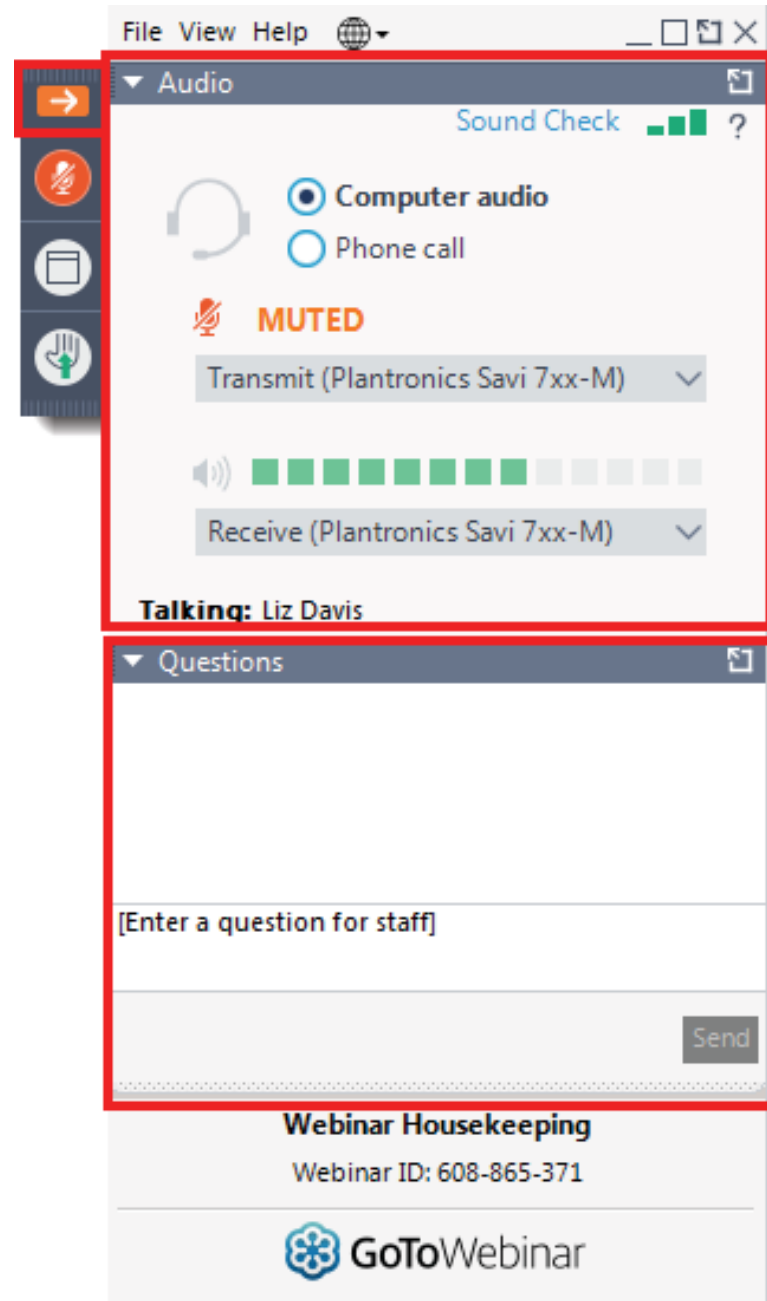




Raise Hand



Audio



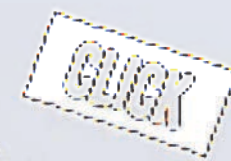
Questions



SURVEY



GrowthZone



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**Association Management
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**BUILT-IN MARKETING AUTOMATION
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GET A DEMO



Grow Your Membership Faster with
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First Name



Last Name

Work Email

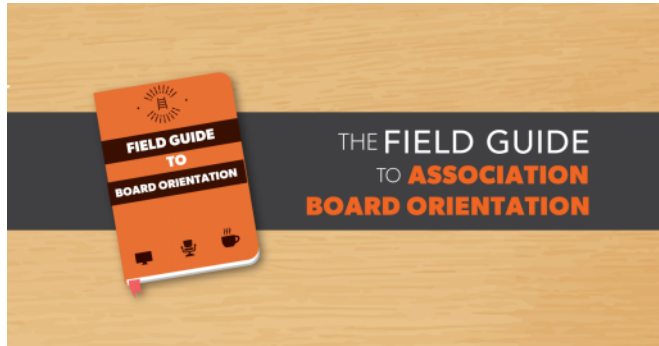
Work Phone

Organization

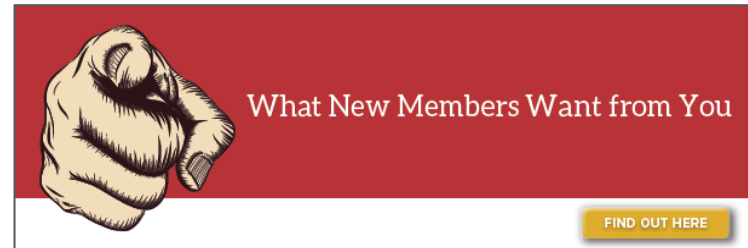
GET A DEMO



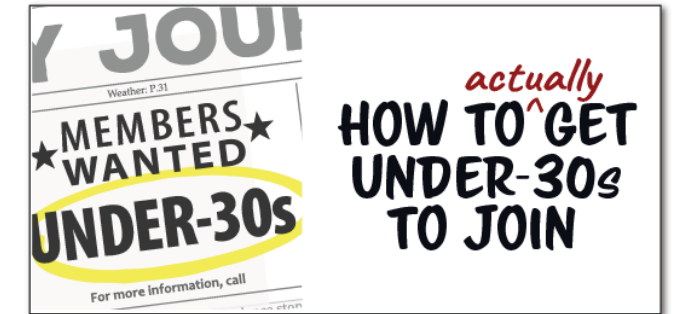
RESOURCES FOR ASSOCIATION PROFESSIONALS



Foolproof ways to get new board members up to speed quickly and efficiently.



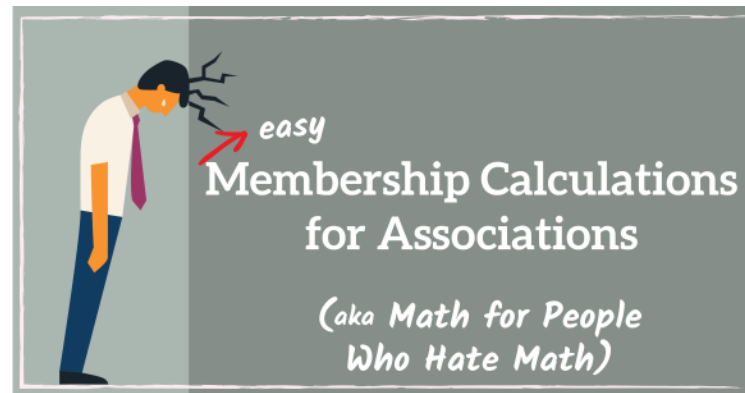
New-member onboarding and touchpoint schedule for associations.



A guide full of tips to help associations recruit and engage Under 30s.



10 best practices for successful association new-member onboarding.



Step-by-step instructions for calculating 7 important member statistics.



Tips to help you stay in control while reducing stress in the process.

