



2026 Annual Association Survey Results

For Association Professionals

 Avg. Reading Time: 3 min

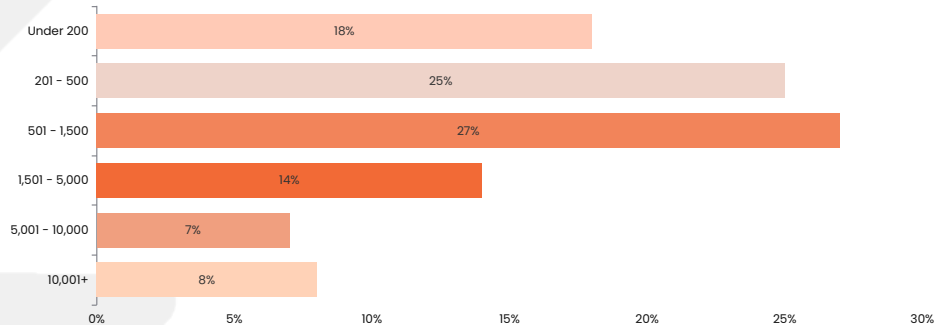




01 Membership Growth

Anticipated Membership

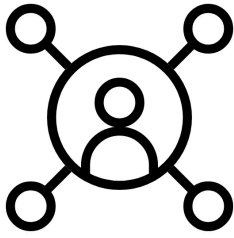
Q: What is your organization's anticipated membership as of 12/31/2025 (number of billing accounts)?



Organizational Challenges

Q: What are your organization's biggest internal challenges?

1. Member Engagement / Retention



2. Growing Membership



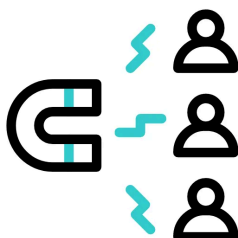
#3 Time, never enough time



#4 Revenue / Budget / Funding



#5 Attracting Younger Members



External Trends or Pressures

Q: Which external trends or pressures do you expect will have the biggest impact on your organization in the next 12 months?

1



Political or regulatory changes

2



Inflation

3



Artificial Intelligence

4



Competition for attention

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

Attracting younger
members

4

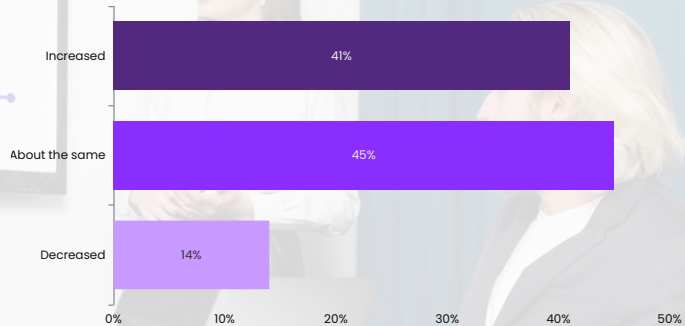
Lack of a recruitment
strategy or plan

5

Competing with another
local membership-based
association

New Memberships

Q: Have **NEW** memberships increased or decreased since last year (since 12/31/24)?



Membership Changes

Q: Do you anticipate your membership at 2025 year-end will show a NET increase or decrease over the year 2024?

