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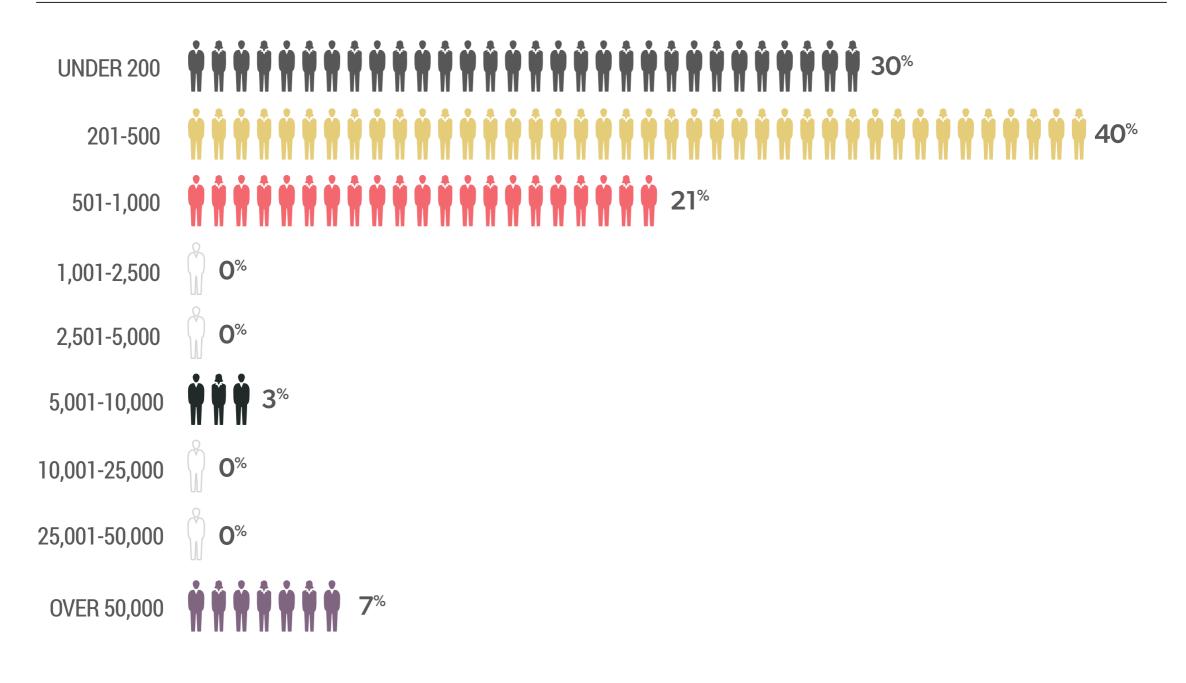


ANNUAL SURVEY RESULTS

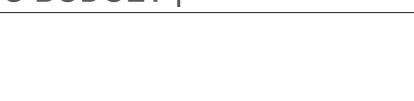
GrowthZone surveyed over 75 construction trades association professionals across the U.S. and Canada. Topics included everything from construction activity since the onset of COVID to successful sources of non-dues revenue. The results showed a number of interesting trends impacting today's associations.

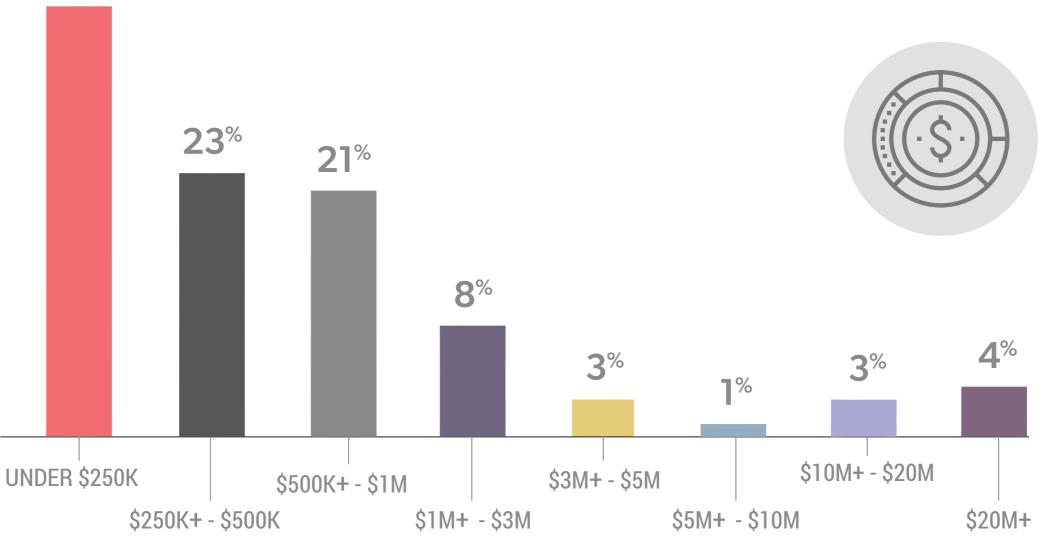
ABOUT THE RESPONDENTS

NUMBER OF MEMBERS | PREDICTED MEMBER COUNT ON 1/1/2021



ANNUAL OPERATING BUDGET | APPROXIMATE





*Due to rounding and check box questions, percentages may exceed or not appear to add up to 100%

