

2024 Membership Performance Benchmark Report

This 9th annual report reveals executives' **top priorities and challenges**, highlights trends for improved long-term decision making, and shares the latest best-practice strategies for **peak performance**.

2024 Membership Performance Benchmark Report

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01 Introduction

If we had to choose a word to sum up the findings from this year's Membership Performance Benchmark Survey, it would be **remarkable**.

In nearly every measure, the news is very positive and shows that **member-centric organizations really have their mojo back** — and are kicking into overdrive.

We're seeing record-breaking participation in 2024 — 10x last year's level. **Executives are embracing AI**, Gen Z is speaking out, confidence is rising, and while digital transformation has been on the radar before, it's much more of a focus this year.

Read on to learn about strategies to attract, keep, and engage your members more effectively, and how your organization's performance compares to your peers.

Data-driven organizations are taking center stage because they are prepared for the challenges ahead.

Effective **digital transformation** strategies can help you get there — and so can this report.

02 Key Takeaways

We saw a huge surge in participation levels for our 2024 Membership Performance Benchmark Survey. A total of **1,478 association and membership professionals** from around the world responded to our ninth annual analysis compared to 120 in 2023. **Nearly every metric we used shows a clear upward momentum in the industry.** Here are some of the highlights:

Retention



45% increased retention
compared to 31%
last year

See page 13 for the top reasons members aren't renewing, and tips for winning them back on page 14.

Engagement



54% reported member engagement is up

On page 15, you can see how an engagement plan impacted performance in 4 key areas.

Membership



48% increased new-member rates

Discover the most effective new-member recruiting strategies on page 11.

Technology



86% think Artificial Intelligence increases or significantly increases efficiency

Check out how they are using it on page 9.

Confidence



67% are very or extremely confident about future growth & sustainability
compared to just 24% in 2023

Learn more on page 21.

Goals & Challenges



Just like last year, respondents most want to increase engagement, and their biggest challenge is dealing with extensive system customizations.

Learn more on page 16.

Top Concerns for the Coming Year



Respondents are worried about member engagement, digital transformation, and DEI (diversity, equality and inclusion).

See more on page 17.

Generational Differences



Millennials replaced Gen Xers as the largest respondent group and Gen Zers increased their participation from 2% to 15% this year.

Learn what they think about the issues on page 19.

Slice & Dice: Union Demographic

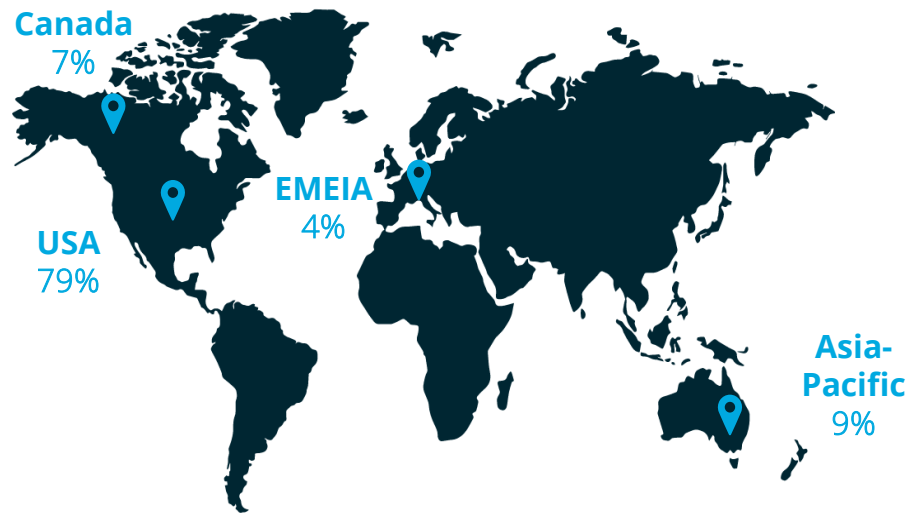


We explored the perspectives of our Labor/Union respondents, the third highest response group, examining their priorities, challenges, and concerns.