GrowthZone.com/resources/knowledge-library

APRIL 9th 10 am pst | 1 pm est

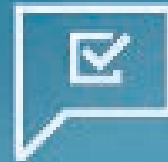
MELYNN SIGHT WEBINAR WRITE LIKE A ROCKSTAR



MEMBER

COMMUNICATION

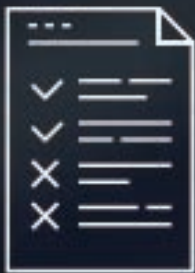




2020

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ANNUAL SURVEY RESULTS



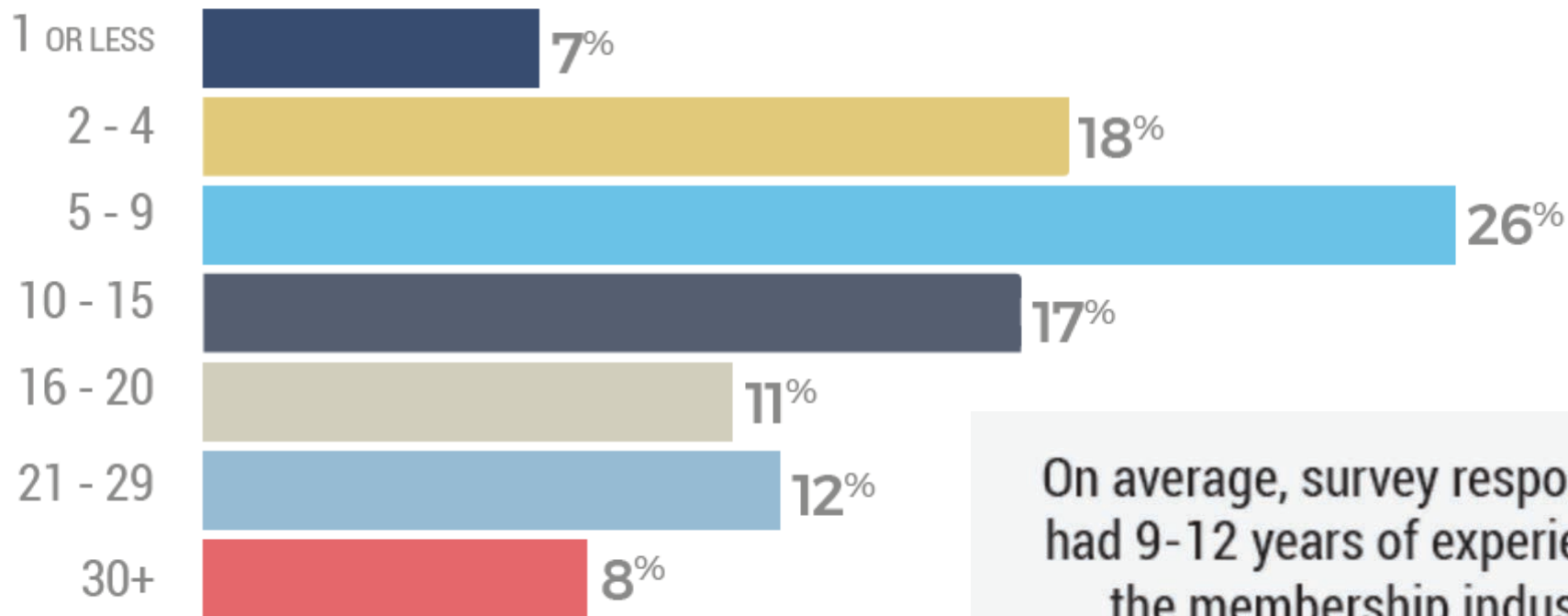
2020 ASSOCIATION

ANNUAL SURVEY RESULTS

ABOUT THE RESPONDENTS

EXPERIENCE

TOTAL # OF YEARS EMPLOYED IN THE MEMBERSHIP INDUSTRY



On average, survey respondents had 9-12 years of experience in the membership industry.

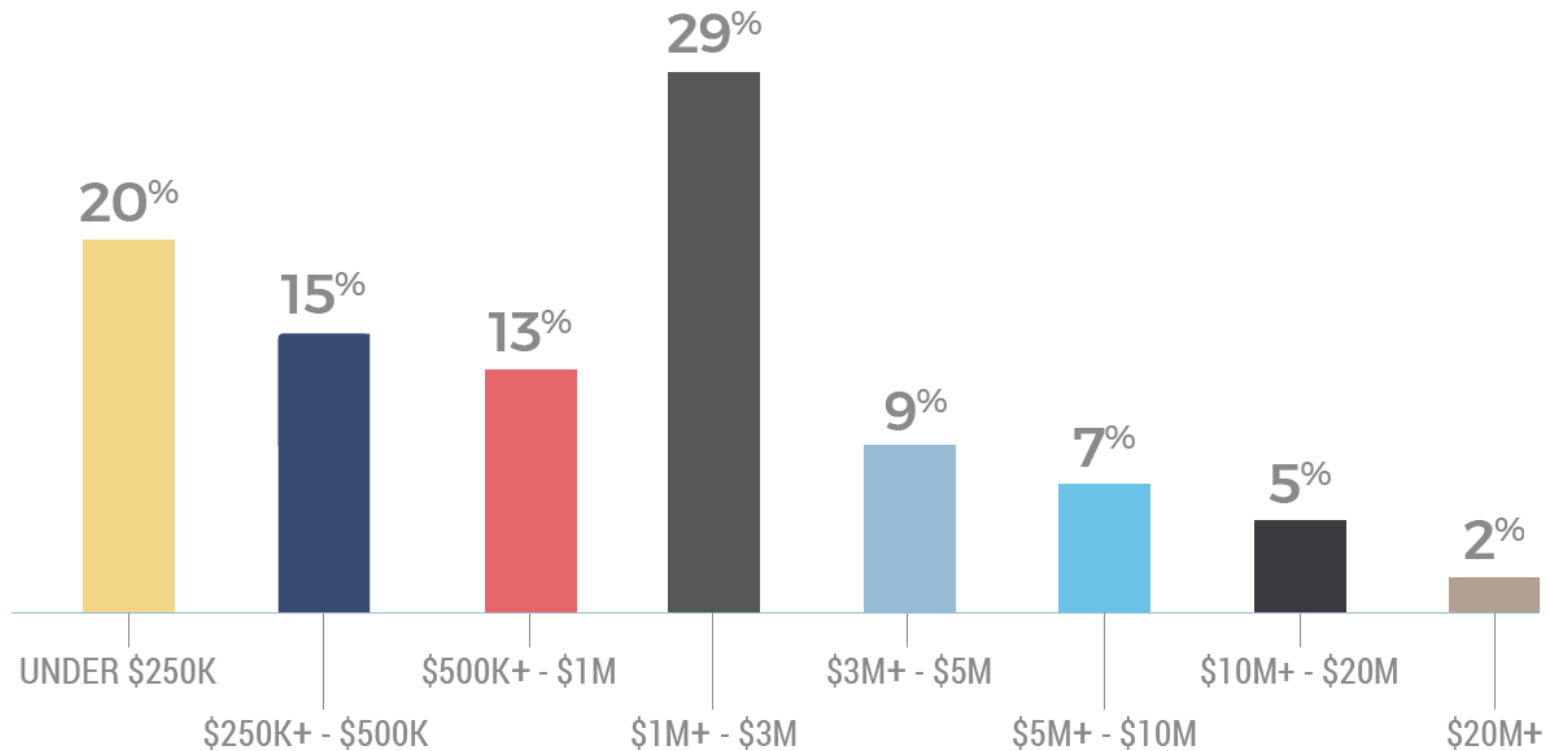


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ANNUAL SURVEY RESULTS

ABOUT THE RESPONDENTS, cont.

ANNUAL OPERATING BUDGET | APPROXIMATE



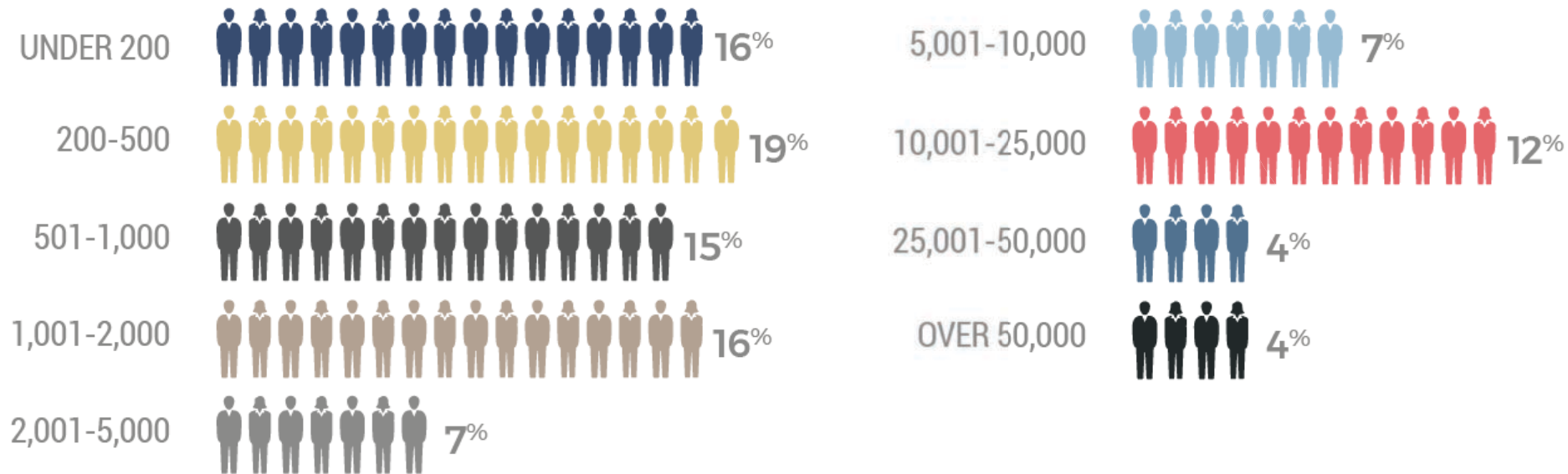


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ANNUAL SURVEY RESULTS

ABOUT THE RESPONDENTS, cont.