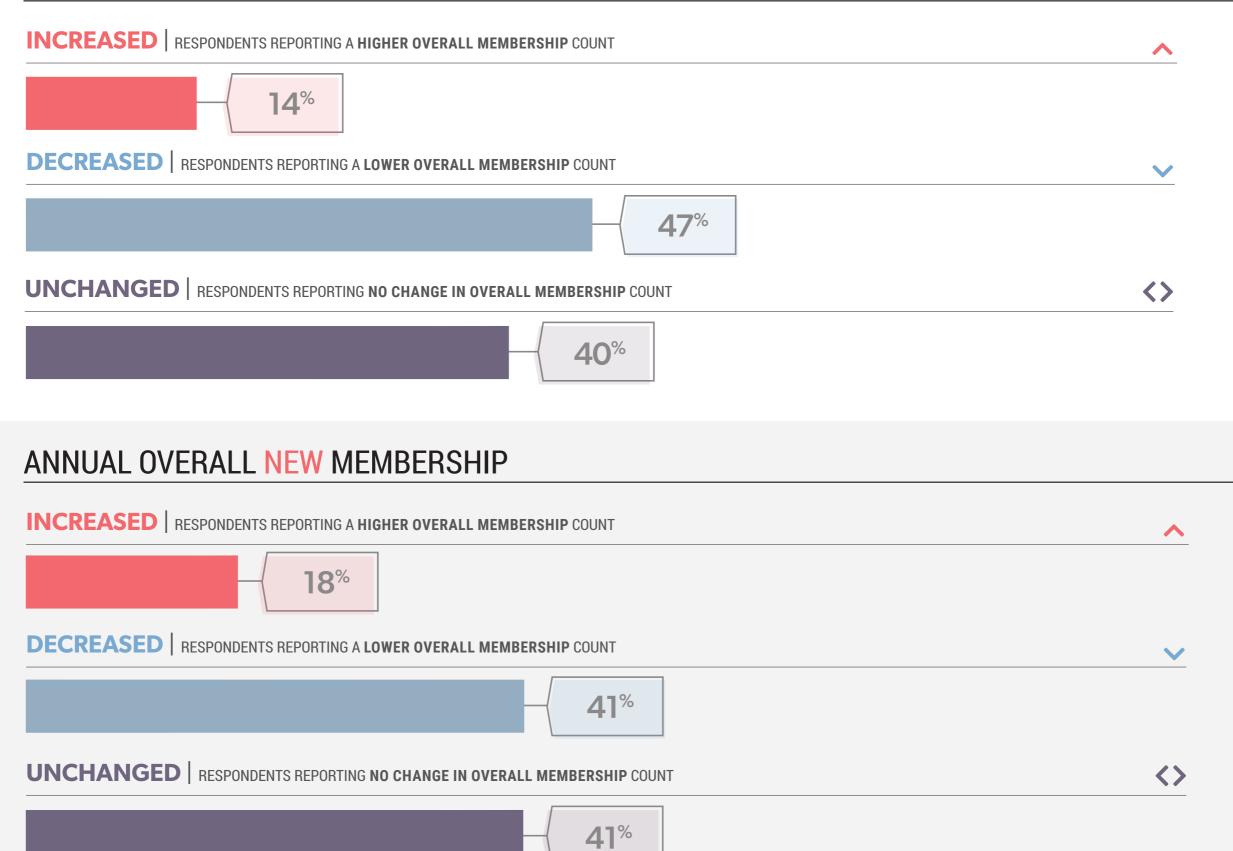


37%

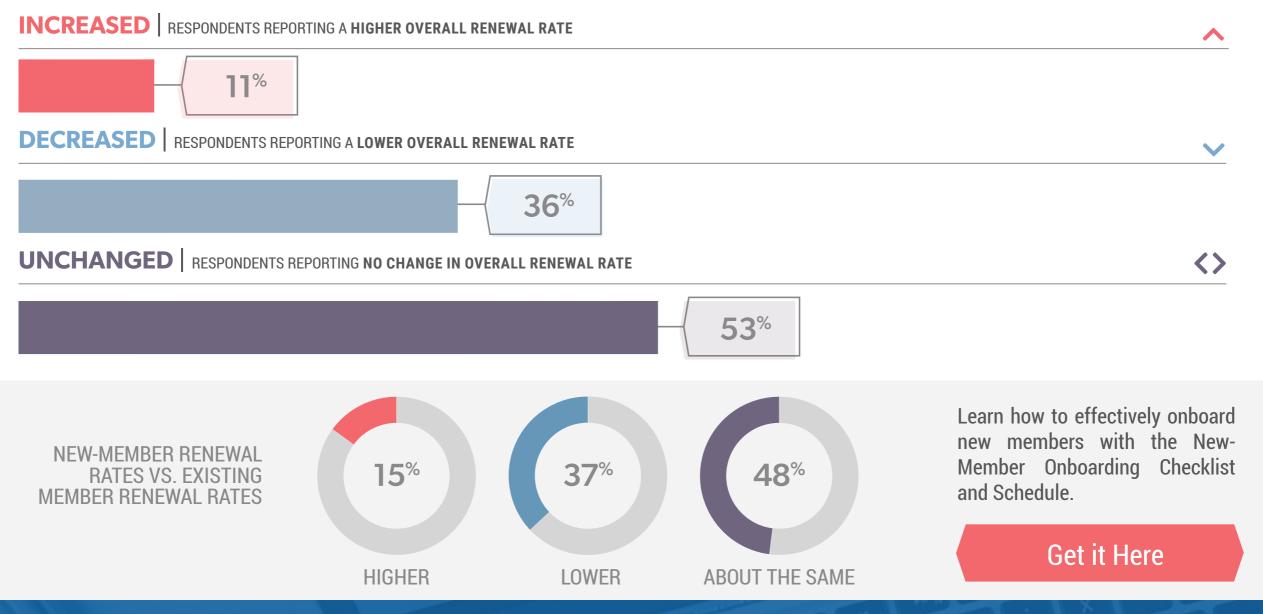


MEMBERSHIP GROWTH

ANNUAL OVERALL NET MEMBERSHIP



ANNUAL OVERALL RENEWAL RATE



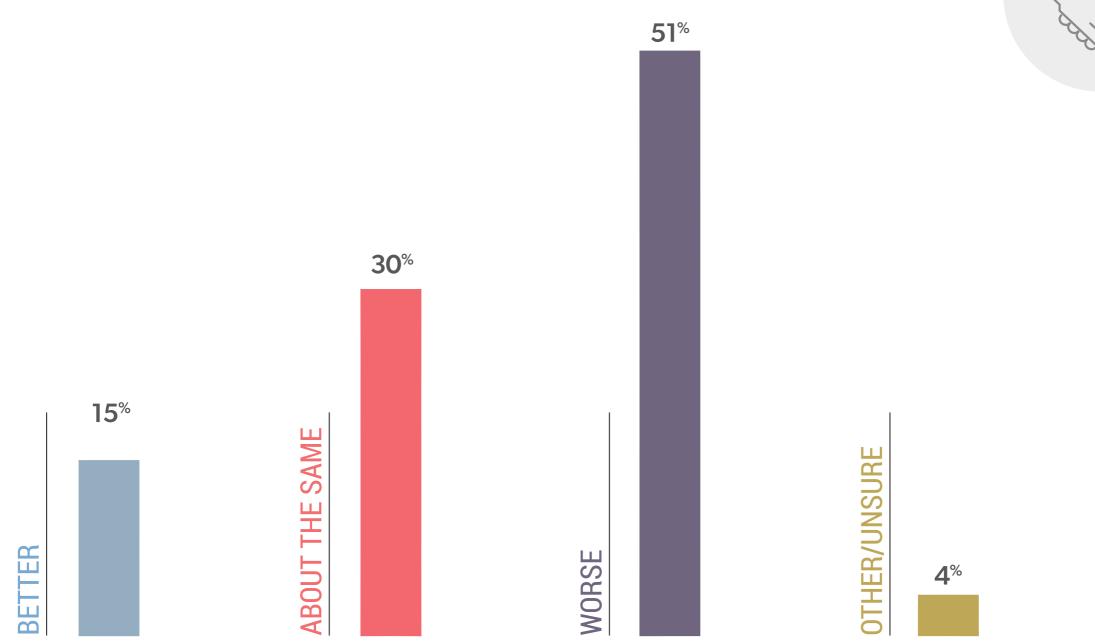




ANNUAL SURVEY RESULTS