See the full analysis starting on page 22.

03 Demographics

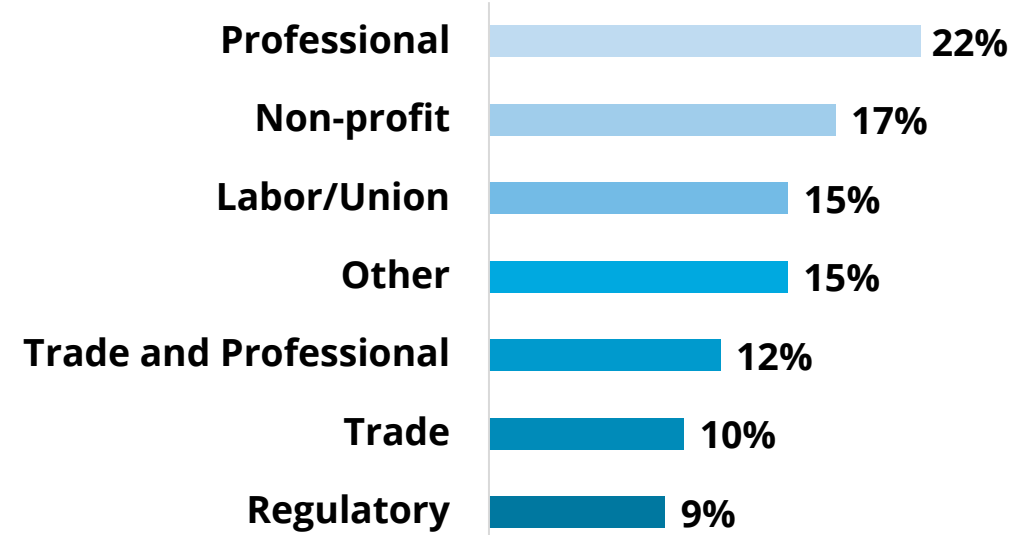
Locations



Participation in the United States grew significantly from 48% to 79% in 2024.

EMEIA is defined as Europe, the Middle East, India and Africa.

