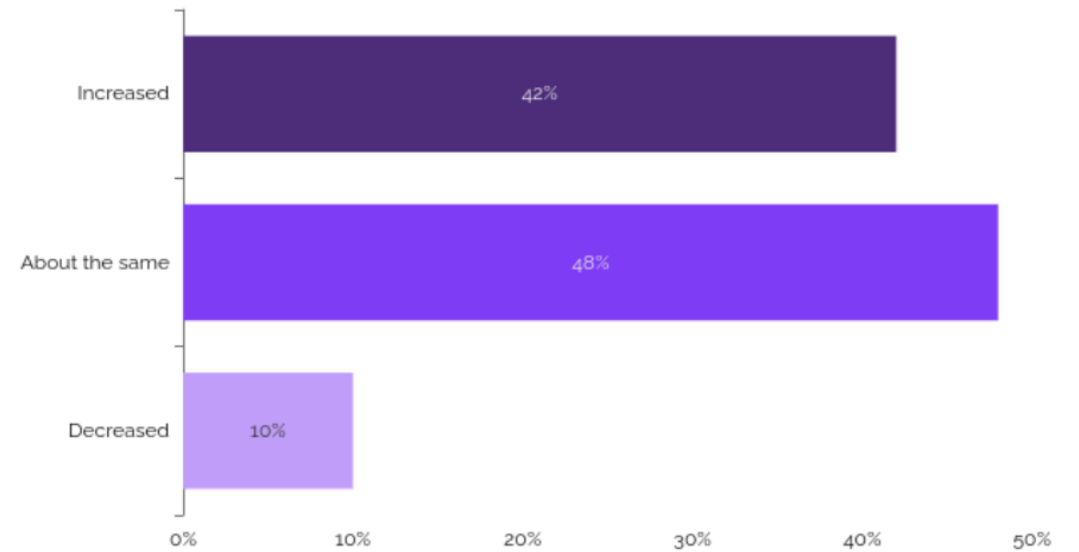
Attracting younger members

#5

Lack of employees or staff

New Memberships

Q: Have **NEW** memberships increased or decreased since last year (2023 vs 2024)?



Membership Changes

Q: Do you anticipate your membership at 2024 year end will show a NET increase or decrease over the year 2023?