NUMBER OF MEMBERS | PREDICTED MEMBER COUNT ON 1/1/2020



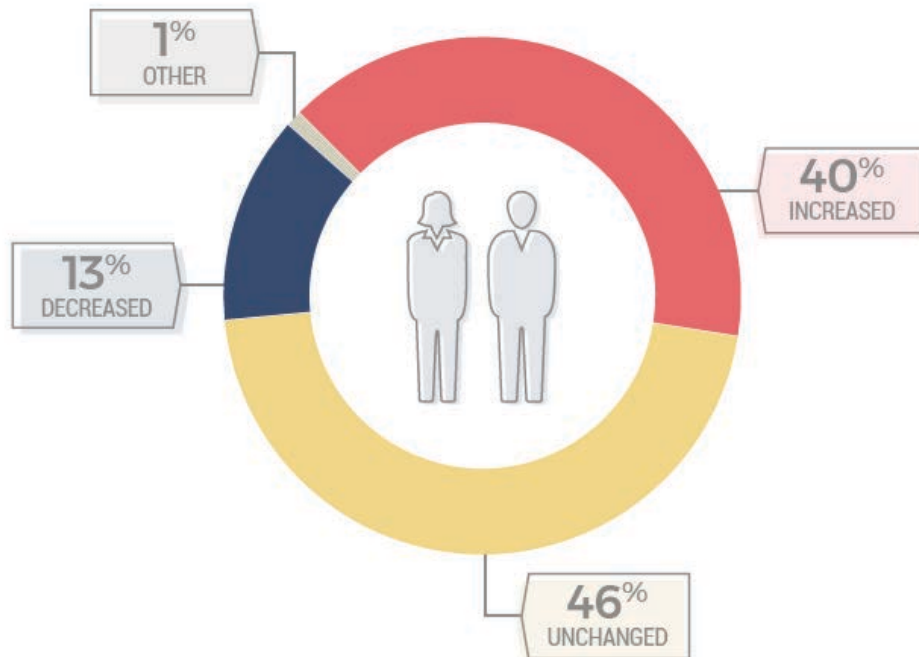


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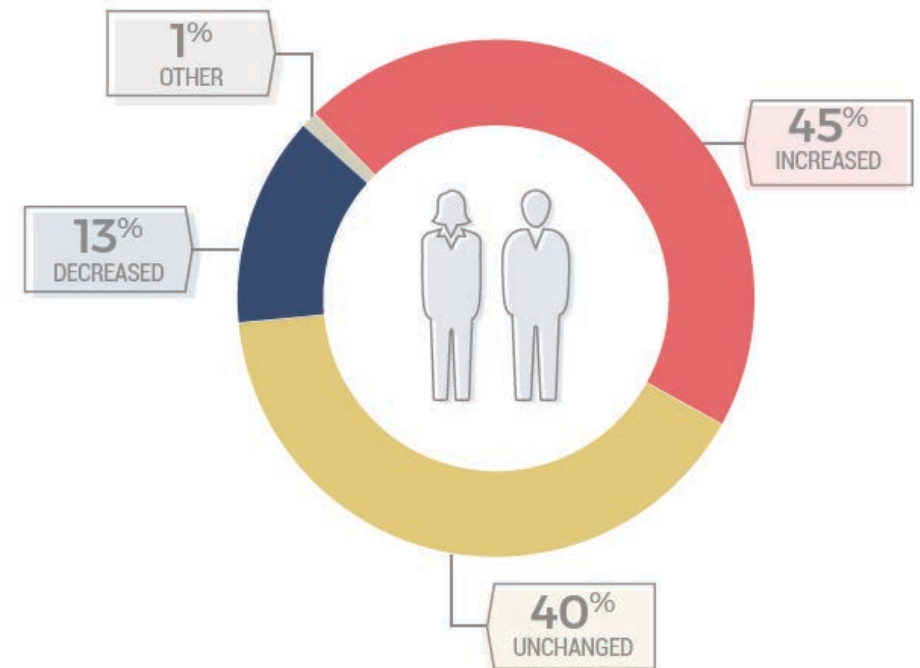
ANNUAL SURVEY RESULTS

MEMBERSHIP GROWTH

ANNUAL OVERALL **NET** MEMBERSHIP | YEAR-OVER-YEAR CHANGE



ANNUAL OVERALL **NEW** MEMBERSHIP | YEAR-OVER-YEAR CHANGE

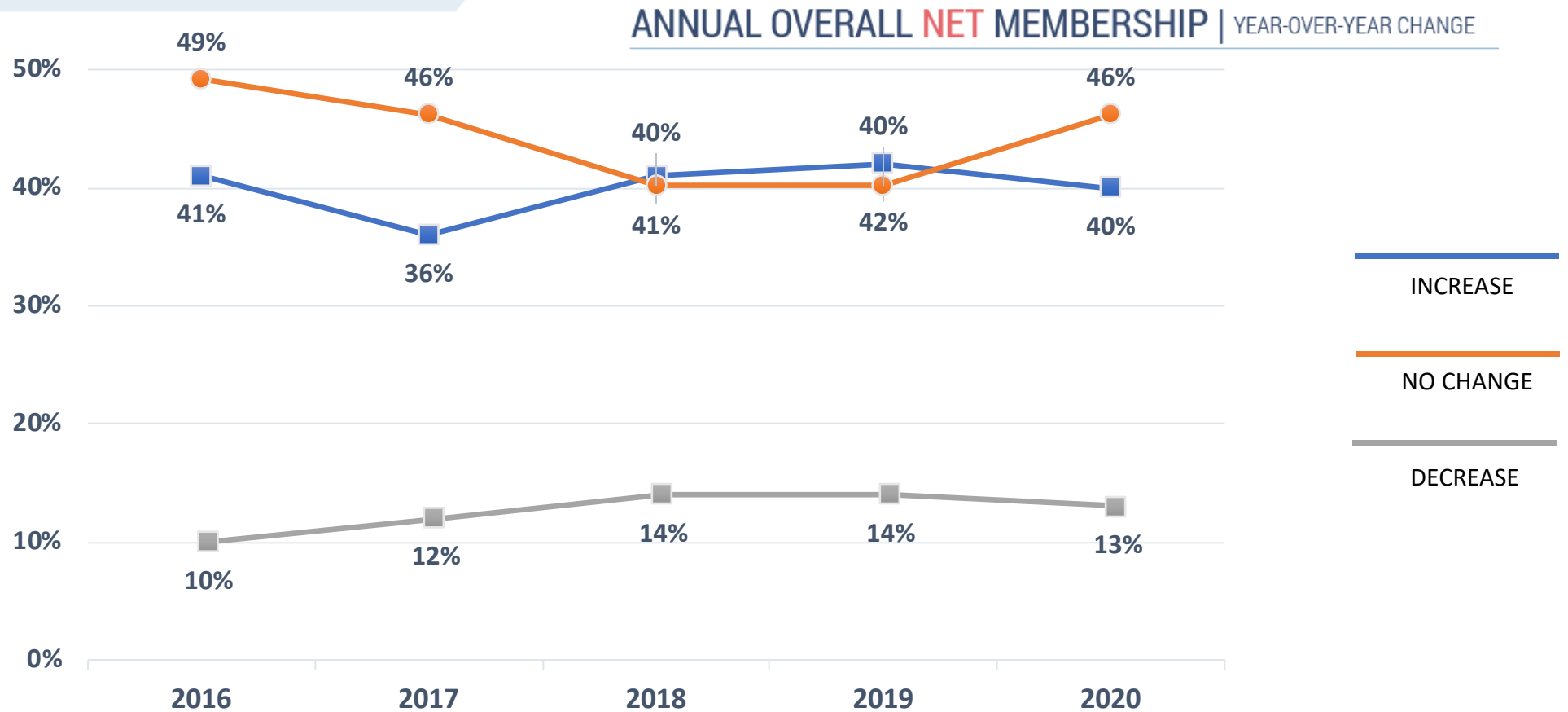




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ANNUAL SURVEY RESULTS

MEMBERSHIP GROWTH, cont.