MEMBER ENGAGEMENT

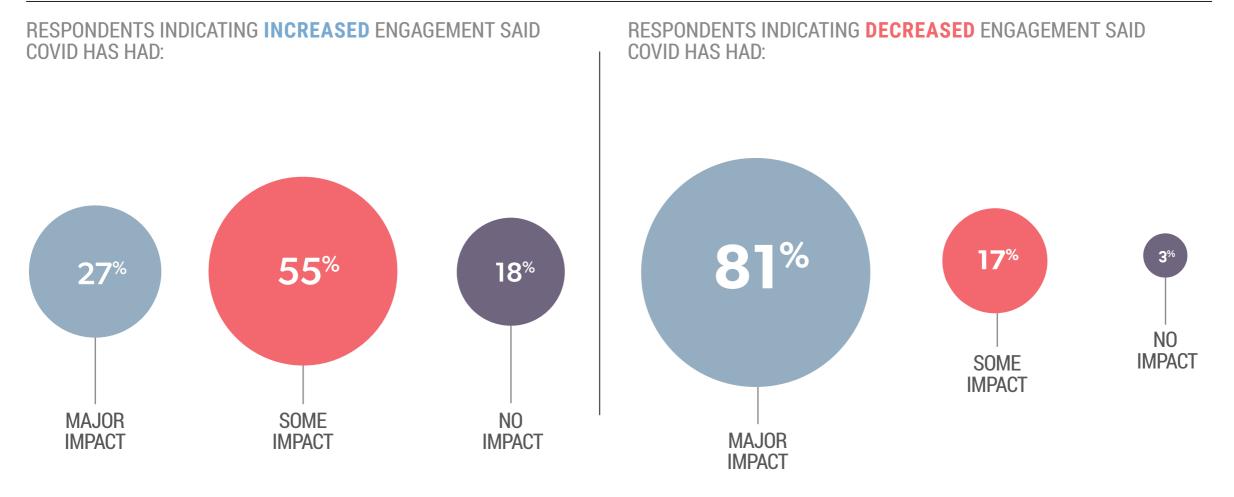
OVERALL MEMBER ENGAGEMENT





Improved engagement was more common in larger associations.

MEMBER ENGAGEMENT CHANGES | How MUCH HAS COVID CONTRIBUTED TO THIS CHANGE IN THE ENGAGEMENT RATE?