34%

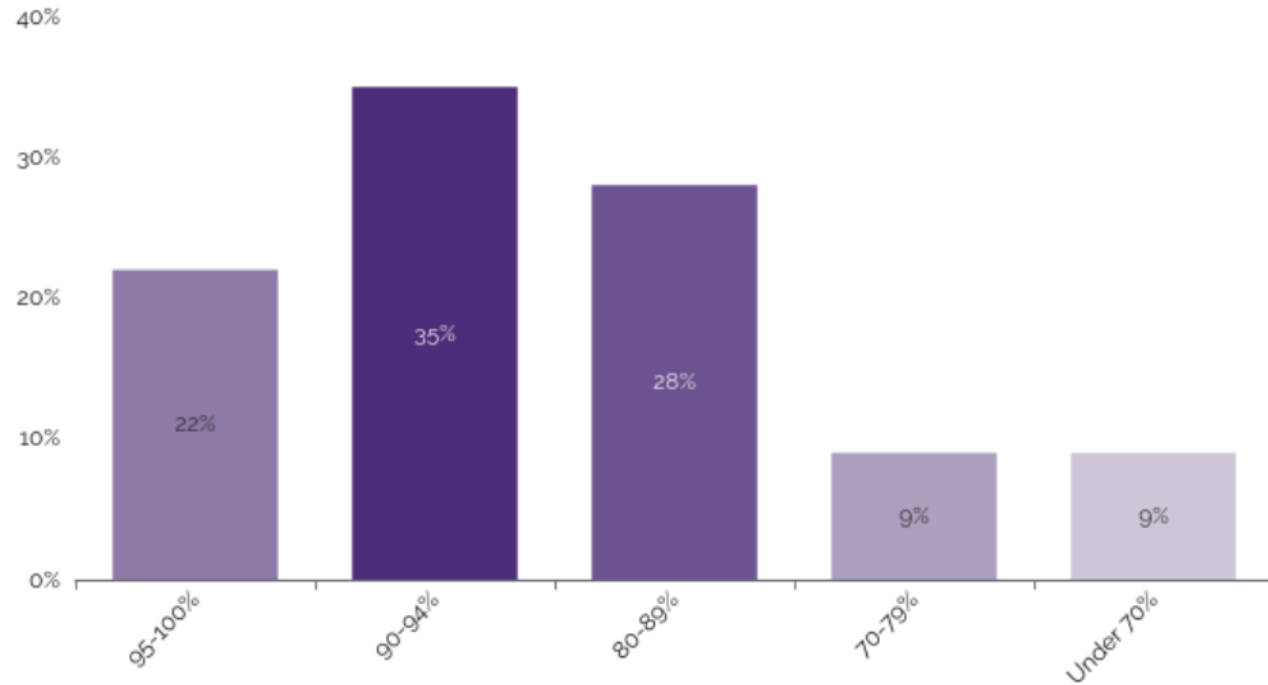
Increased net membership

51%

About the same net membership

14%

Decreased net membership

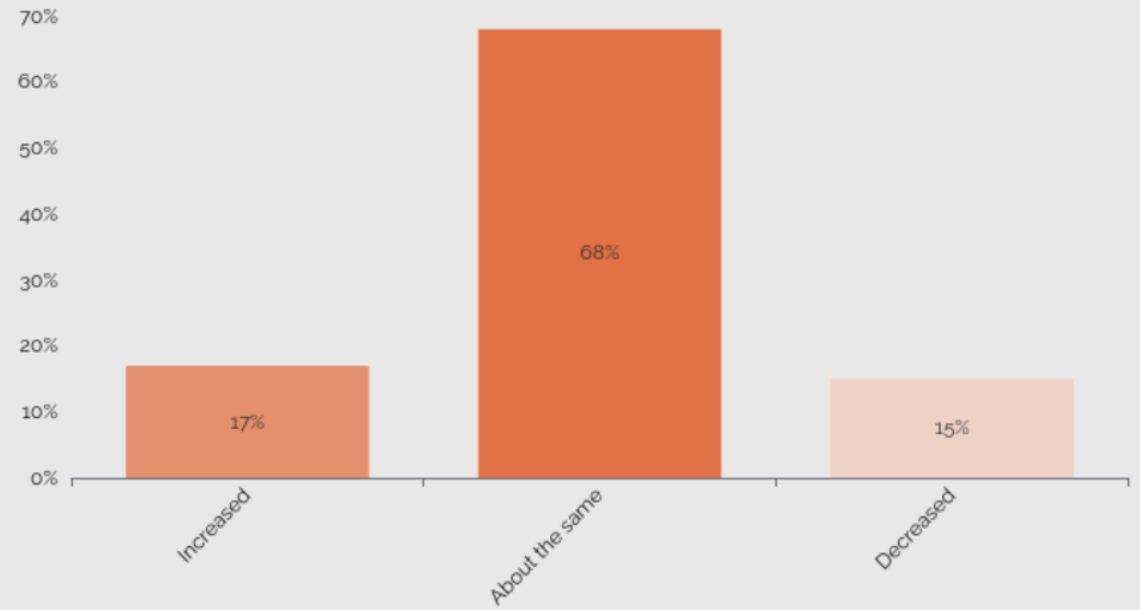


Retention Rate

Q: What is your anticipated overall retention rate for 2024?

Retention Changes

Q: Has your overall retention rate increased or decreased since last year (2023 vs 2024) ?



Non-Renewal Reasons

Q: Why do you think members don't renew their membership with your organization?

1

Lack of engagement with our organization

2

Left the profession/industry/area - closed business

3

Lack of time to participate

4

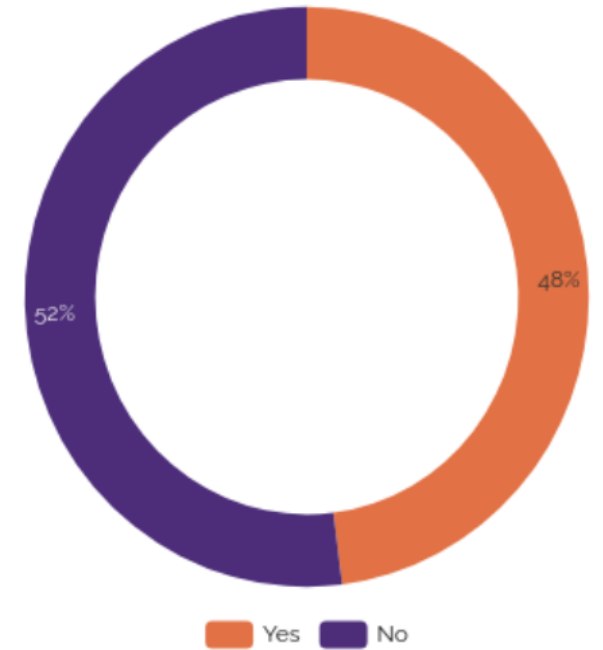
Too expensive

5

Lack of value

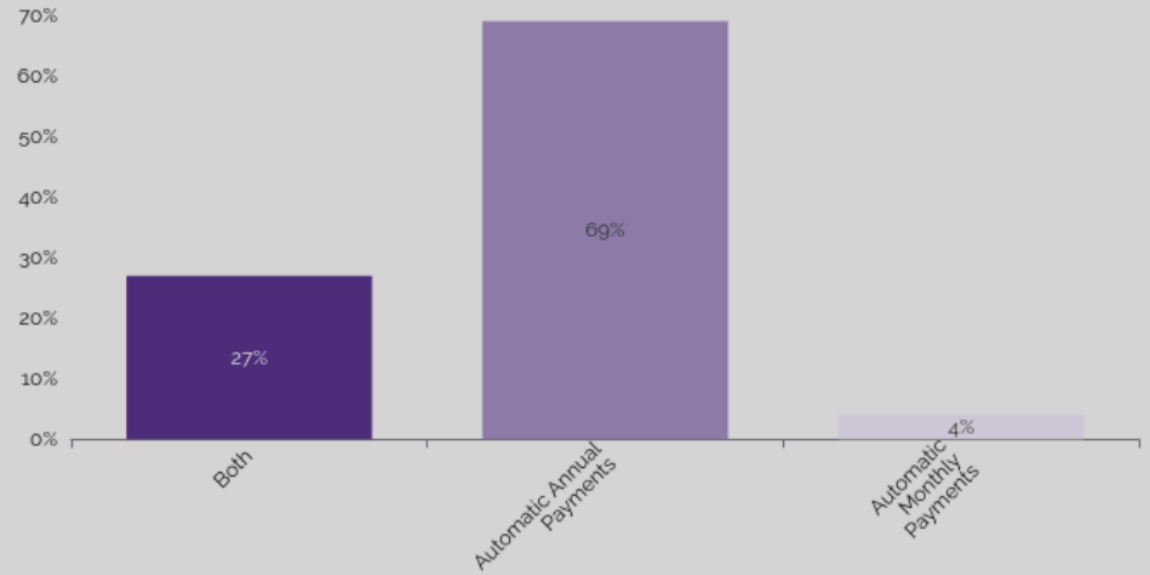
Automatic Renewals

Q: Does your organization offer automatic credit card renewal of membership fees (a.k.a. auto-renewal)?



