Contents

About the Benchmarking in Association Management Series 7
Methodology and Respondents 9

Membership 11
Table 1.1 Number of Full-Time Equivalent Membership Staff 12
Table 1.2 Annual Budget for Membership Functions (Thousands of Dollars) 12
Table 1.3 Geographical Scope of Membership 13
Table 1.4 Number of Individual Members 14
Table 1.5 Number of Organizational Members 14
Table 1.6 Number of Individual Membership Classes 15
Table 1.7 Number of Organizational Membership Classes 15
Table 1.8 Percentage of Associations With Student or Young Professional Membership Classes 16
Table 1.9 Approximate Percentage of Association’s Industry Represented in Membership 16
Table 1.10 Types of Individual Demographics Maintained by Associations 17
Table 1.11 Types of Organizational Demographics Maintained by Associations 17
Table 1.12 Membership Dues Revenue as a Percentage of Total Revenue for Last Fiscal Year 18
Table 1.13 Membership Dues Revenue as a Percentage of Total Revenue for Year Prior to Last Fiscal Year 18
Table 1.14 Average Membership Retention Rate 19
Table 1.15 Focus of Resource Allocation for Recruiting New Members Versus Retaining Existing Members 19
Table 1.16 Frequency of Membership Dues Increases 19
Table 1.17 Characteristics Factored Into Dues Calculations for Primary Class of Individual Members 20
Table 1.18 Characteristics Factored Into Dues Calculations for Organizational Members 21
Table 1.19 Primary Financial Considerations for Setting Membership Dues 22
Table 1.20 Trial Membership Offers and Conversion Rates 22
Table 1.21 Auto-renewal for Memberships 22
Table 1.22 Volunteer Participation Rates Among Membership 22
Table 1.23 Availability of Benefits, Products, and Programs to Members and Nonmembers 23
Table 1.24  Percentage of Membership Located Outside of North America For Associations With National Geographic Scope  26
Table 1.25  Percentage of Membership Located Outside of North America For Associations With International/Global Geographic Scope  26
Table 1.26  Countries or Regions with the Greatest Anticipated Membership Growth  27
Table 1.27  Types of Membership Surveys Conducted by Associations  27

Component Relations  29
Table 2.1  Staffing and Budget for Component Relations Functions  30
Table 2.2  Types of Components  30
Table 2.3  Countries and/or Regions with Components  31
Table 2.4  Component Policies and Structures  32
Table 2.5  Membership Arrangement with Component(s)  32
Table 2.6  Dues Payments for Non-Autonomous Membership Arrangements  32

Marketing and Communications  33
Table 3.1  Staffing and Budget for Marketing and Communications Functions  34
Table 3.2  Fulfillment of Marketing and Communications Functions  34
Table 3.3  Use of Tracking Metrics For Marketing Efforts  37
Table 3.4  Use of Tracking Metrics For Social Media  37
Table 3.5  Use of Social Media Management Service or Platform  38
Table 3.6  Member Contacts Per Month Using Email and Direct Mail  38
Table 3.7  Average Email Open Rates and Clickthrough Rates  38
Table 3.8  Application of Tracking Metrics To Content Strategy and Planning Decisions  38

Public Relations  39
Table 4.1  Staffing and Budget for Public Relations Functions  40
Table 4.2  Roles Permitted to Speak On Behalf of the Organization  40
Table 4.3  Fulfillment of Public Relations Functions  41
Table 4.4  Role of Public Relations Function In Strategic Planning Process  42

Meetings  43
Table 5.1  Staffing and Budget for Meetings Functions  44
Table 5.2  Types of Currently Held Meetings  44
Table 5.3  Fulfillment of Meetings Functions  45
Table 5.4  Trade Show Details  47
Table 5.5  Attendance at Last Annual Meeting  47
Table 5.6  Month of Annual Meeting  48
Table 5.7  Duration of Annual Meeting  48
Table 5.8  Annual Meeting Revenue (Thousands of Dollars)  49
Table 5.9  Locations of Hosted In-Person Meetings During Last 18 Months (Including Annual Meeting, Trade Show, or Convention)  50
Table 5.10  Planned Locations of Hosted In-person Meetings Over Next 18 Months (Including Annual Meeting, Trade Show, or Convention)  51
Table 5.11  Use of Environmentally Friendly Meeting Practices  52

Professional Development/Education/Learning  53
Table 6.1  Staffing and Budget for Professional Development/Education/Learning Functions  54
Table 6.2  Types of Learning Programs Offered  54
Table 6.3  Percentage of All Learning Offerings That Are Accredited By Any Organization or Accrediting Body  55
Table 6.4  Choice of Tracking Systems for Online Learning Participation/Learning Content Management  55
Table 6.5  Evaluation of Learning Programs  55

Credentialing  57
Table 7.1  Staffing and Budget for Credentialing Functions  58
Table 7.2  Number of Credentialing Programs  58
Table 7.3  Membership and Most Common Credential  58
Table 7.4  Certification Policies and Requirements  59
Table 7.5  Frequency of Required Recertification  59
Table 7.6  Amount of Organization’s Learning Content Required for Certification or Recertification  59
Table 7.7  Requirements for Maintaining Most Common Certification  60

Publications  61
Table 8.1  Staffing and Budget for Publications Functions  62
Table 8.2  Description of Publishing Program  62
Table 8.3  Fulfillment of Publications Functions  63
Table 8.4  Fulfillment of Publications Offerings  66
Table 8.5  Availability of Publications  68
Table 8.6  Publication Expenses and Revenue  70
Table 8.7  Publication Advertising and Rights  70
Table 8.8  Frequency of Flagship Publication  71
Table 8.9  Frequency of Newsletter Publication  71
Table 8.10  Percentage of Advertising vs. Editorial Content in Flagship Publication  71
Table 8.11  Percentage of Advertising vs. Editorial Content in Periodicals  72
Table 8.12  Payments to Authors  72