3%

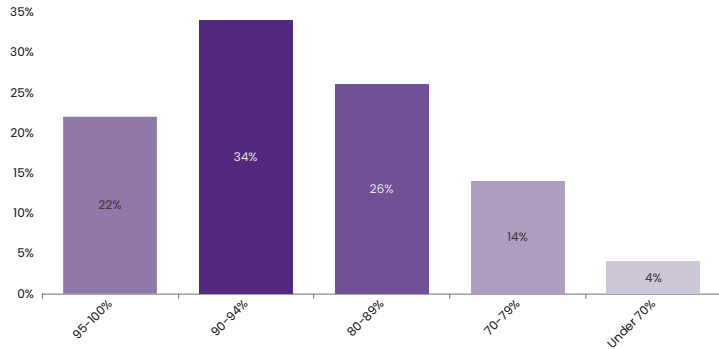
Increased net membership

5%

About the same net membership

2%

Decreased net membership

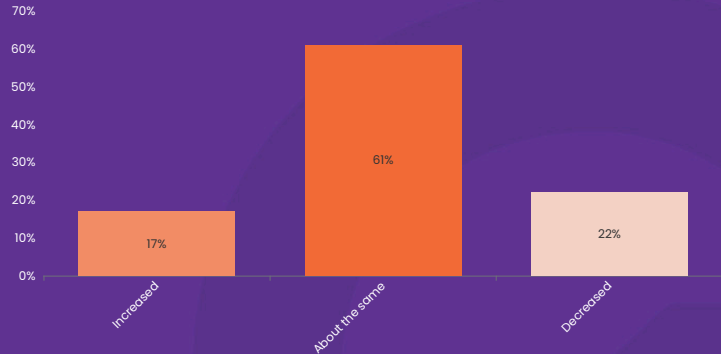


Retention Rate

Q: What is your anticipated overall retention rate for 2025?

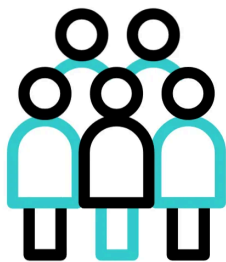
Retention Changes

Q: Has your overall retention rate increased or decreased since last year (2024 vs 2025) ?



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

Lack of time to participate



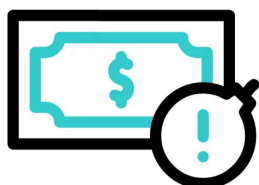
3

Left the profession, industry, area, or closed business



4

Retirement

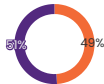


5

Too expensive

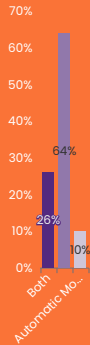
Automatic Renewals

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?



Pro Tips: Unlock more value from your network

Give members a clear path to engage and get more out of their membership.

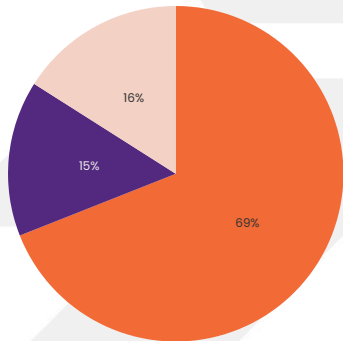
Download the free guide now to help them connect, participate, and thrive in your community.

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02 Values & Policies



Yes No Not sure


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?

1%

No, we are comfortable where we are at

5%

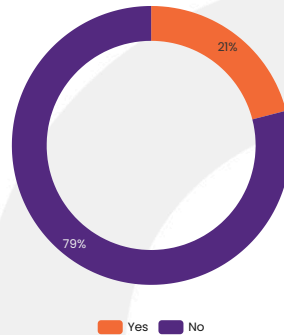
Yes, we are actively looking to grow our membership with new innovative strategies

2%

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. The communications highlight new benefits, improvements, or demonstrate value.

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.

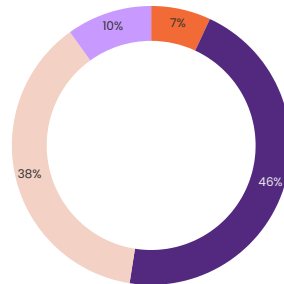
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Incentives and Discounts:

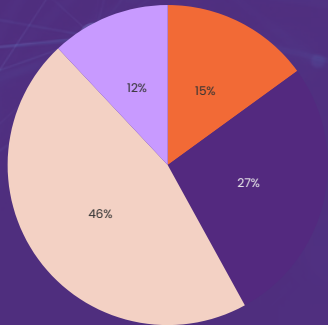
Associations offer incentives such as discounted membership fees, special rates, free months, waived reinstatement fees, or other special offers to entice lapsed members to rejoin. These incentives aim to showcase the value of membership and encourage re-engagement.

AI Relevancy

Q: How relevant do you believe AI will be to your association or chamber's success in the next 2-3 years?