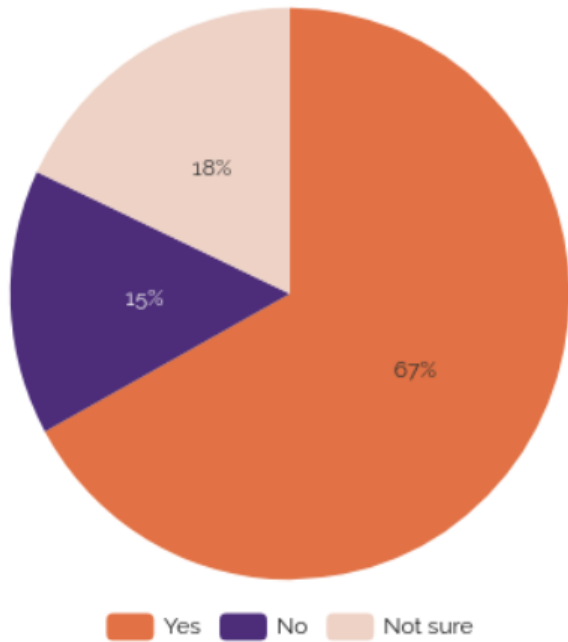
Monthly Payment Option

Q: Does your organization offer the option of automatic monthly dues payments, automatic annual dues payments, or both?



02

Values & Policies



Organizational Value

Q: Do you believe members recognize the unique value of your organization?

03

Innovation & Initiatives

Q: Is your organization consistently looking to innovate and pursue new ideas for increasing membership?

11%

No, we are comfortable where we are at

61%

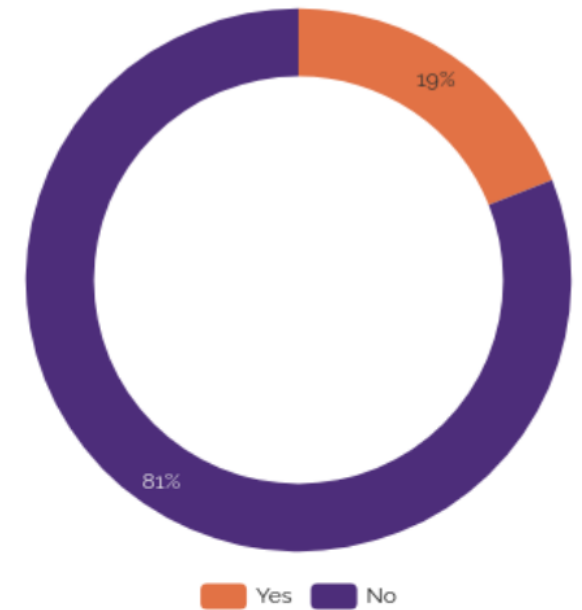
Yes, we are actively looking to grow our membership with new innovative strategies

27%

Yes, but we don't know where to start with new strategies

Reinstatement Practices

Q: Do you have a formal reinstatement initiative in place to re-engage members that you lost in previous years?



Reinstatement Initiatives

Q: What are you currently doing for your formal reinstatement initiative to re-engage members lost in previous years?

1

Communication and Outreach:

Associations employ various communication channels such as emails, phone calls, mailings, and in-person visits to reach out to lapsed members.

2

Annual and Campaign Initiatives:

Associations conduct annual win-back campaigns or targeted campaigns to promote the value of membership. These initiatives include targeted emails, marketing campaigns, and events focused on re-engaging lost members.

3

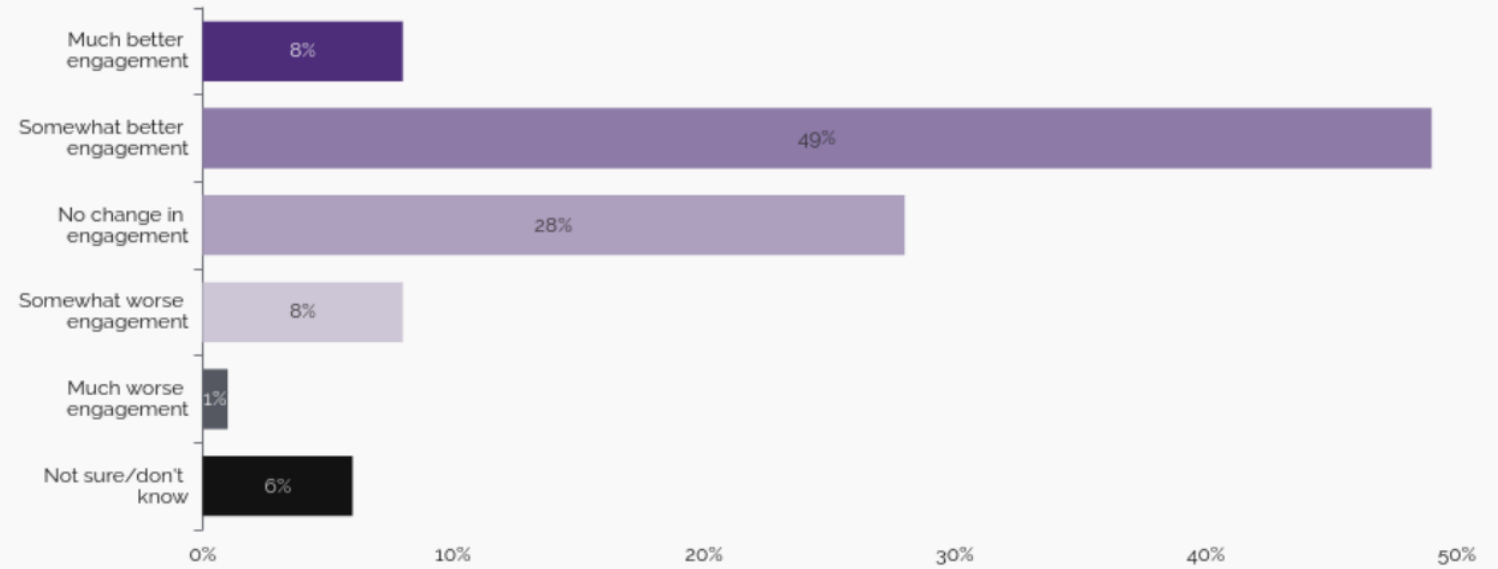
Incentives and Discounts:

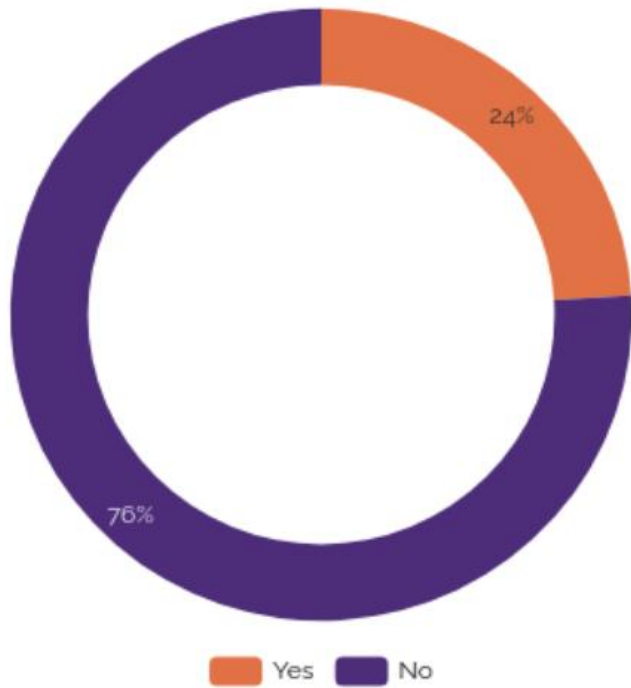
Associations offer incentives such as discounted membership fees, free workshops, or special offers to entice lapsed members to rejoin. These incentives aim to showcase the value of membership and encourage re-engagement.

04

Membership & Engagement

Q: How, if at all, did member engagement change since 12/31/2023?





Q: Do you have a written plan for increasing member engagement?

Most Effective Strategy

Q: What is your most effective strategy for increasing member engagement?

1

Enhanced Communication:

Associations prioritize increasing communication with members through various channels such as emails, phone calls, text messaging, and social media outreach. They focus on providing timely and relevant information about events, benefits, and resources.

2

Networking and Community Building:

Associations facilitate networking opportunities and community building among members through in-person events, webinars, workshops, and online forums. They create platforms for members to connect, share knowledge, and collaborate.

3

Membership Engagement Programs:

Associations establish dedicated membership engagement programs or committees responsible for engaging members. These programs often include multi-tiered approaches and structured processes to increase member involvement.

Q: Why do members join your organization?



Attend events, trade shows, conferences



To grow their network



Access to specialized information

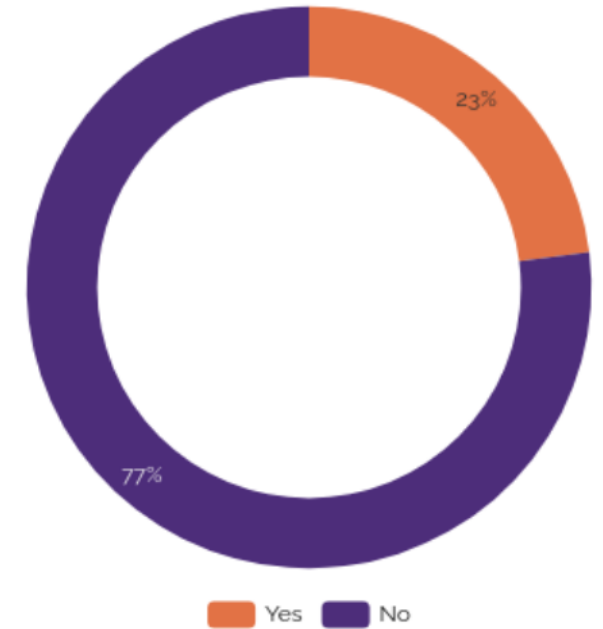


Continuing education credits or professional certifications



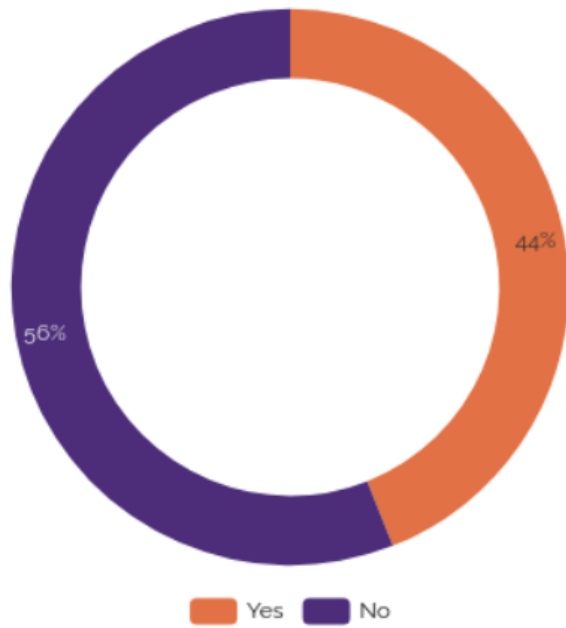
To support the mission of our organization

Q: Do you have a defined strategy for recruiting and retaining young professionals?