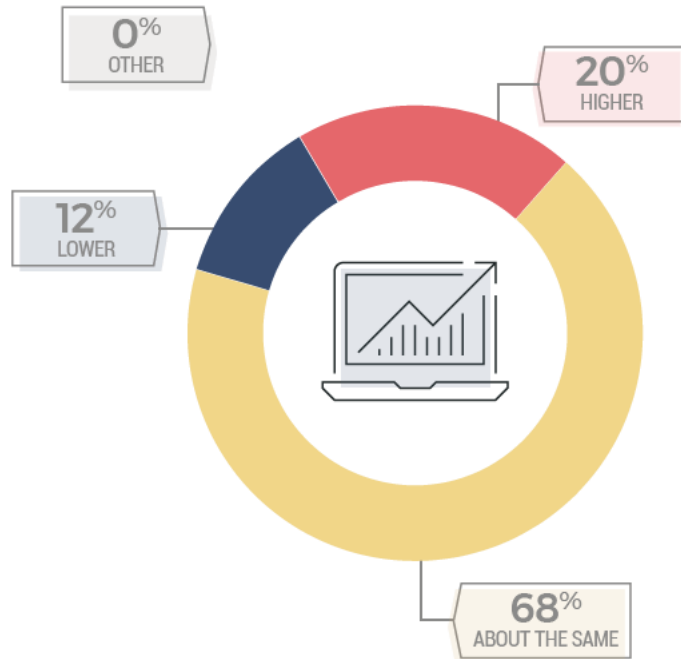


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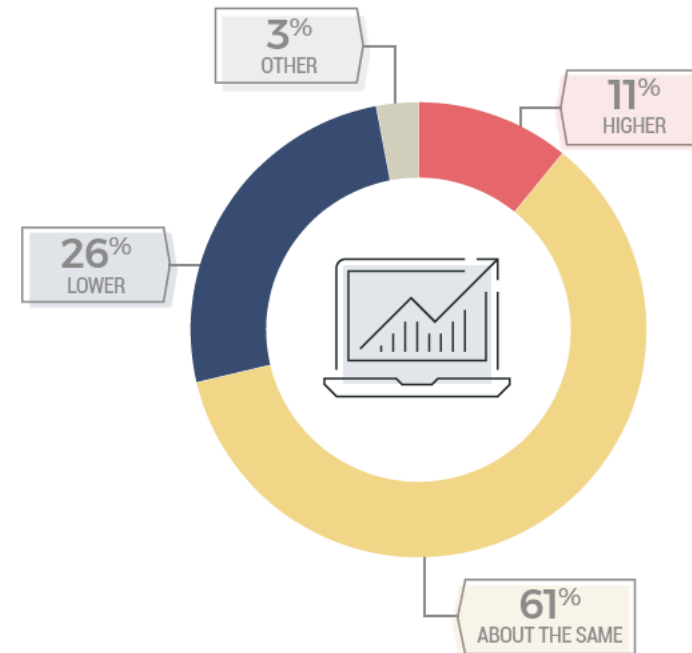
ANNUAL SURVEY RESULTS

MEMBERSHIP GROWTH, cont.

ANNUAL **OVERALL** RENEWAL RATE | YEAR-OVER-YEAR CHANGE



ANNUAL **NEW-MEMBER** RENEWAL RATE | YEAR-OVER-YEAR CHANGE





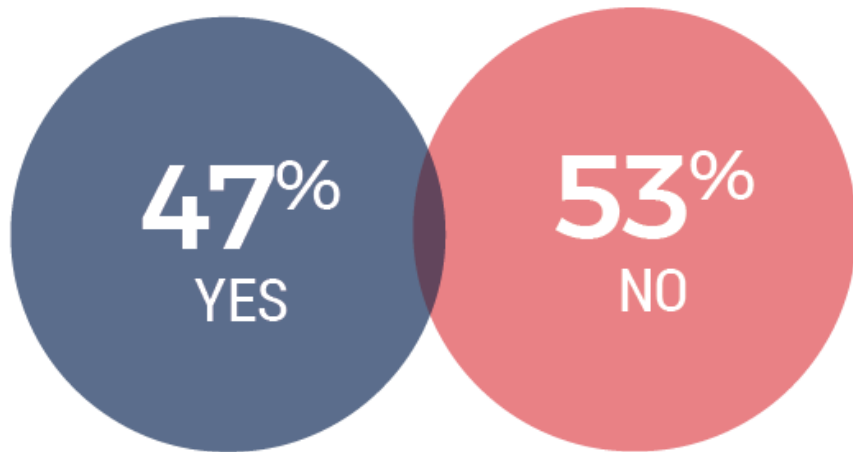
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ANNUAL SURVEY RESULTS

MEMBER ENGAGEMENT

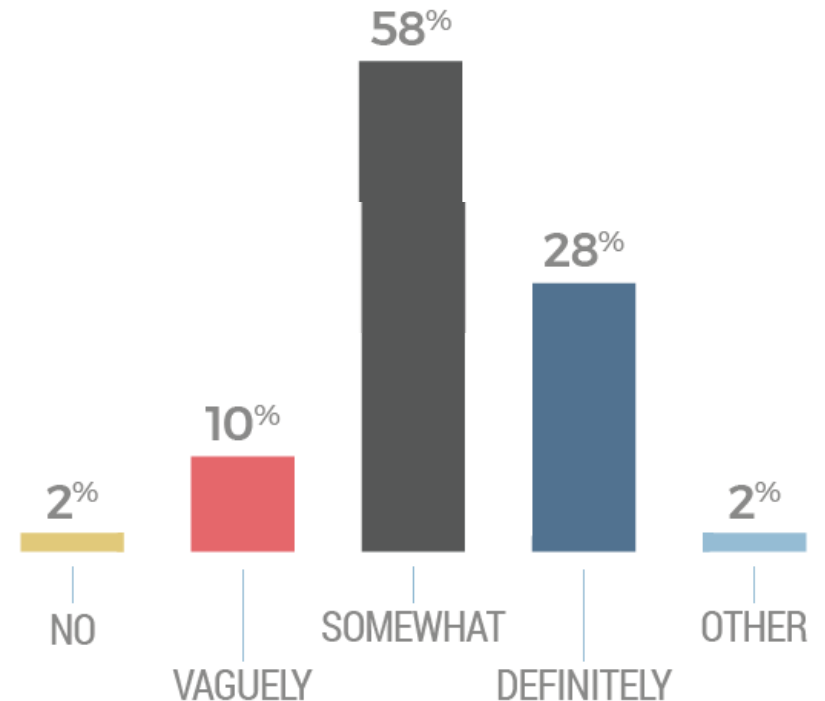
MEMBER ENGAGEMENT TRACKING

Do you use a formal process and/or a software system to track member engagement?



VALUE PROPOSITION RECOGNITION

Do you think members recognize your association's value proposition?