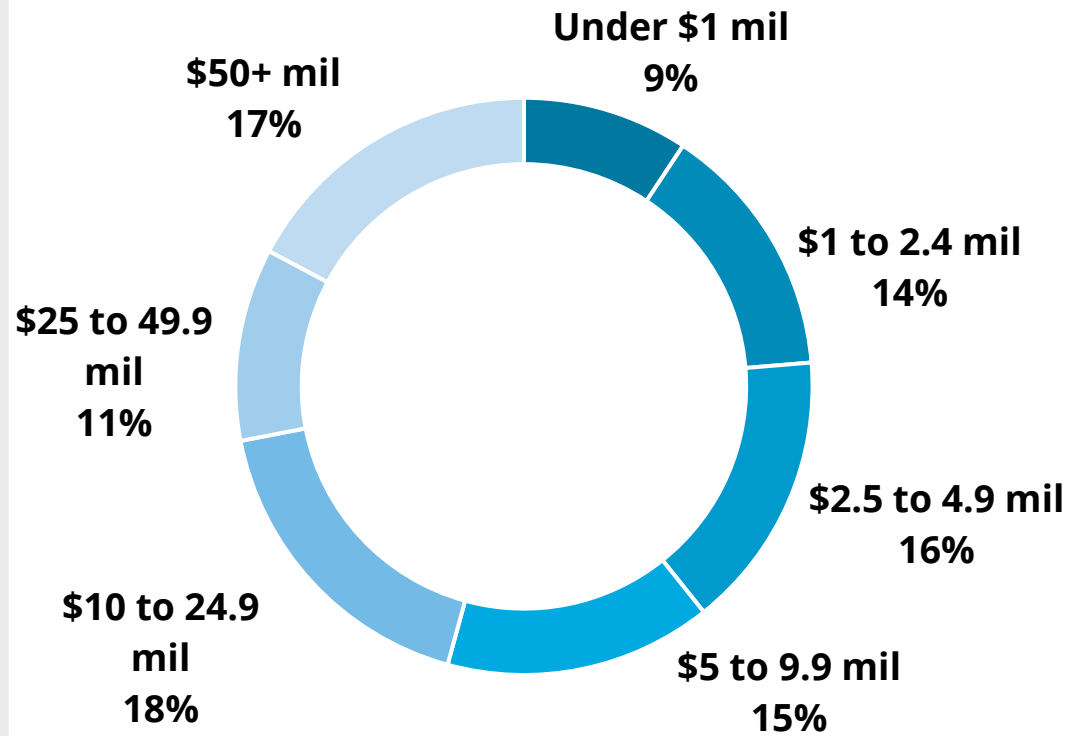
Organization Types



Labor/Union representation increased from just 1% in 2023 to 15%.

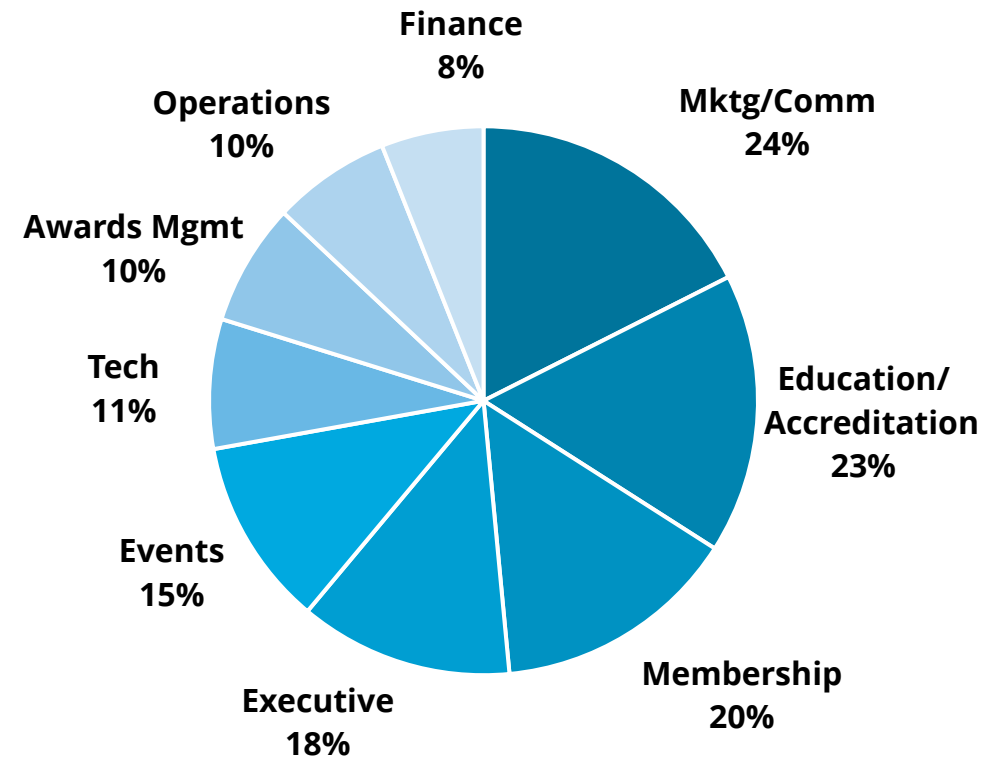
Record Participation: The total number of global survey respondents increased to 1,478 in 2024.

Operating Budgets



48% of respondents represented mid-sized organizations (\$2.5 - \$25 mil).