05

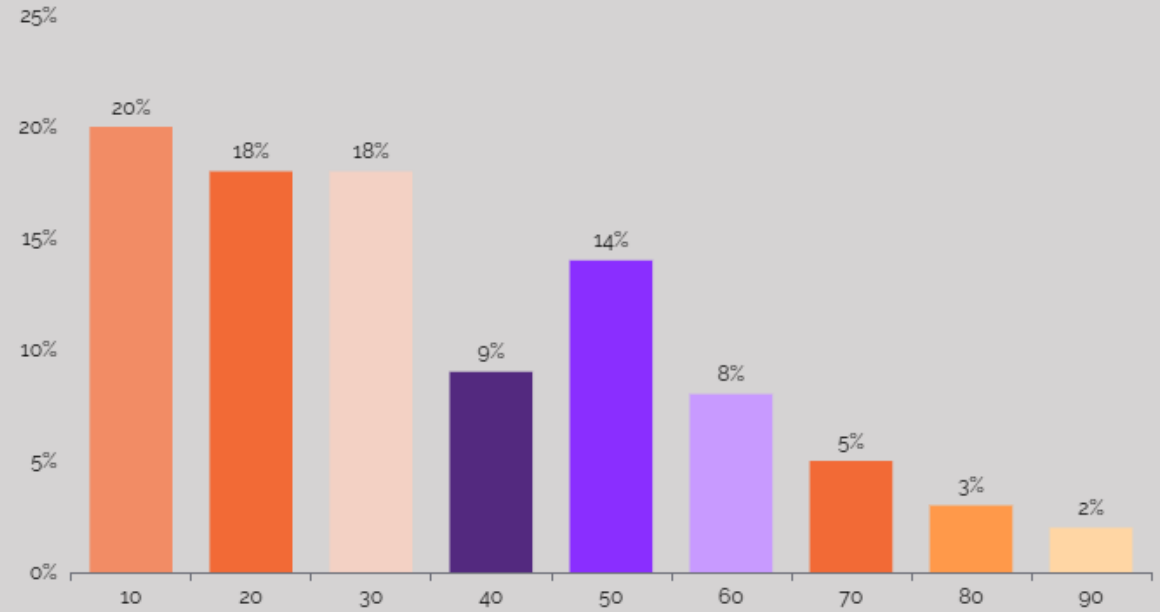
Online Community Platform



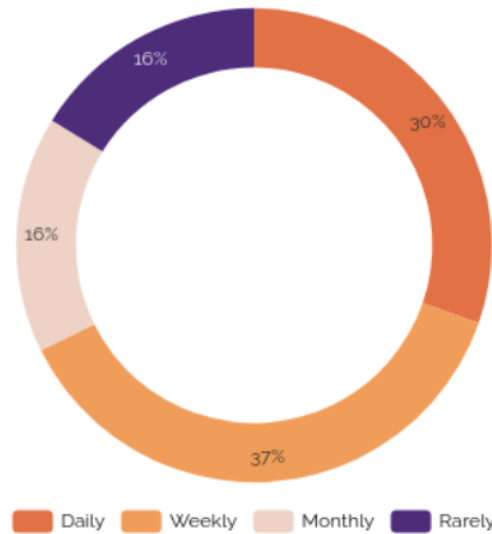
Q: Does your association use a community platform?

Member Engagement

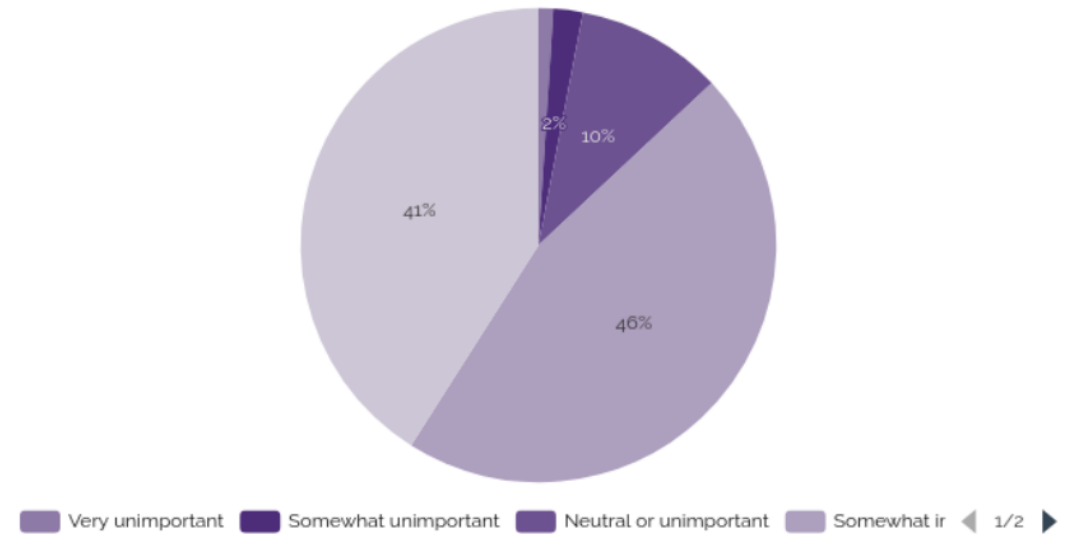
Q: What percentage of your members are actively engaged with your community platform?



Q: How often do you, as the association, use the association's online community platform?



Q: How important is your association's online community to you?



Q: What is the main reason your members use this online community?