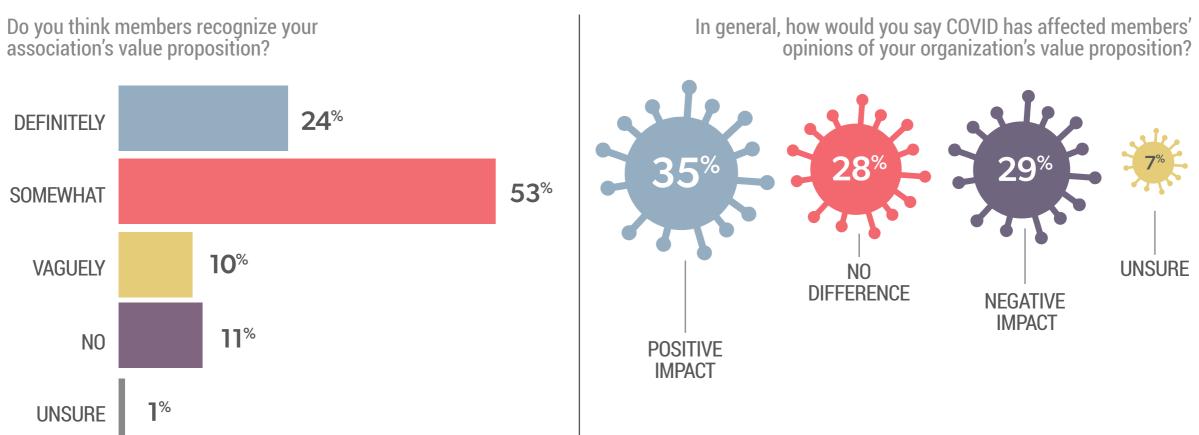


ANNUAL SURVEY RESULTS

VALUE PROPOSITION

MEMBER RECOGNITION

COVID IMPACT



A reduced level of operations was most common in organizations with 201-500 members.

OPERATIONS

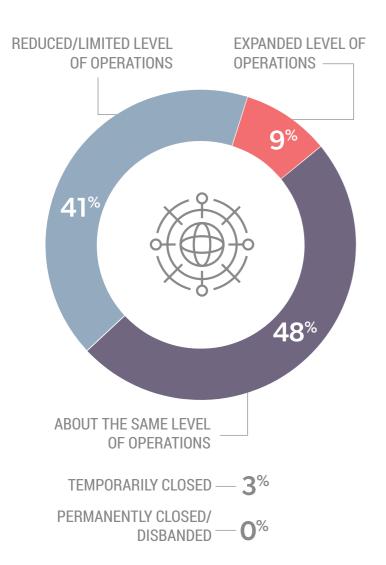
OPERATIONS STATUS

Visit How to Thrive During and After a Pandemic for recovery tips in a COVID-19 world.

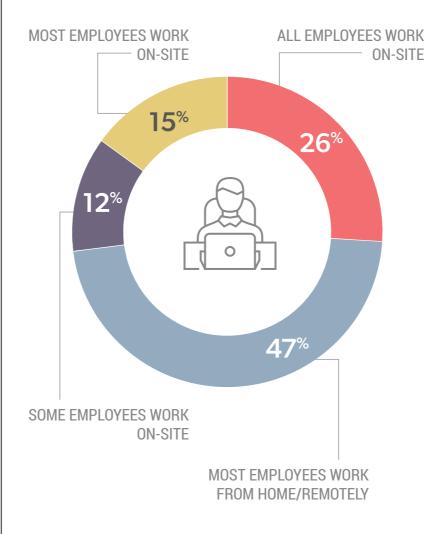
Get it Here



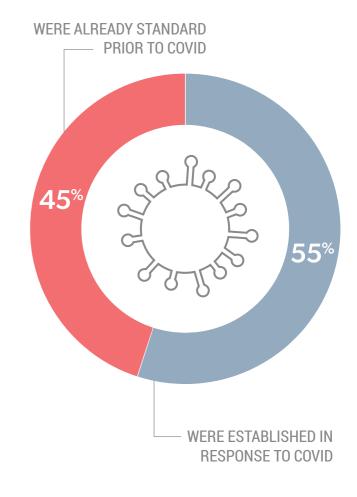
What is the current operational status of your organization?



Which of the following best describes your organization's current work-from-home/ remote arrangements?



The referenced work arrangements:



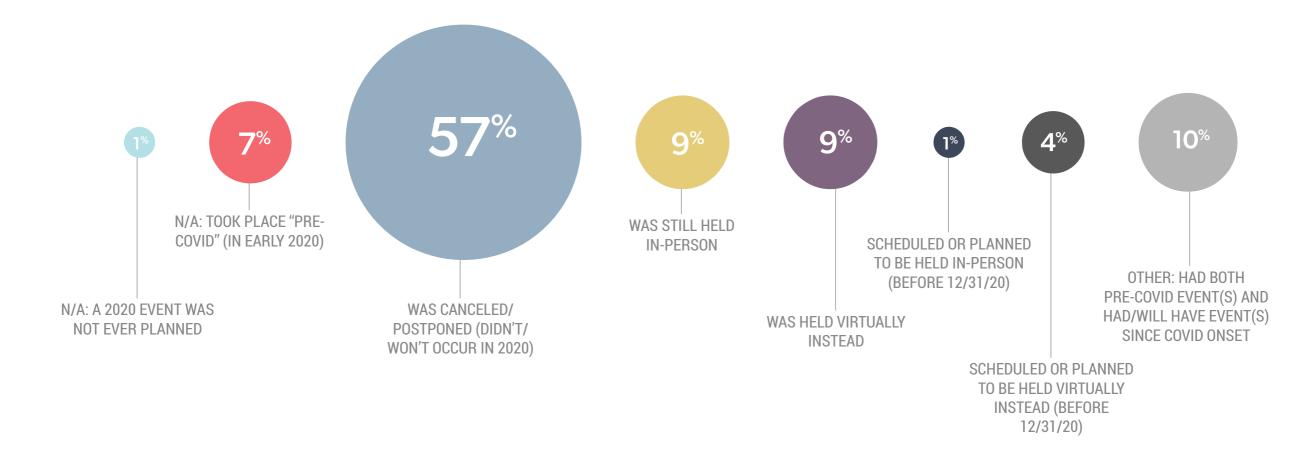


ANNUAL SURVEY RESULTS

OPERATIONS CONTINUED

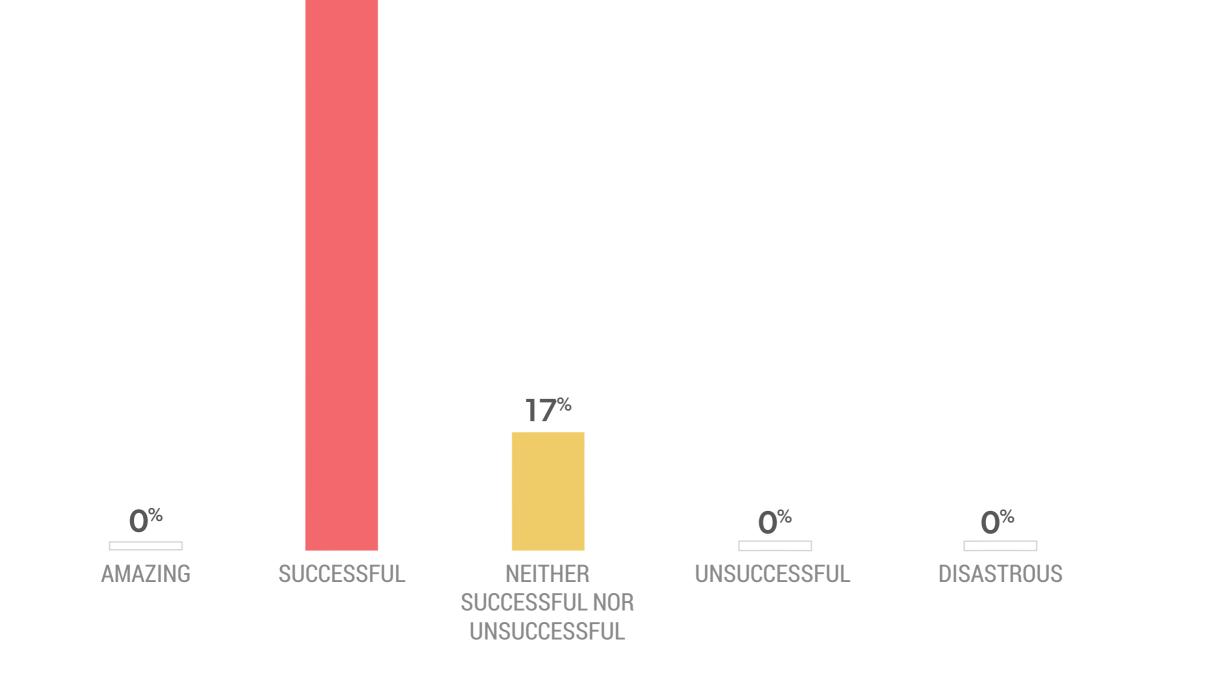
EVENTS

Since the onset of COVID in mid-March, how did/will your organization handle its 2020 MAJOR, in-person event(s)? (e.g., annual meeting/banquet, conference, trade show, etc.)



EVENT RESULTS | THOSE WHO HELD VIRTUAL EVENTS

Overall, under current circumstances, how would you rate the success of the virtual event(s)? (Not in comparison to past years or in-person events.)