Not relevant Somewhat relevant Very relevant Critical to our future success



AI Activity

Q: Which best describes your current AI activity or interest?

Not on our radar yet We're interested in learning more We're excited to try it

◀ 1/3 ▶

Discover 10 Powerful Benefits of Community

See how your members can gain from connection, collaboration, and shared growth.

Download the free ebook now to unlock meaningful advantages — for your members and your community.

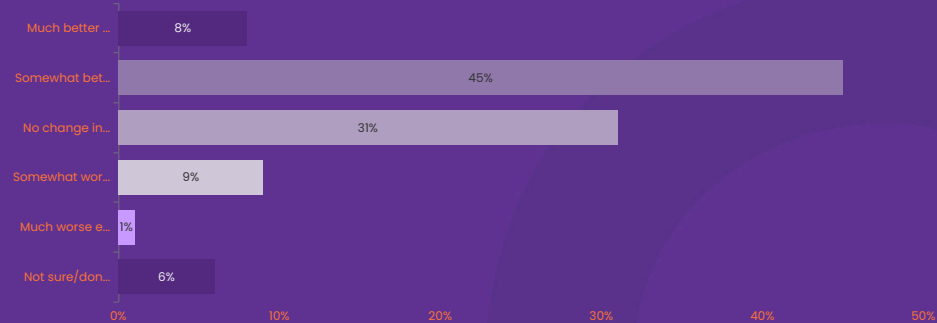
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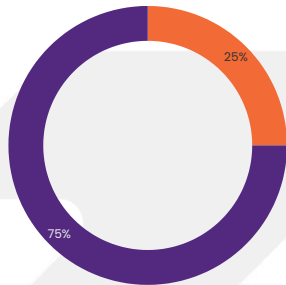




04 Membership & Engagement

Q: How, if at all, did member engagement change since 12/31/2024?





Yes No

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



Increasing Member Engagement

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

Structured Onboarding:

Associations are implementing or expanding formal onboarding processes. They're shifting from one-time welcomes to a sustained onboarding journey map that helps build early connection, structured touch points, consistent communication, and reinforce value.

3

Expanded Offerings:

Associations are investing in expanded offerings to increase perceived value that include: more events, free or discounted trainings and licensing education, mobile app access, free event registration for new members, 6-month free membership promotions, emerging leader groups or communities, business resources, volunteer opportunities, and ambassador programs. The offerings are tailored to be more frequent, more accessible, and more relevant, especially for newer members and specific professional segments.

Q: Why do members join your organization?



Attend events, trade shows, conferences



To grow their network



Continuing education credits or professional certifications



Access to specialized information

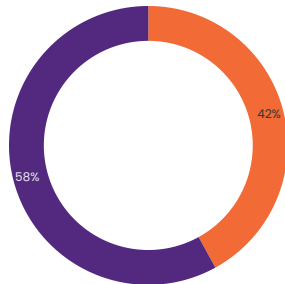


To build credibility in their community or profession



05

Online Community Platform

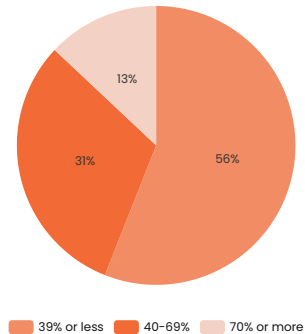


Yes No

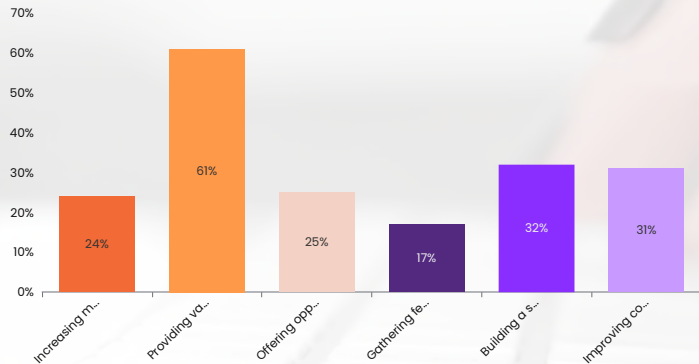
Q: Does your association use a community platform?