Accessing industry-specific resources and news



Seeking advice or support from other members



Finding and registering for events

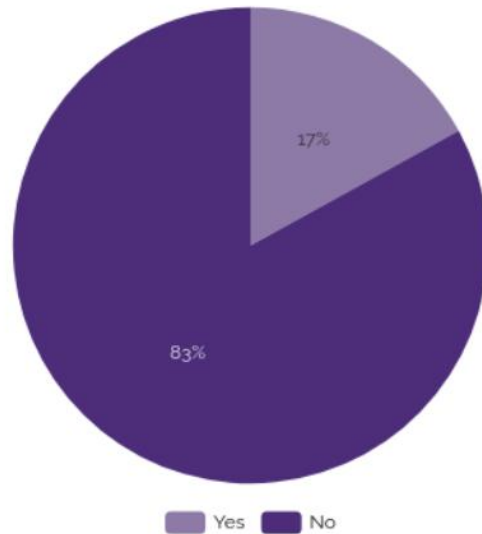


Networking with other members

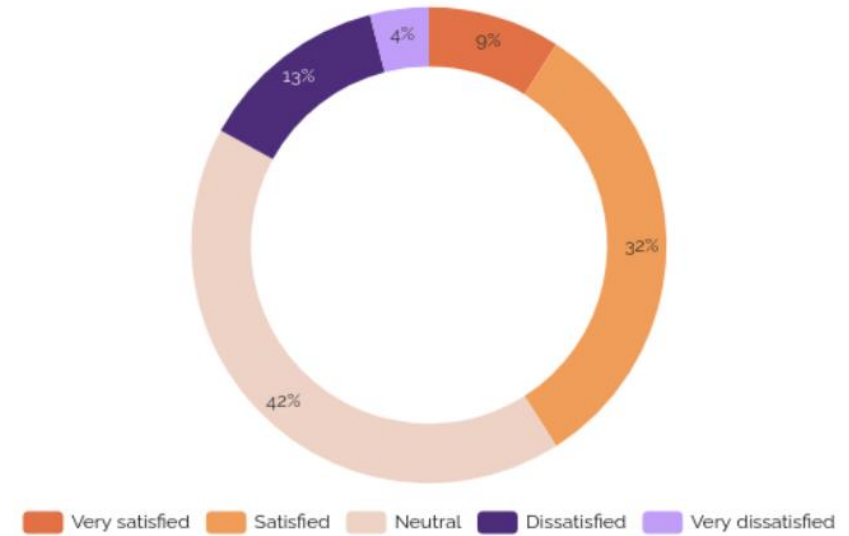


Participating in forums or discussions

Q: Has your association generated any new members or sponsorships through your online community platform?



Q: Overall, how satisfied are you with the online community platform as a tool for member engagement and retention?



Community Platform Management

Q: How is your organization currently managing the online community platform?

32%

Have a dedicated in-house employee managing the community

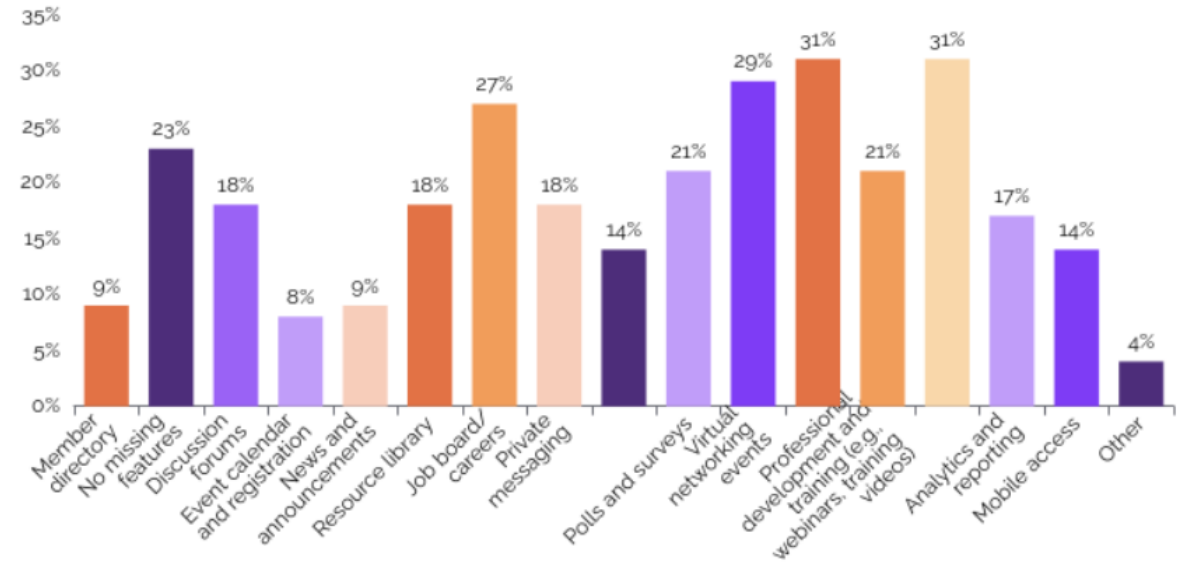
31%

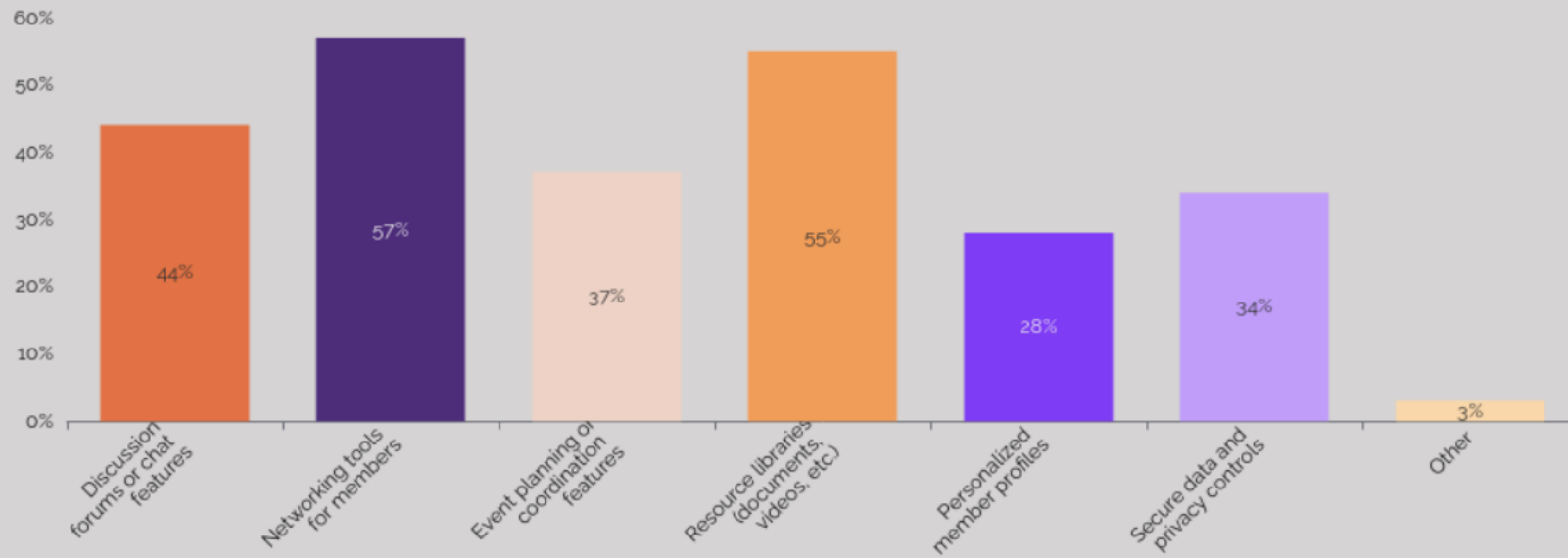
Community management has been added to an existing employee's responsibilities

