

GrowthZone Annual Survey: Majority of Associations Report Improved Member Engagement Rates

Over half of associations surveyed said their organization's engagement rates showed a positive year-over-year trend.

NISSWA, MN – January 28, 2020 – [GrowthZone](#), provider of association management software, released the results of its 2020 Association Industry Survey. The report shows positive trends in member engagement and employee turnover and stagnant or decreased trends in membership growth.

"This year's survey results revealed encouraging statistics in member engagement," said John Cook, senior vice president of marketing, GrowthZone. "Additionally, results showed a direct correlation between satisfaction with association management software and both member retention and new-member recruitment rates.

The report contains specific strategies used by successful associations to increase engagement rates, data on association value proposition recognition and statistics on recurring membership renewals.

The report also highlights:

- What association pros think their members say about their association
- What association pros would like to see their organizations achieve
- Frequency of increasing dues
- Digital marketing efforts
- Employee turnover rates

The survey was conducted from November 19 to December 10, 2020 by email and received responses from over 300 association professionals across North America.

In its sixth year, the survey is again expected to be GrowthZone's most downloaded piece of content in 2020.

Detailed survey findings can be accessed on [GrowthZone.com](#).

About GrowthZone

With headquarters in Nisswa, Minnesota, USA, GrowthZone, Inc. provider of ChamberMaster Membership Management Software and GrowthZone Association Management Software, has helped over 3,000 member-based organizations grow and retain membership, generate revenue, engage and communicate with members and prospects, and streamline their day-to-day operations. For more information, visit <https://www.growthzone.com/>.