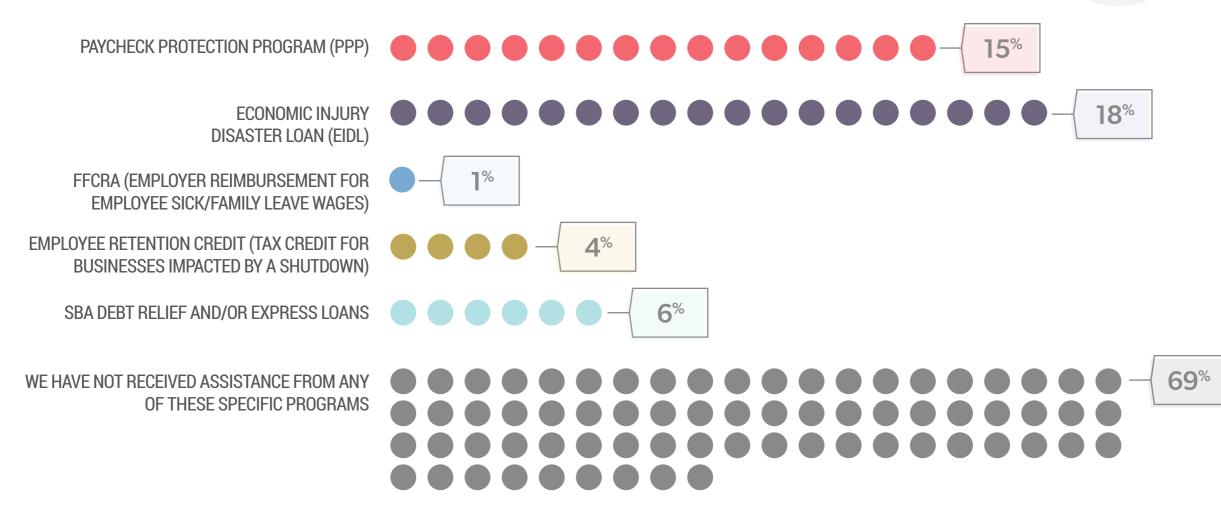


www.growthzone.com/construction-trade-associations

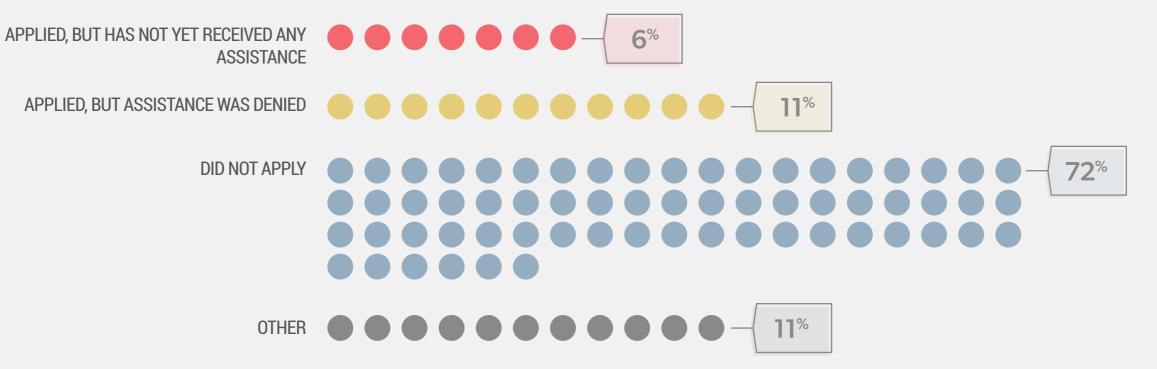
OPERATIONS CONTINUED

COVID RELIEF | GOVERNMENT PROGRAMS

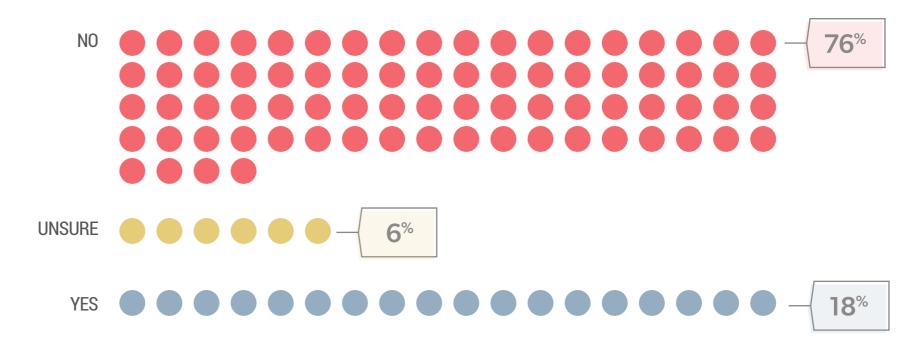
Please indicate if, since the emergence of COVID, your organization has received assistance from any of these SPECIFIC relief programs:



Respondents not receiving assistance from the programs listed above indicated their organization:



Since the onset of COVID, has your organization received any grants, loans, relief funding, assistance, etc. **from any sources OTHER than those listed above**?

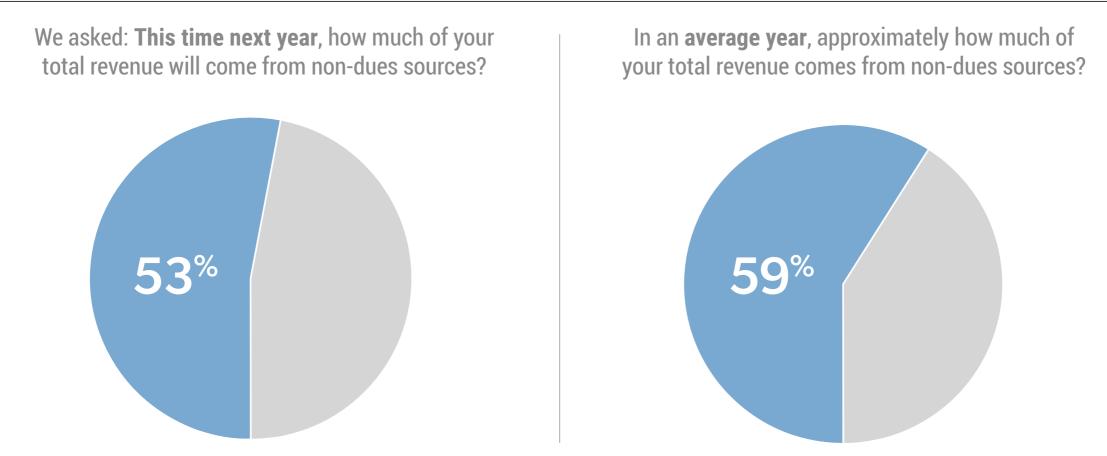




ANNUAL SURVEY RESULTS

OPERATIONS CONTINUED

NON-DUES REVENUE

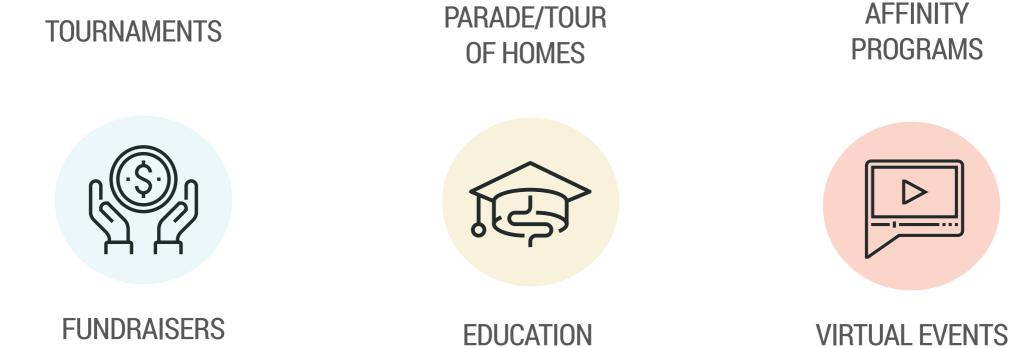


Since the onset of COVID, what has been your organization's most successful source of non-dues revenue?









Download Tips for Teeing **Up a Low-Touch Golf Event** to get ideas for.