Member Engagement

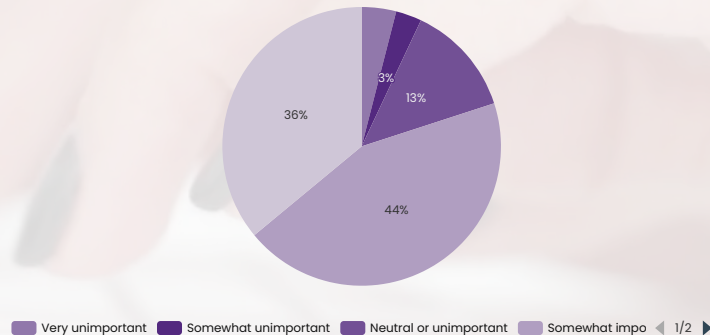
Q: What percentage of your members are actively engaged with your community platform?



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



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



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



Finding and registering
for events



Networking with other
members



Accessing industry-
specific resources and
news

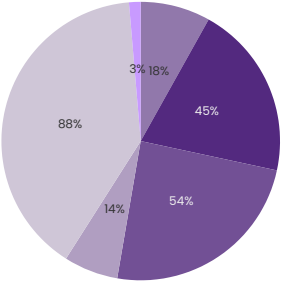


Participating in forums or
discussions



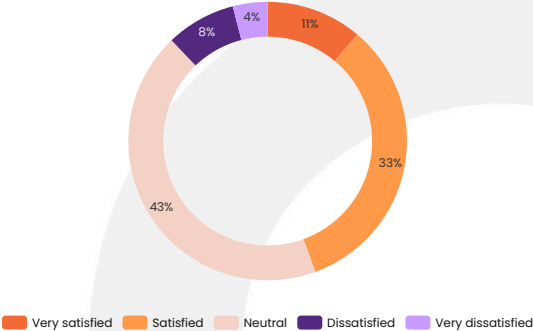
Seeking advice or support
from other members

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



Online member center Social media group(s) Webinars or virtual events Forums or ◀ 1/2 ▶

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





Community Platform Features

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

8%

Networking tools for members

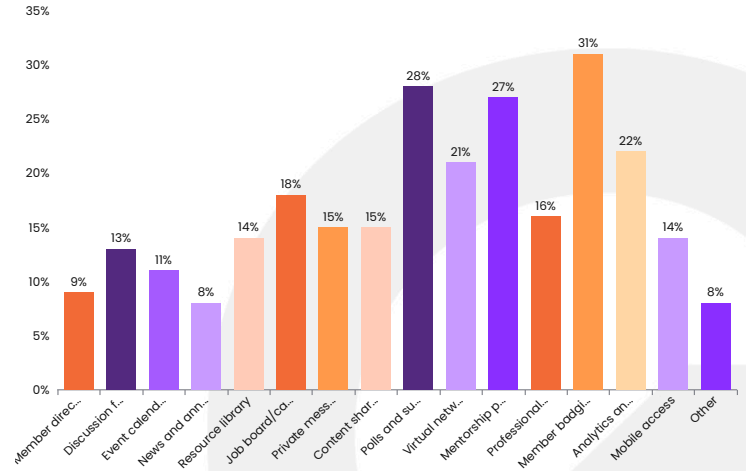
7%

Resource libraries
(documents, videos, etc.)

5%

Discussion forums or chat features

Q: Which of the following features are missing from your 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