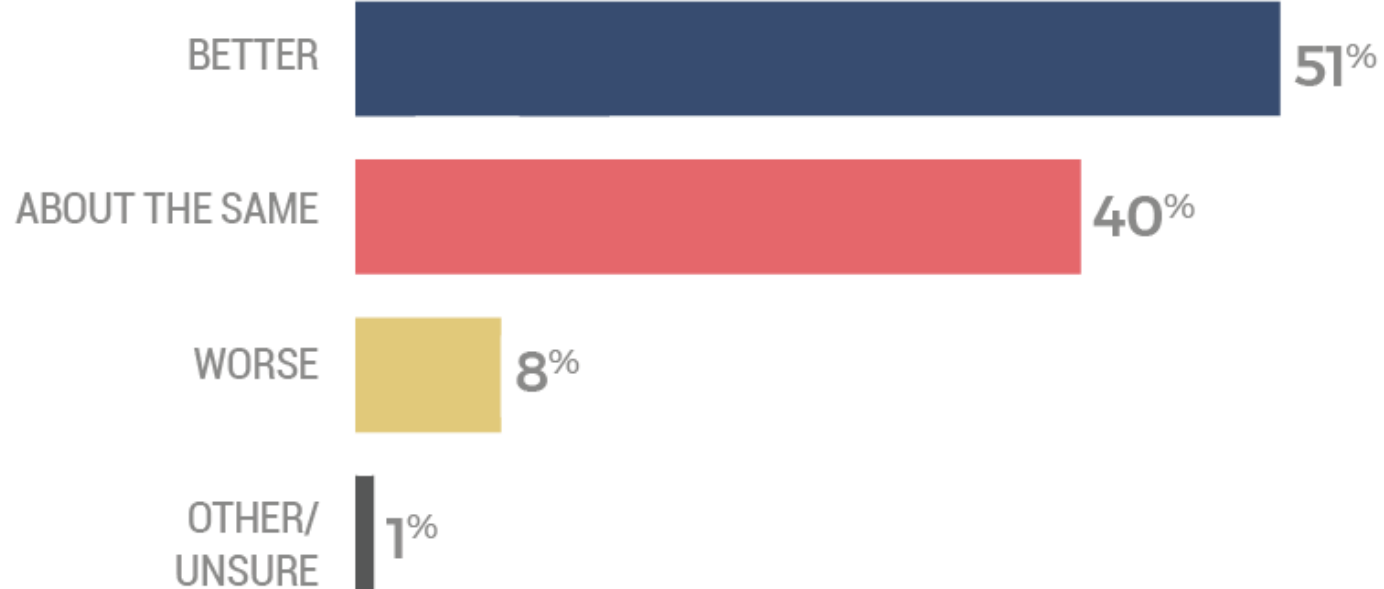


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ANNUAL SURVEY RESULTS

MEMBER ENGAGEMENT, cont.

OVERALL MEMBER ENGAGEMENT | YEAR-OVER-YEAR CHANGE





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ANNUAL SURVEY RESULTS

MEMBER ENGAGEMENT, cont.

MEMBER ENGAGEMENT IMPROVEMENTS | RESPONDENTS INDICATING INCREASED ENGAGEMENT ATTRIBUTED THE IMPROVEMENT TO:

TOP 6 ANSWERS



MORE TARGETED
COMMUNICATIONS

25%



DELIBERATE
STRATEGY AND
DEDICATED FOCUS

16%



ADDING,
IMPROVING, OR
DISCONTINUING
EVENTS

13%



STAFF
RESTRUCTURING

12%



BETTER
TECHNOLOGY

11%



NEW OR UPDATED
PROGRAMMING

11%



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ANNUAL SURVEY RESULTS

Follow our blog for EVEN MORE successful member engagement tactics!

MORE TARGETED
COMMUNICATIONS

DELIBERATE
STRATEGY AND
DEDICATED FOCUS

ADDING,
IMPROVING, OR
DISCONTINUING
EVENTS

STAFF
RESTRUCTURING

BETTER
TECHNOLOGY

NEW OR UPDATED
PROGRAMMING

GrowthZone.com/blog

On-Demand: with Melynn Sicht



Answering "So What?" Your Association's Value Proposition

GrowthZone.com/resources/knowledge-library/



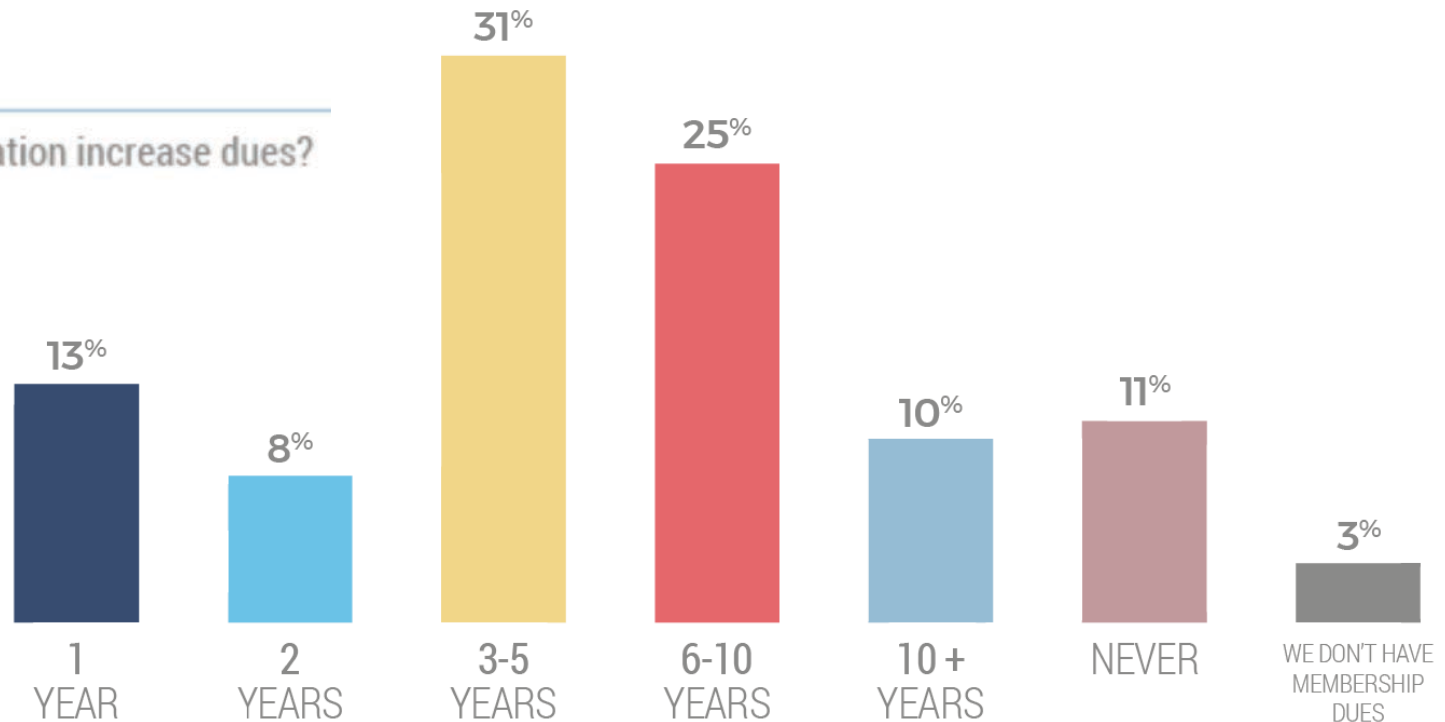
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ANNUAL SURVEY RESULTS

OPERATIONS

MEMBERSHIP DUES

Approximately how often does your organization increase dues?



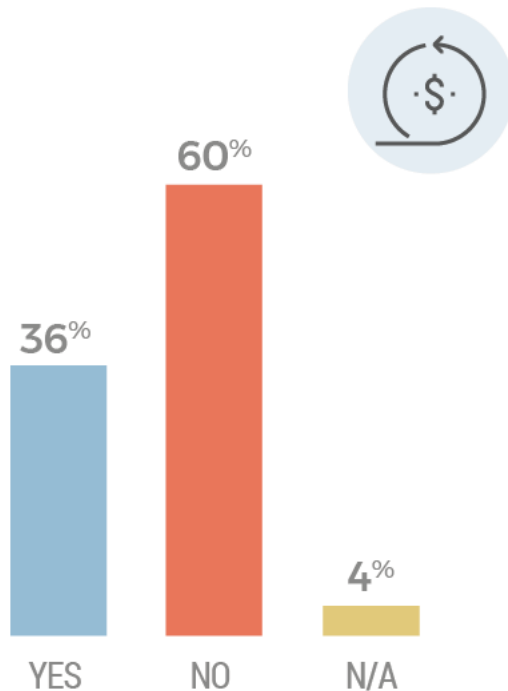


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ANNUAL SURVEY RESULTS

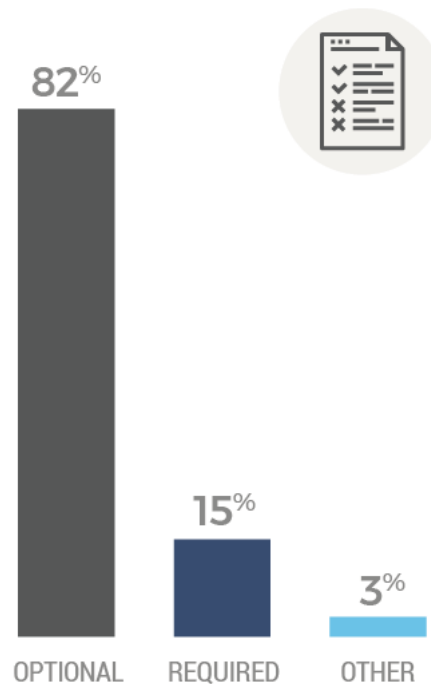
OPERATIONS, cont.