22%

Have a dedicated in-house team managing the community

Q: Which of the following features, if any, are missing from your community platform?





Q: Which of the following features would be most important to you in a community platform?

Implementation Challenges

Q: If you've considered using a community platform, what prevented implementation?

#1

Lack of staff to manage the platform

#2

Budget and funding constraints

#3

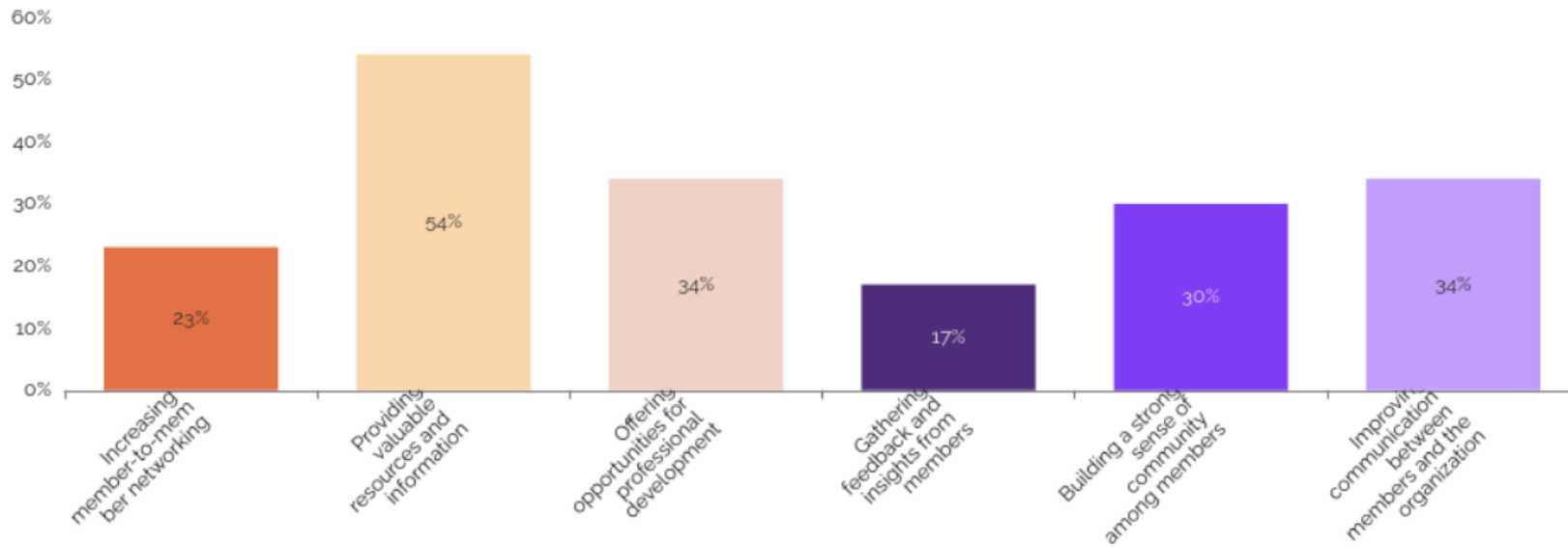
Limited member interest in an online community

#4

Encouraging member participation

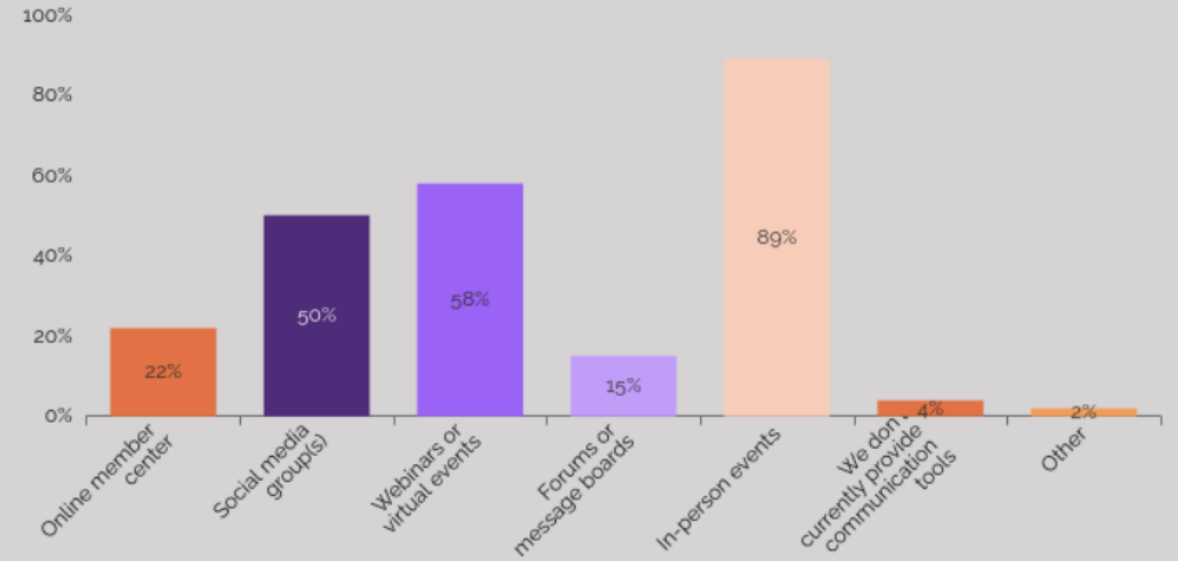
#5

Finding the right platform



Q: Which of these member engagement goals are most important to your organization?

