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