Does your organization offer recurring memberships (auto-renewal)?



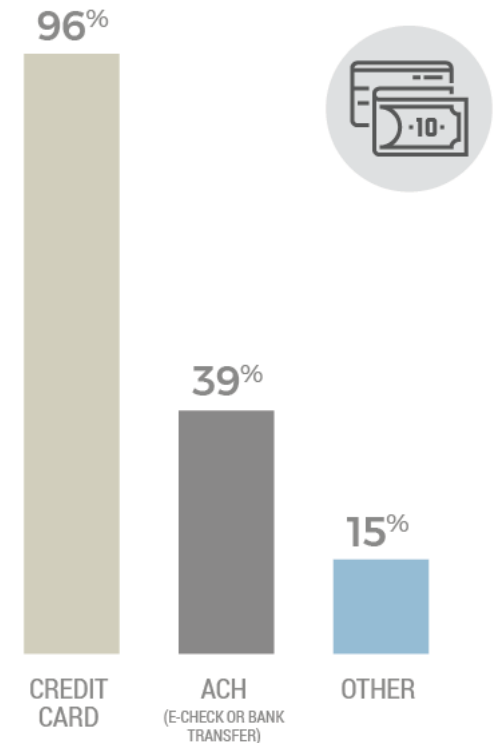
Is auto-renewal participation optional or required?

(The following includes data from respondents who offer auto-renewal.)



What auto-renewal payment methods do you accept?

(The following includes data from respondents who offer auto-renewal.)





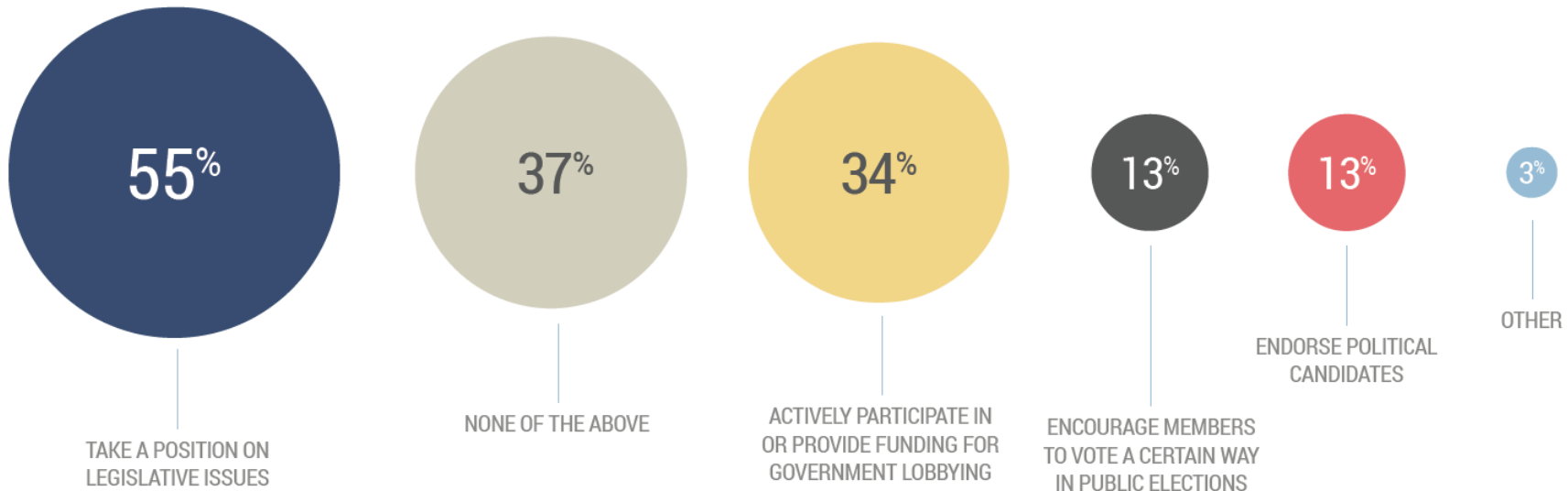
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ANNUAL SURVEY RESULTS

OPERATIONS, cont.

ADVOCACY

Does your organization do any of the following?





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ANNUAL SURVEY RESULTS

OPERATIONS, cont.

COMMUNICATIONS PLANNING

Does your organization have a formal crisis communications plan in place?





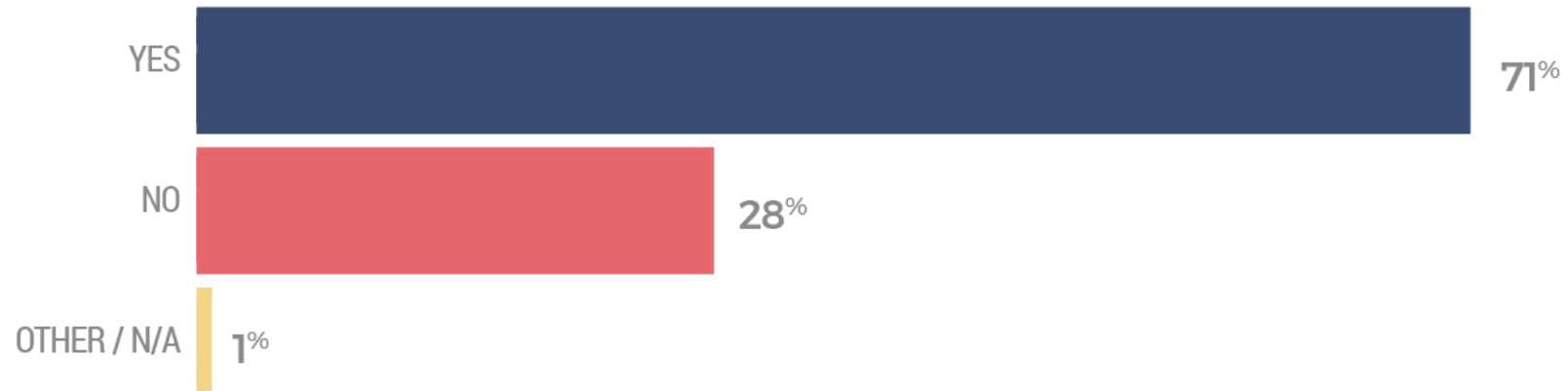
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ANNUAL SURVEY RESULTS

OPERATIONS, cont.

MARKETING

Over the past 2 years, has your organization done any paid advertising (e.g., boosted social media posts/campaigns, Google ads, display ads on specific websites, sent promoted texts, etc.)?





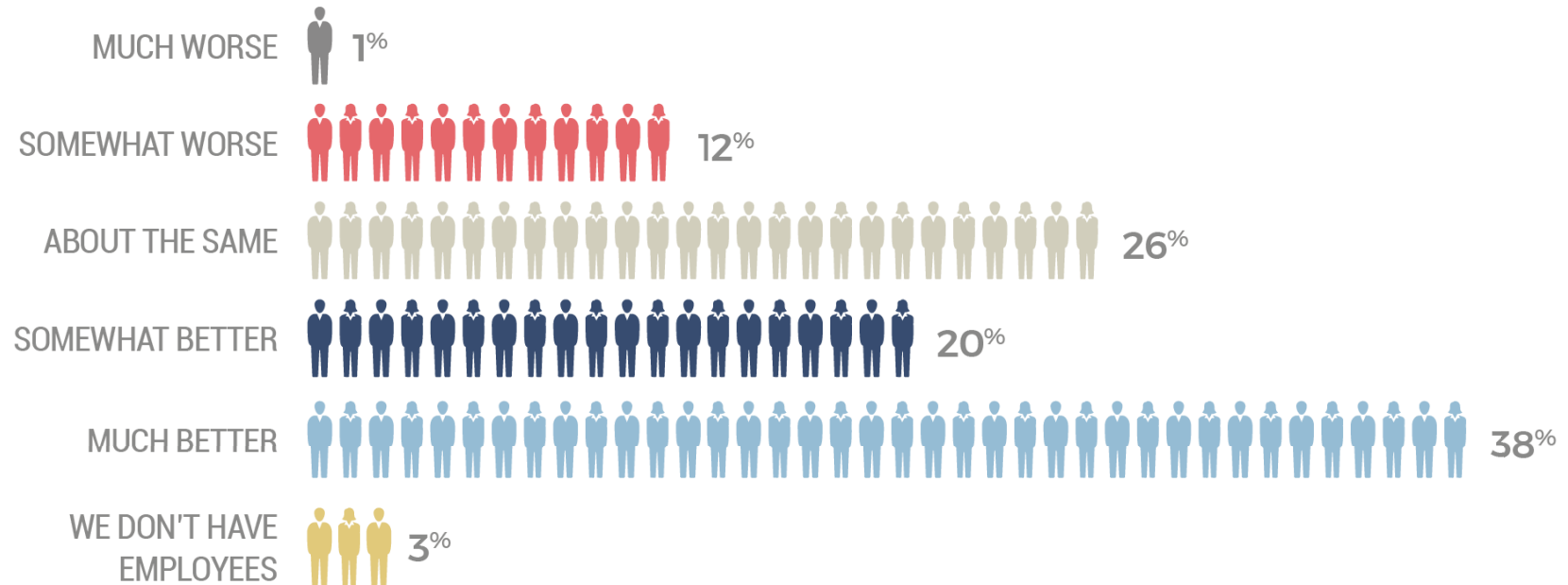
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ANNUAL SURVEY RESULTS

OPERATIONS, cont.