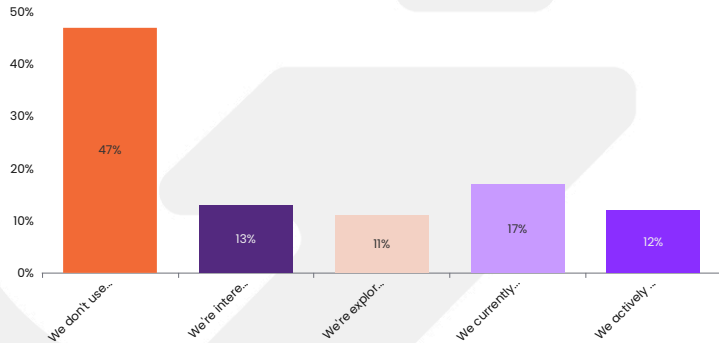
Encouraging member participation

#5

Finding the right platform

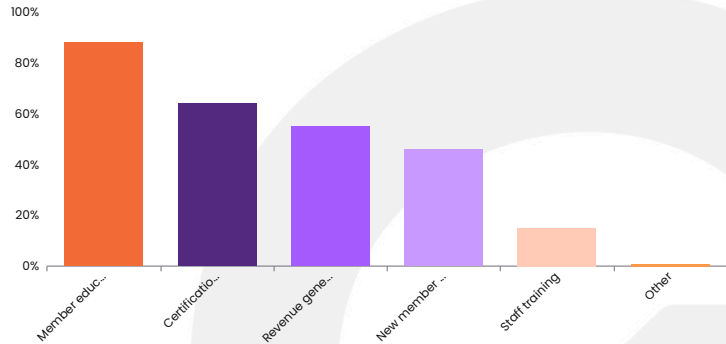


06 Ongoing Learning



Q: Which best describes your organization's current use of a Learning Management System (LMS) or online learning tools?

Q: What are your primary goals for offering online learning?



Delivering Learning Content

Q: What's your biggest challenge today when it comes to delivering learning or training content?



1. Enrollment & Participation:

There's difficulty getting members to register for or attend training sessions, both in-person and online. And there's low follow-through even when members express interest, often due to competing priorities or scheduling conflicts.



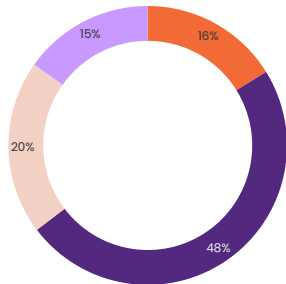
2. Content Development & Relevance:

There's challenges in creating engaging, high-quality, and up-to-date training that meets member needs and interests. And limited staff bandwidth to develop, update, or curate content across multiple formats or disciplines.



3. Technology & Accessibility:

There's challenges with LMS platforms, digital accessibility, user interface, and integration with existing systems. There's also older or less tech-savvy members who struggle to access online courses, impacting overall engagement.



Not at all likely Somewhat likely Very likely Already in progress

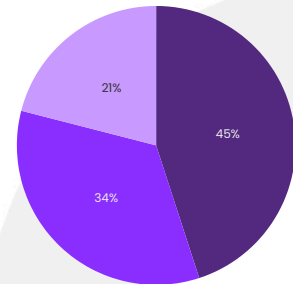
Q: How likely are you to explore or expand your use of an LMS in the next 12-18 months?



07 Revenue

Non-Dues Revenue

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



39% or less 40-69% 70% or more

Top Non-Dues Revenue Sources

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

1 Event Registration Fees



2 Event Sponsorships



3 Other Sponsorships



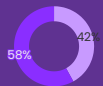
4 Paid Products / Services / Education



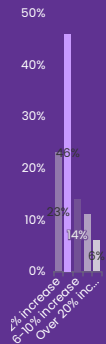
5 Grants



Q: Did you raise your membership dues in 2025 or plan to in 2026?



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



The Future is Here — Are You Ready?

Explore the trends reshaping association management and what they mean for your strategy.

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Check It Out Now





08

About the Respondents

A background image showing three people in a meeting. A man with glasses is on the left, a woman with glasses is in the center, and a man is on the right. They are all looking towards the right side of the frame. The image is faded and serves as a background for the text.

About the Survey Respondents

GrowthZone surveyed **518 association and other member-based organizations** across the U.S. and Canada at the end of 2025.

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

518

About GrowthZone

The GrowthZone mission is to **empower associations** with the tools they need to grow member value, keep members engaged, and do more in less time.

GrowthZone is a full association management software platform with built-in payment processing, e-commerce fundraising, marketing automation, and more.

You deserve a **partner**



GrowthZone Rebrand

GrowthZone Rebrand

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