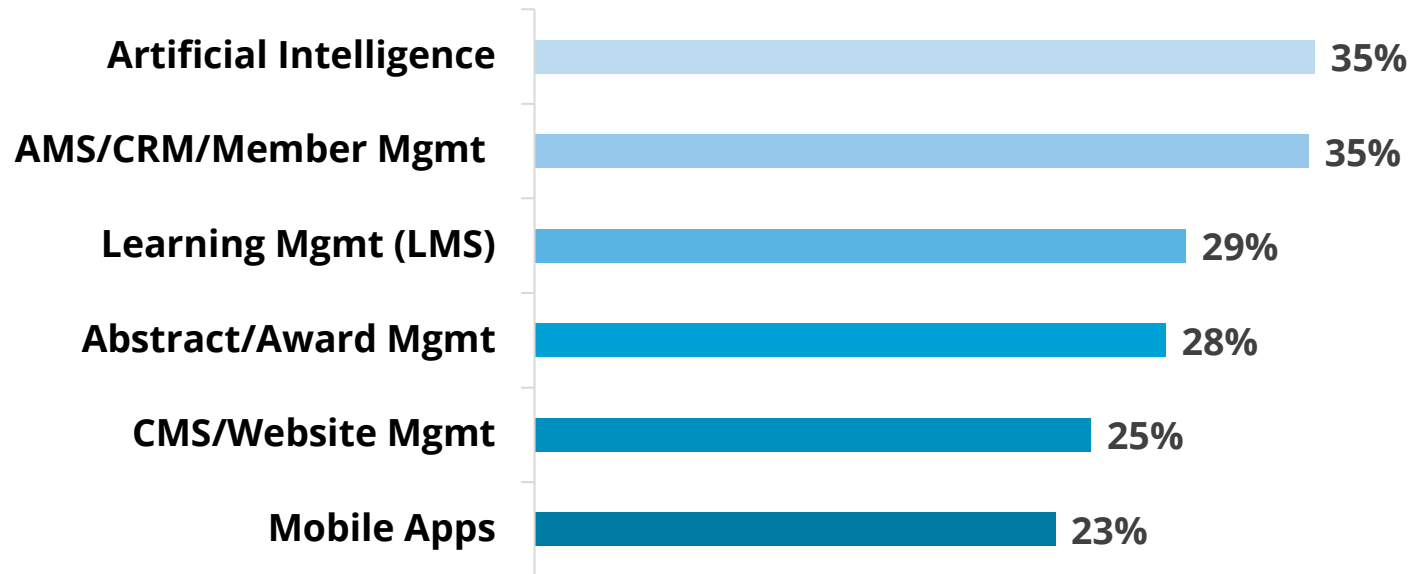
Roles / Responsibilities



New categories include Awards Management, Education/Accreditation, Marketing/Communications, & Events.

04 Membership Performance Insights

Tech Stack Investments



About one-third of respondents have either made or plan to make investments in Artificial Intelligence, a new member management system, or learning management.