HUMAN RESOURCES | EMPLOYEE TURNOVER

In the U.S., on average, 1 out of every 6 employees voluntarily quits each year (16%).
Roughly, how would you say your staff retention rate compares?





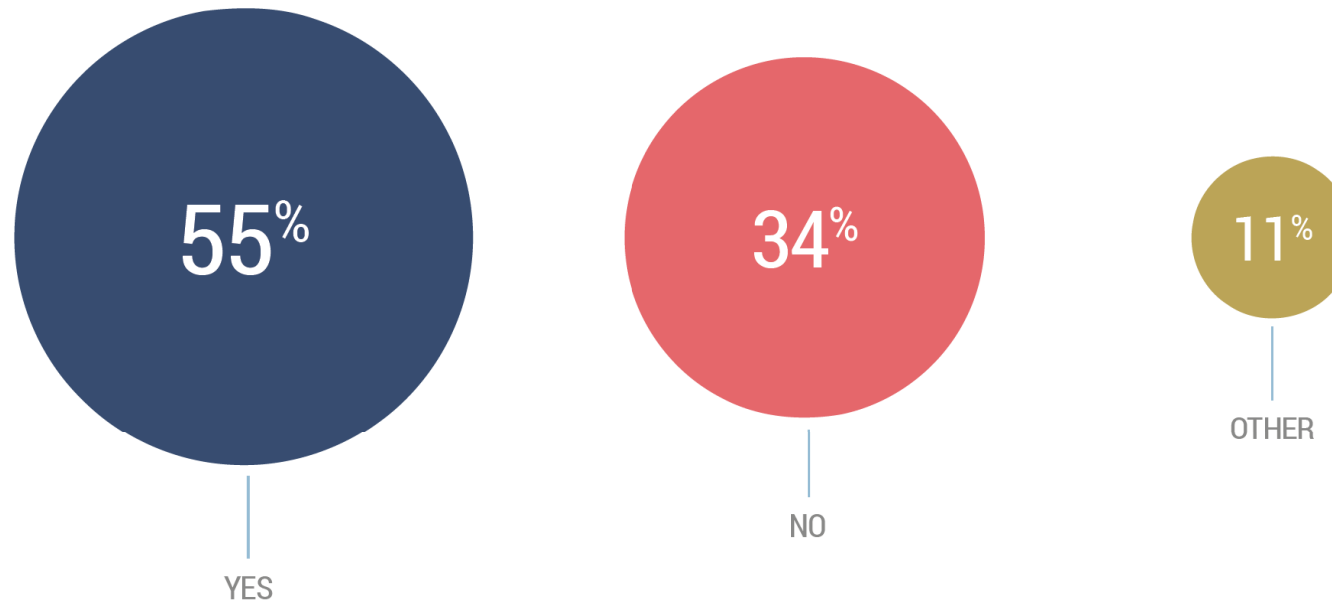
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OPERATIONS, cont.

HUMAN RESOURCES | REMOTE EMPLOYEES

Does your organization allow staff to work from home/remotely on a regular basis? (e.g., 1 day/week)





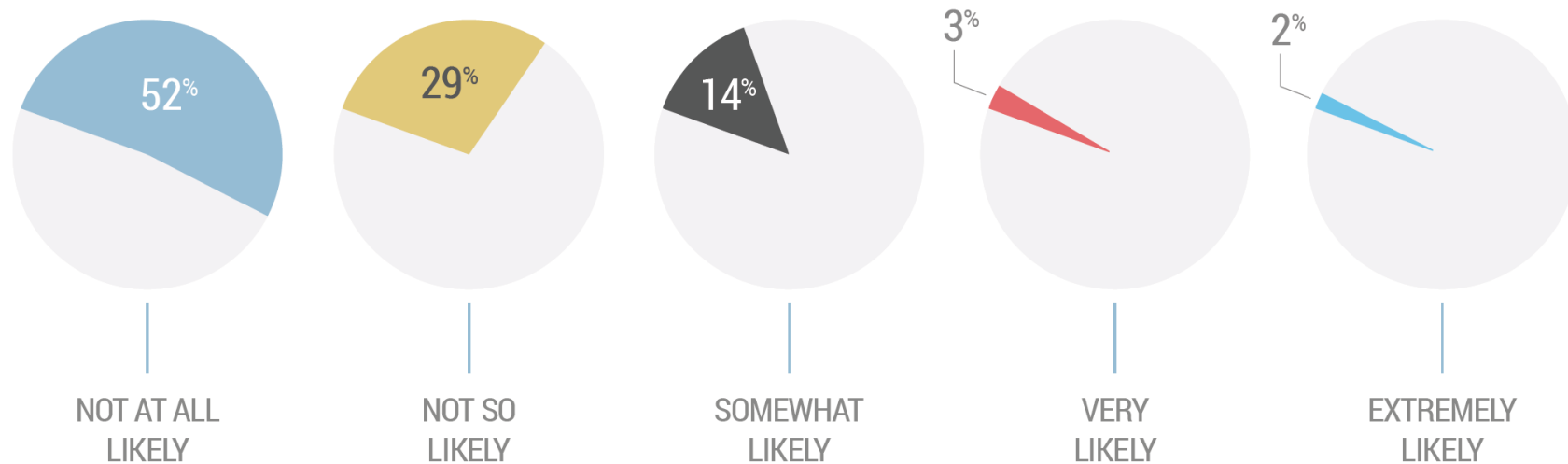
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ANNUAL SURVEY RESULTS

OPERATIONS, cont.

CONSOLIDATION

How likely is it that your organization will merge with or acquire another organization in the next 3-5 years?





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ANNUAL SURVEY RESULTS

OPERATIONS, cont.

RETENTION

Does your organization have a particular benefit or affinity program used to keep your members returning (aka "golden handcuffs")?



gold-en hand-cuffs: *plural noun, informal* - informal financial allurements and benefits that are designed to increase retention.



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ANNUAL SURVEY RESULTS

OPERATIONS, cont.

BENEFITS/PROGRAMS

TYPE	YES %	EXAMPLES
INSURANCE	30%	Workers' comp, health, liability/indemnity, life, business
DISCOUNTS	28%	Association event discounts, discounts on products & services from outside companies
BENEFITS	19%	Tax hotline, payment processing, marketing content/templates
EDUCATION	12%	Continuing education classes, professional development programs
MISC.	11%	Online community, members-only forum, fundraising programs, directory
RESEARCH	9%	Annual surveys, industry-specific research results, publications
EVENTS	5%	Members-only conferences
LEGAL	5%	Free and discounted representation
DUAL MEMBERSHIP	4%	Membership at state or national level included
RETIREMENT	4%	Employer retirement plan, annual dividends
TECHNOLOGY	4%	Software, tech support



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ANNUAL SURVEY RESULTS

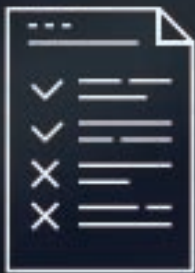
GOALS

WE ASKED: What would you most like to see your organization achieve?

- ★ Value Proposition
- ★ Relevance
- ★ Benefits
- ★ Collaboration
- ★ Operations

- ★ Engagement/Interaction
- ★ Education
- ★ Events
- ★ Marketing/Technology
- ★ Revenue/Finance

- ★ Industry
- ★ Retention
- ★ Young Professionals



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ANNUAL SURVEY RESULTS

GOALS, cont.