Q: What are the collaboration tools your association provides to members to enable them to communicate with other members?

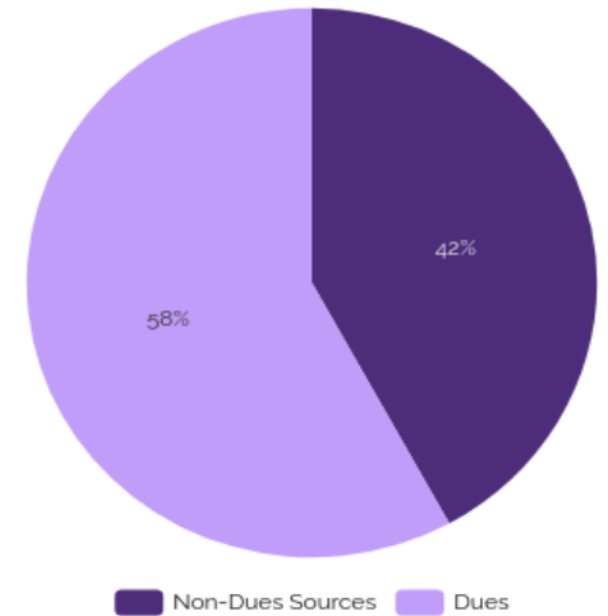


06

Revenue

Dues & Non-Dues Revenue

Q: Approximately what percentage of your total revenue in an average year comes from non-dues sources?



Top Non-Dues Revenue Sources

Q: What are your biggest non-dues revenue sources over the past year?

#1 Event Registration Fees



#2 Events Sponsorships



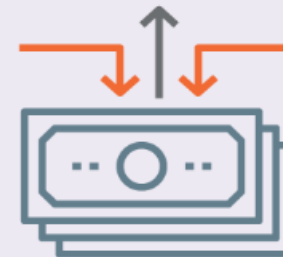
#3 Paid Products/Services/
Education



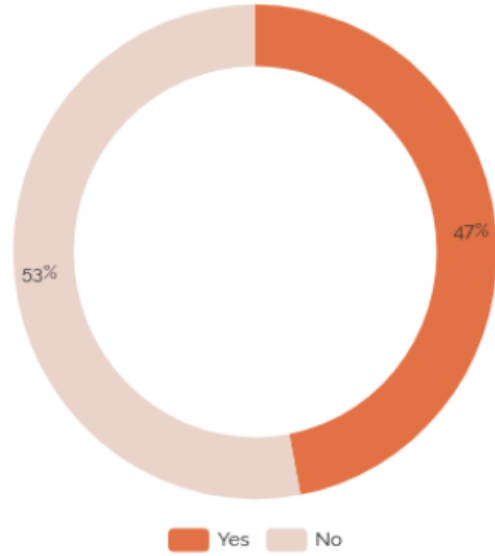
#4 Other Sponsorships



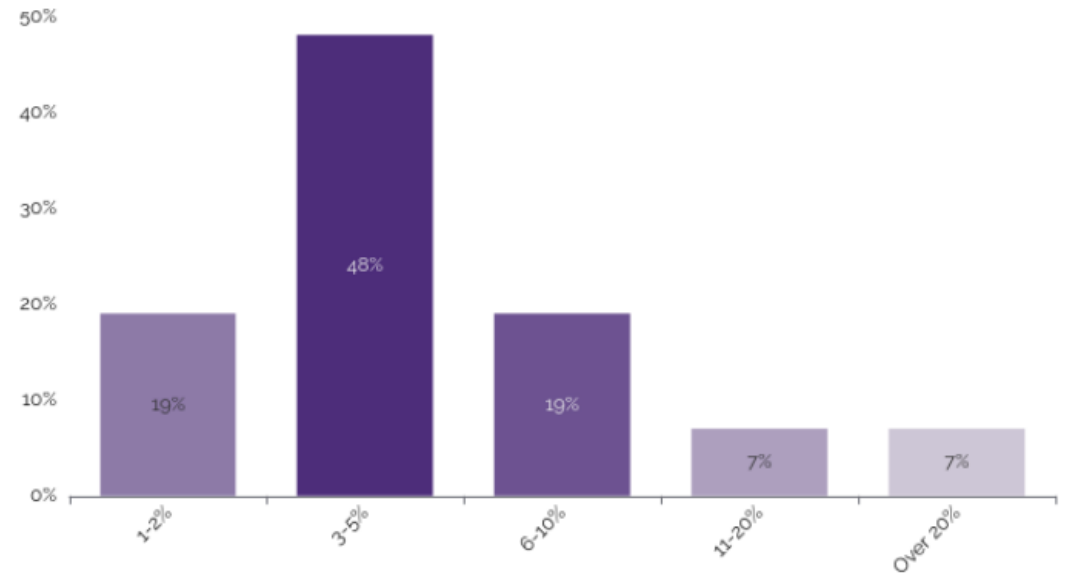
#5 Grants



Q: Did you raise your membership dues in 2024 or plan to in 2025?



If yes, by what percentage did you/do you plan to raise your membership dues?



07

About the Respondents

About the Survey Respondents

GrowthZone surveyed **500 association and other member-based organizations** across the U.S. and Canada at the end of 2024.

The results show several interesting trends impacting today's associations.