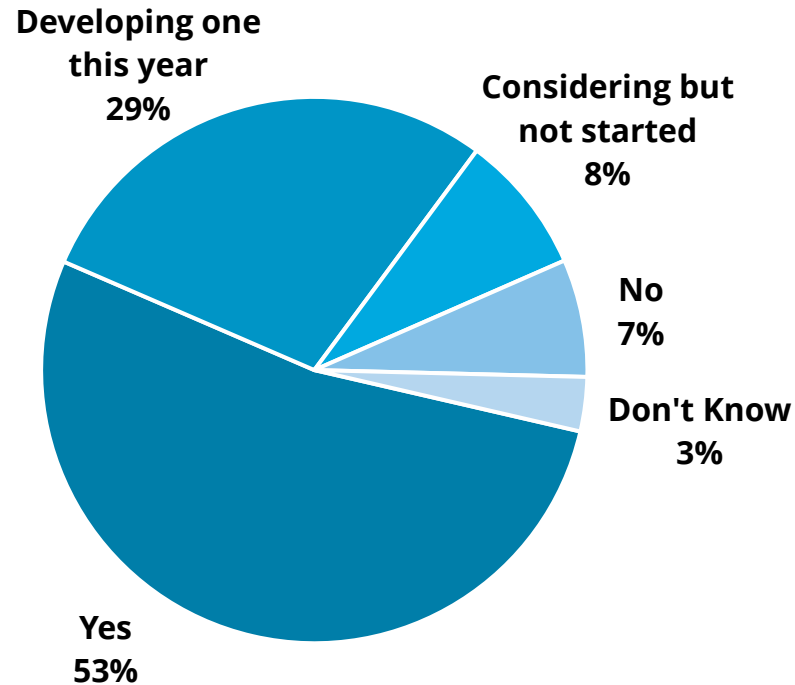


35%
*are investing in
Artificial
Intelligence*



35%
*are choosing new
member
management
systems*

Digital Transformation Strategy



82% have or are developing a digital transformation plan — nearly double the 43% adoption rate reported in 2023.

Become a Learning Organization

To support your digital transformation, you need a **Single Source of Truth (SSoT)** that brings all interactions with your members together in one database.

This 360° view empowers you to make better decisions, become more efficient, and fulfill your mission. Becoming a “Learning Organization” also helps you achieve **continuous performance improvement**.

iMIS is the only Engagement Management System (EMS) **purpose-built for the way member-centric organizations work**. It eliminates data silos to provide an SSoT you can trust.

Attitudes on Artificial Intelligence (AI)



Attitudes about AI are positive: 86% feel it increases efficiency (40% think it has a significant impact). 25% feel they need a better understanding before they can provide guidance about it to their members. Just 15% found it too impersonal/members didn't like it.

Top Uses for AI

#1

50% use AI for member communications, including emails, newsletters, etc.



#2

45% use AI for member service (automated website answers, etc.)



#3

25% use AI for website content



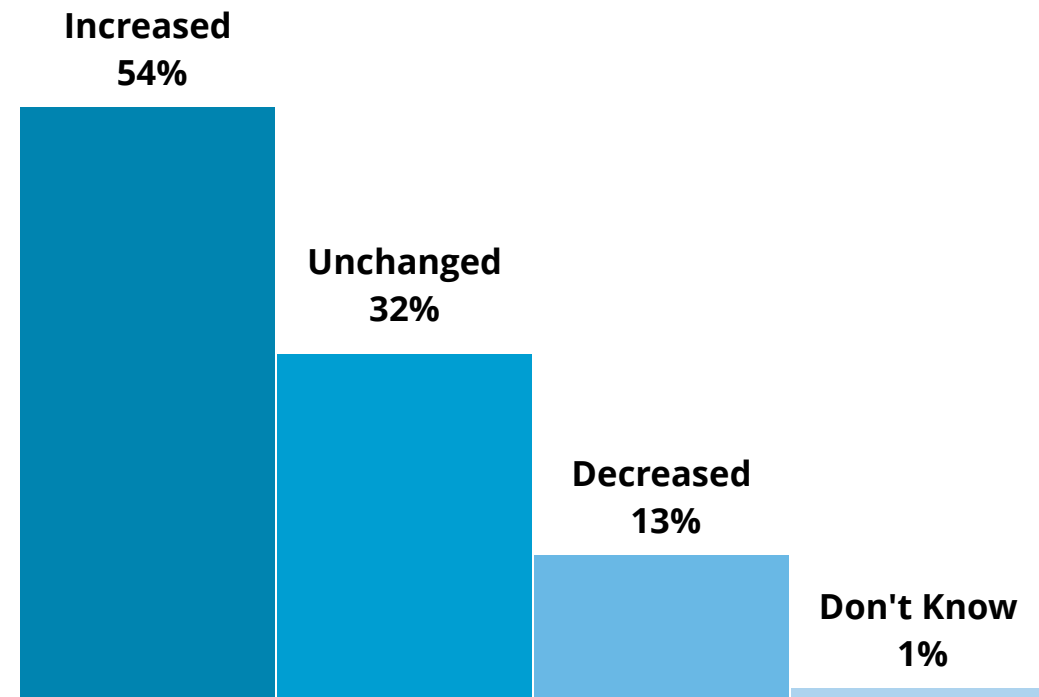
Other uses included planning/strategizing and presentations. Only 11% are not currently using artificial intelligence

Overall Members Levels

Membership Levels are *Rising*

54% increased their membership base compared to 47% in 2023.