COLLABORATION/CONSOLIDATION

- Get rid of for-profit competitors to help unify the profession under one voice.
- Absorb the competition and be a clear front-runner in our industry.
- Successfully collaborate to reduce healthcare costs.
- Better coordination with educational organizations and other institutions.
- Cohesiveness.

💬 = What respondents said

VALUE PROPOSITION

- Members understanding what we “really do.”
- For members to see greater value and perhaps not something they have to do.
- Make members aware of their benefits.
- Develop and execute a value proposition.
- Be our members’ partner, their “go-to” organization.

COMMON GOALS

RETENTION

- A 55% first-year retention rate and an 83% overall retention rate.
- Over 500 members with a 10% increase in retention.
- Membership to hold steady (or increase) instead of decrease.



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ANNUAL SURVEY RESULTS

GOALS, cont.

RELEVANCE

- 💬 Increase our name recognition and knowledge about who we are and what we do.
- 💬 To be recognized as THE voice of our industry.
- 💬 Become a “good housekeeping seal” trusted by the public and buyers of our members’ services.
- 💬 Long-term sustainability.
- 💬 A legislative win that benefits the industry and shows our value.

💬 = What respondents said

COMMON GOALS

ENGAGEMENT/INTERACTION

- 💬 Improved engagement to maintain and grow overall membership numbers.
- 💬 More member participation in committees and volunteering.
- 💬 Find a way to engage with non-members as well.
- 💬 Help members become more politically active in a positive way.
- 💬 Stronger participation at various levels of member business organizational levels.
- 💬 More members who are happy to be part of the organization.
- 💬 Focus on active members and determine what they want their organization to become.
- 💬 Direct contact and increased personalization with member relationships.



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ANNUAL SURVEY RESULTS

GOALS, cont.

COMMON GOALS

INDUSTRY

- 🗨️ Raise the standards of professionalism while building a community feel for members to work together and help each other.
- 🗨️ Create a credentialing board to have more impact on licensure throughout disciplines.
- 🗨️ Growth of our profession by focusing on younger members (23-33) staying in this profession.

EDUCATION

- 🗨️ More e-learning.
- 🗨️ Grow our eLearning program to reach more individuals in our industry, whether they are members or not.

🗨️ = What respondents said



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ANNUAL SURVEY RESULTS

GOALS, cont.

OPERATIONS

- 💬 Streamline processes and policies.
- 💬 Improved cooperation and collaboration between departments.
- 💬 Strategic priorities and stick to them for long enough to see a positive change.
- 💬 A great place to work, where no one wants to leave.
- 💬 Focus on our core competencies and do a better job evaluating ROI on new initiatives.

💬 = What respondents said

COMMON GOALS

MARKETING/TECHNOLOGY

- 💬 Better handle on marketing plans.
- 💬 Stronger storytelling.
- 💬 A website with resources that easily provides value to members and nonmembers.
- 💬 Increase digital engagement avenues.
- 💬 More segmented email marketing and robust communication plan to engage members.
- 💬 I would like to see my organization take better advantage of technology.
- 💬 Improved contact tracking.



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ANNUAL SURVEY RESULTS

MEMBER FEEDBACK

WE ASKED: If you were a fly on the wall in a room full of members, what do you think they'd say about your organization?

- ✓ Positive Feedback
- ✓ Value
- ✓ Advocacy
- ✓ Time for Change
- ✓ Resources

- ✓ Who, What?
- ✓ Customer Service
- ✓ Education
- ✓ Networking
- ✓ Technology

- ✓ Communication
- ✓ Events
- ✓ Young Professionals
- ✓ Engagement



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ANNUAL SURVEY RESULTS

MEMBER FEEDBACK, cont.

POSITIVE FEEDBACK

- 💬 We're a small, but dynamic organization that does a lot with what we have.
- 💬 Mission driven with a strong value proposition in place.
- 💬 Fun, easy to work with.
- 💬 We are a very respected organization that works hard for them.
- 💬 Good value. Hidden gem.
- 💬 We do good work and are necessary to keep them up to date with business.

💬 = What respondents said

TOP FEEDBACK

VALUE

- 💬 What do we actually do for them?
- 💬 They love us, but have trouble translating the value of the membership into concrete words that justify the expense.
- 💬 We should offer more free things.
- 💬 What do I receive for the dues I pay?
- 💬 Provide good service but do not deliver value on a consistent basis.
- 💬 Eroding importance due to social media and private conferences.
- 💬 That we need to better communicate benefits and value because we offer so many things, they get lost in the shuffle.
- 💬 Good value for membership with the affinity programs.



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ANNUAL SURVEY RESULTS

MEMBER FEEDBACK, cont.

ADVOCACY

- 💬 Solid advocate for business.
- 💬 Great legislative work and industry support.
- 💬 Strong voice and representation in the political process.
- 💬 Engaged in current events at the capitol.

TOP FEEDBACK

TIME FOR CHANGE

- 💬 Out of touch with the issues they are facing.
- 💬 Useful, but has gotten stale.
- 💬 The association is changing but needs to go faster.
- 💬 Need to continue to evolve and reach new members.
- 💬 Provide great service but need to modernize.
- 💬 Recent retirements personnel changes provide a good opportunity for change.
- 💬 We've come a long way.
- 💬 Effective and getting better.

💬 = What respondents said



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ANNUAL SURVEY RESULTS

MEMBER FEEDBACK, cont.

COMMUNICATION

- 💬 We need to reach more people with our message.
- 💬 They take forever to get back to us.
- 💬 We're helpful but email them too much.
- 💬 Provide a lot of communication and good at distributing information to members.

TOP FEEDBACK

WHO ARE THEY?/WHAT DO THEY DO?

- 💬 They don't do enough for us.
- 💬 Not sure what they do all day.
- 💬 They would not be sure who we were and why they had to pay dues to us.
- 💬 I didn't realize I was a member.
- 💬 I don't know the difference between them and the competitor.

💬 = What respondents said



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ANNUAL SURVEY RESULTS

MEMBER FEEDBACK, cont.

ENGAGEMENT

- 💬 I love their programs, but I don't have time to get involved.
- 💬 Don't have time to be as involved as they want to be.
- 💬 They're not sure how to get involved.
- 💬 They don't have time to read newsletters, social media, etc.
- 💬 Great volunteer opportunities to give back.

💬 = What respondents said

TOP FEEDBACK

YOUNG PROFESSIONALS

- 💬 Bunch of stodgy, old, white people (even though we're not old).
- 💬 Maybe too skewed to the older population because that's the base of our leadership.
- 💬 We need to be more relevant with our younger members.
- 💬 We have transitioned to the next generation and we should be asking THEM what they want not the "old timers."
- 💬 We need to do more to promote careers in our industry to young people.
- 💬 Definitely moving in a forward direction to engage younger members of the industry.
- 💬 We are attracting members from a variety of backgrounds and ages.



Do you know what your members think?

Join a survey project to find out.

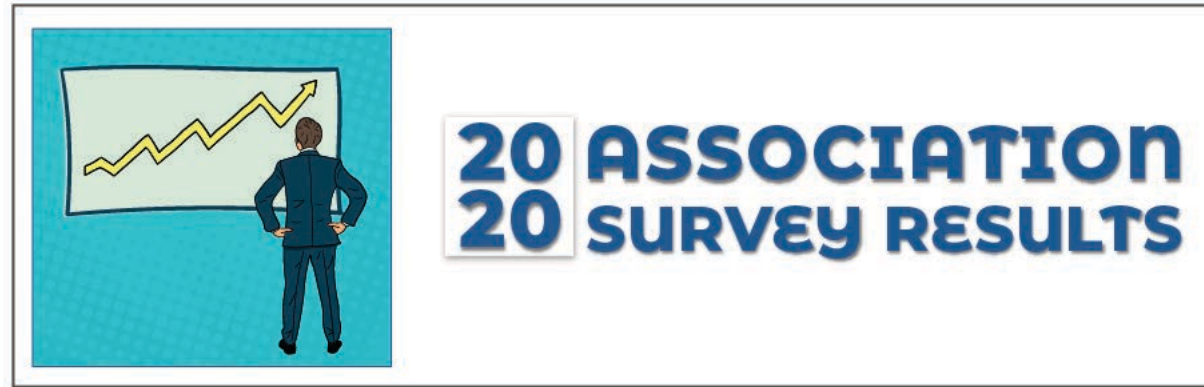
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