- Marketing the Event \checkmark
- **Online Registration** \checkmark
- **The Check-In Process** \checkmark
- On the Course \checkmark
- Meals/Banquet \checkmark
- Awards & Prizes \checkmark

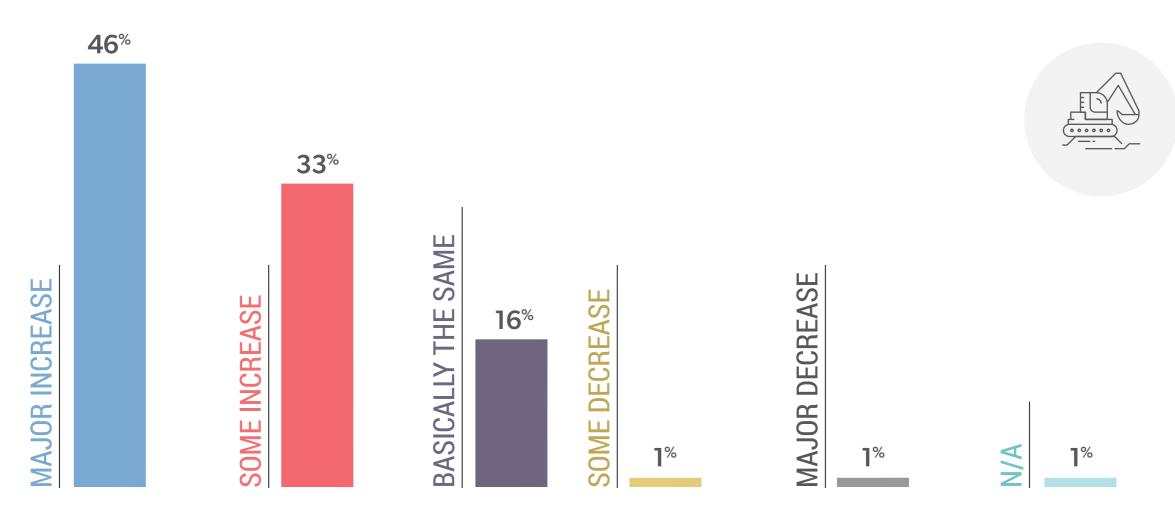
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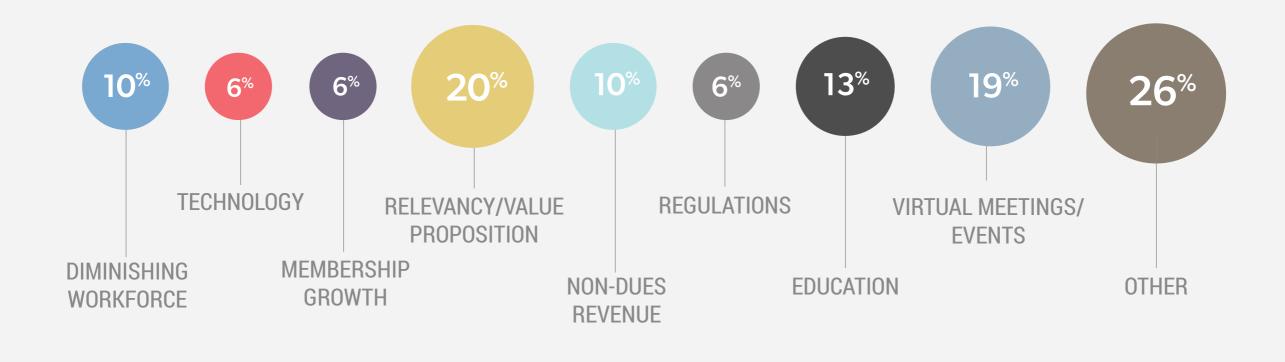


INDUSTRY

Has there been a shift in the average amount of construction activity in your area since the onset of COVID? (e.g., remodeling, new construction, etc.)



If you could see 5 years into the future, what would you predict will be the biggest change for real estate associations?



PREDICTIONS | COMMENTS FROM SURVEY RESPONDENTS

- We will be smaller as there are not as many young people entering the trades.
- Beginning to shift to new non-dues revenue sources as expos, especially, are seemingly on the decline.
- Merging of associations.
- Hopefully they'll remain strong and progress from 2019. Forget the year 2020.
- Automation of many tasks.
- Decreased value to the public.
- Less manual labor.
- More regulations.

- Membership growth.
- A lot of young members, and the "old guard" would ride off into the sunset.
- Workforce entry into the industry.
- Other revenue streams, as traditional non-revenue streams are going digital and becoming irrelevant.
- We are looking at increased regulation and fees.
- How events are held.
- Members not realizing the ROI of our association.
- Green energy.

 Running meetings (board, committee, membership, etc.) and CE virtually.

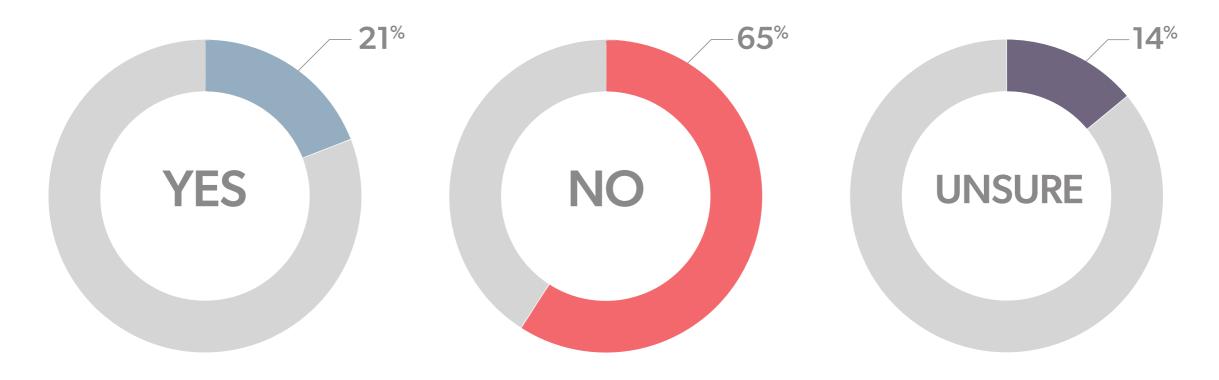
- Implementing technology and more concentration on education.
- More virtual events or hybrid events where virtual is an option.
- Increase/ continuation of online training/webinars.
- Different sources of non-dues revenue.