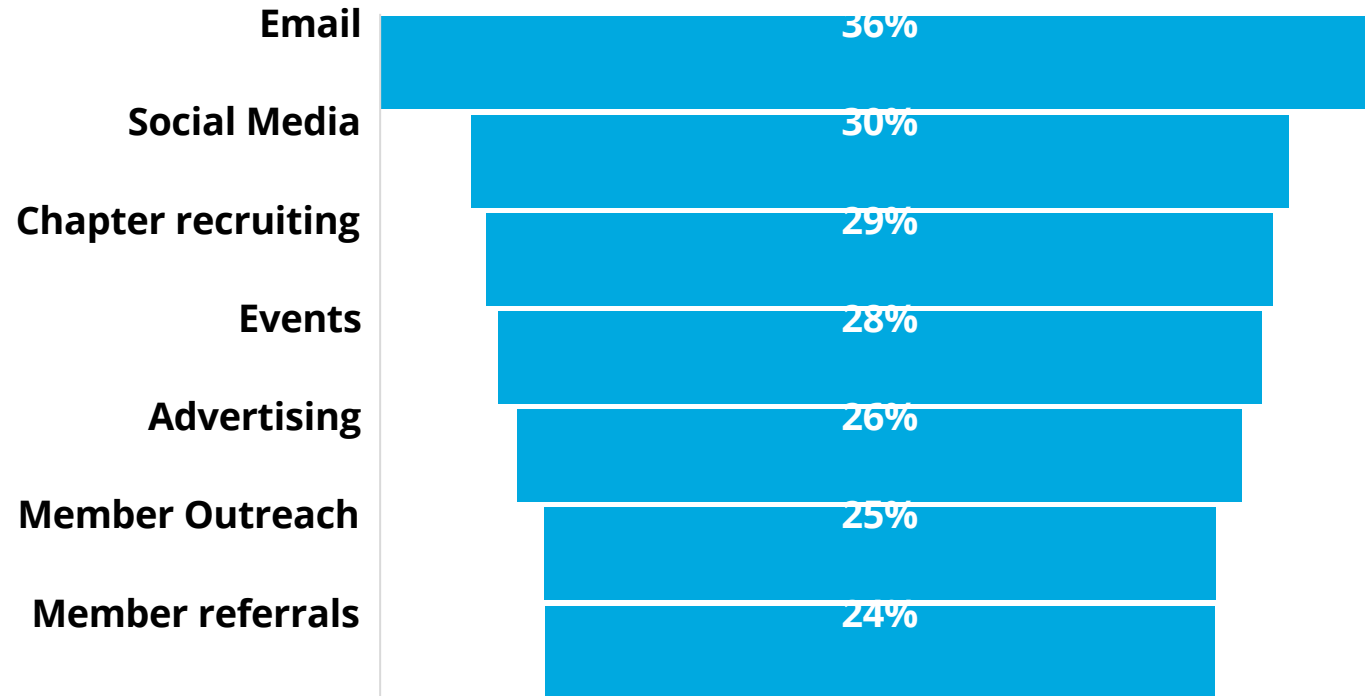
The number of respondents who lost members was cut in half — from 25% in 2023 to just 13% this year.



“We created a microsite for one of our new programs...educated our team on iMIS website functionality and how it could create custom websites in-house saving thousands of dollars. We then created a wireframe design and some content that once approved took about a week to create the entire site.”



Best New-Member Recruiting Strategies



Email and Social Media are the top 2024 strategies, displacing Events and Member Referrals as the most effective recruiting methods.



48%
increased **New Member Acquisitions**

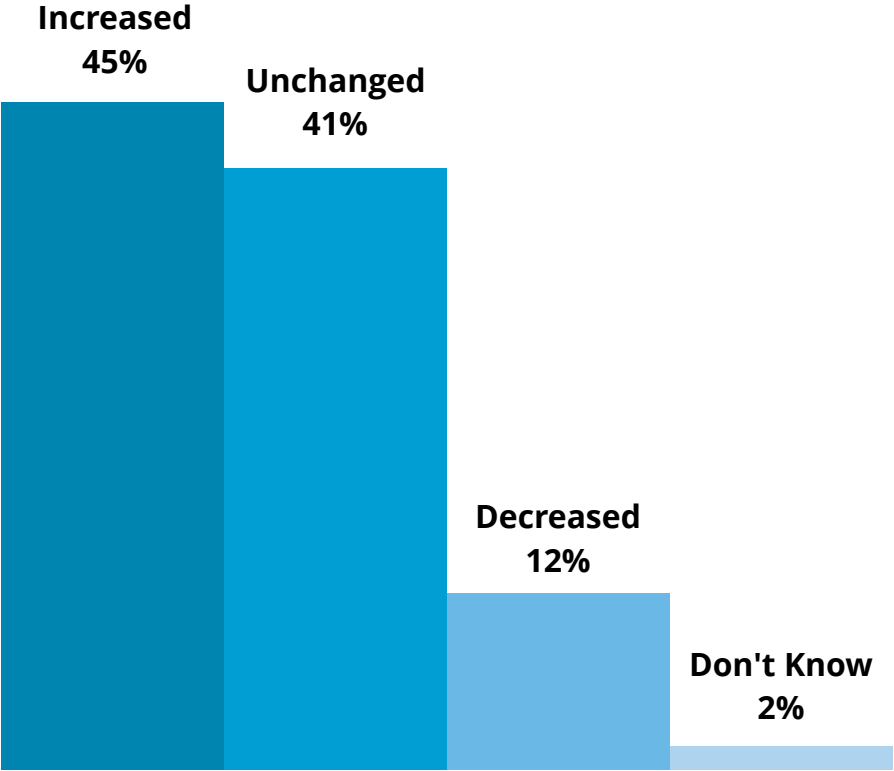


73%
Saw Outstanding or Excellent **Member Satisfaction**



36%
Saw increased in-person **event attendance**

Overall Retention Rate Changes



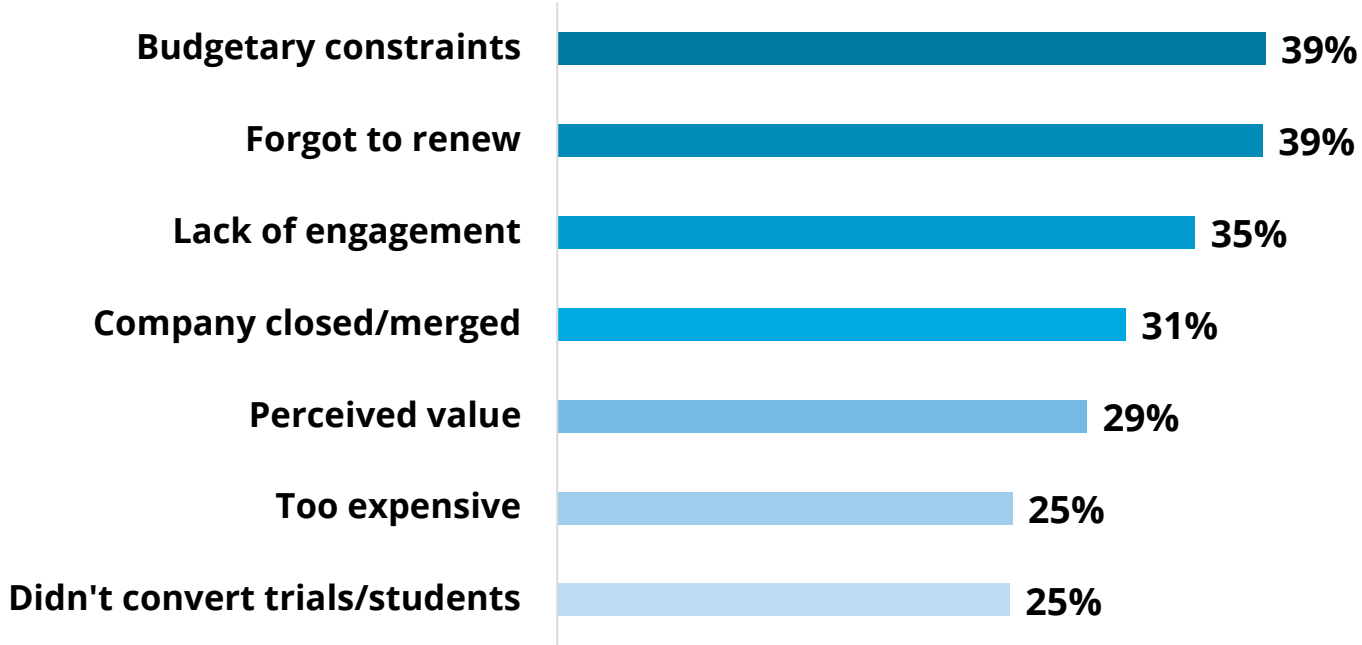
Retention Increasing: More than 45% reported a rise in retention — up from just 31% in 2023.