MEMBERSHIP

In the past 12 months, has your organization made changes to its Diversity & Inclusion policies/practices in an effort to improve equity and support for employees and/or members?



JOB IMPROVEMENT

We asked: In the past 12 months, what (if any) change(s) has your organization made that improved your job efficiency, productivity, satisfaction, etc.?

COMMENTS FROM SURVEY RESPONDENTS | JOB IMPROVEMENT

What respondents said

- Began transitioning online, allowing flexibility for employees to work remotely and member access to remote files.
- Sunsetted a few programs that didn't generate revenue.
- Holding meetings virtually saved time. No setup/ clean-up, no printing materials, no ordering, paying for, and picking up meals.

- Upgraded to new computers and web cams.
- Added more staff.
- Conducting more remote meetings.
- Adding invoicing through GrowthZone and use of more communication tools.
- Implementing Microsoft Teams.
- Canceling meetings/ events has freed up time for planning and improving efficiency.

- More personal contact with members.
- Updated our technology.
- Work remotely.
- Improving our member database and streamlining some systems.
- Being forced to use technology for meetings has had a silver lining in that it allows timestrapped members to participate.
- Creating templates to simplify everyday tasks.
- Adjusting the way that we handle event registration
 giving people the
 - opportunity to register online, allowing us to have better records.
- Online platforms and communications.



WORDS OF WISDOM

We asked: Any words of wisdom you'd like to share with your colleagues or peers?

COMMENTS FROM SURVEY RESPONDENTS | WORDS OF WISDOM

What respondents said

- Hang in there!
- Keep an eye on the members that will keep your association moving forward - know who they are and get them involved!
- Stay positive.
- Face your fears and execute moving forward.
- Don't wait adjust quickly to changes in how we will do business moving forward.
- Always look for ways to innovate.
- We have been here before and we will survive and evolve.
- Patience. Take it all in and make lists so you don't

- Remember every chairman is important and they want to be the most important priority always on your list. Don't worry, take a deep breath and have patience with all of them.
- Stay safe and listen to the CDC.
- Hang in there! Things will open up and the construction industry will be better than ever.
- Create systems that allow you to focus on more and still do your job well.
- Improve programs to give members more membership value.
- If you can delegate to volunteers or create

- Anything that will allow you to multiply yourself, do it!
- When you hit the slower times of the month, work ahead.
- Have regular communication with your peers. Since COVID started, our state has hosted regular (weekly, then moved to every other week) Zoom meetings for local executive officers.
- Learning what your peers are doing is very valuable.
- Keep moving forward
 everything always
 changes.

forget it.

templates to streamline your work, do it!



ANNUAL SURVEY RESULTS

JOB IMPEDIMENTS

We asked: What would you say is the #1 impediment to doing your job?

COMMENTS FROM SURVEY RESPONDENTS | JOB IMPEDIMENTS

 Member apathy - not wanting to attend events/ meetings.

- Apathy from Board of Directors.
- Communications.
- Member engagement. We have wonderful members in association roles, but it's never their top priority. Often times, my projects are delayed or halted waiting on the members.
- Members responding on time.
- Lack of younger members recognizing the value of association support and participation.
- Qualified and engaged volunteers.

- 2020.
- Inadequate staff.
- People showing up to work.
- Having too many things going. I cannot fully focus on membership.
- Lack of staff and dollars.
- Trying to balance while getting pulled in so many directions.
- Unable to network with members.
- ⊘ No in-person meetings.
- Our area is booming, houses sell before ground is broken. Good for builders, bad for association. Our #1 nondues event is the Parade of Homes. This can be a \$100,000 problem.

- I started in June so have not had much contact with my membership which is a huge impediment for growing those relationships. I have done virtual job training, which means I learn things I think I need to know, but could be missing some important knowledge areas.
- The hustle and bustle of everyday life, the constant running a million miles an hour on the job site.
- Members with tunnel vision that association membership is only for business development.
- Currently, it is a work/ life balance. With COVID

What respondents said

- Can't network which is the biggest reason most of our members join.
- No in-house creative staff.
- Funding for projects.
- Lack of member engagement.
- Not enough time in the day to get everything done.
- A lack of a personal connection with the members.
- New members.
- Too much to do as the only employee (and only working part-time).

restrictions our kids are doing school virtually, and balancing that with working from home is difficult.

- Lack of engagement with Board of Directors and membership committee.
- Person-to-person relationships.





ABOUT GROWTHZONE

The GrowthZone mission is to empower organizations with the tools they need to grow membership, keep members engaged, keep members longer, and do more in less time.

GrowthZone is a full Membership Management System with **built-in payment processing**, e-commerce, fundraising, marketing automation, member prospecting, and more. GrowthZone is ideal for chambers of commerce, business, trade, and professional associations.

Schedule a quick, no-pressure demo to see GrowthZone in action.

SCHEDULE DEMO

GrowthZone features a comprehensive suite of productivity modules for membership organizations, including:

- NAHB WMS & Dues Hub Integration
 Management
 Online Store
 Membership Prospecting
 Project Management
 - Management
 - Email Marketing Automation
 - Fundraising
 - Billing
 - Event Registration
- Event Exhibitor/Session

- Payment Processing
- Certification Tracking
- 🕏 Chapter Management
- Mobile Staff App
- Website Hosting
- Advertising/Sponsorship

- Sorm Builder
- Job Boards
- Contacts
- Communication
- Lists/Committees
- Fundraising