Managing Complex Billing to Boost Retention

Most member-centric organizations need to manage complex billing/pricing structures, such as **member-class billing, company list billing, special pricing, and discounts**. But this can be difficult if your accounting system isn't integrated with your member data.

The iMIS Engagement Management System is the **only platform on the market that offers built-in accounting functionality** to handle complicated billing scenarios without extensive customization. **iMIS is purpose-built for you** — right out of the box.

Why Members Don't Renew

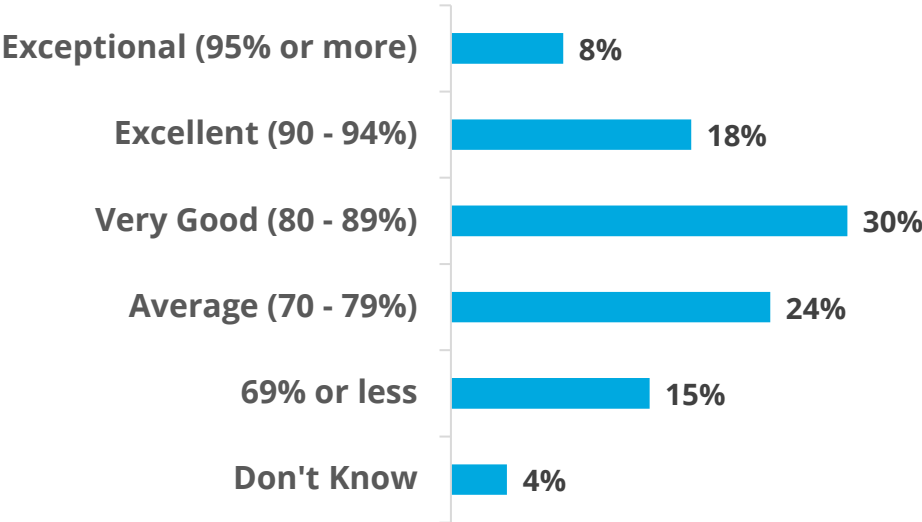


While “Budgetary constraints” continues to top the list of reasons, “Forgot to renew” is now in 2nd place (up from the 6th position in 2023), and concerns about “Perceived value” fell from 3rd to 5th.



Tip: Implementing **recurring memberships, auto pay,** and automating your onboarding processes can help stem attrition rates.

Renewal Rates for First-Year Members



Keeping more new members: 54% have a 70-89% retention rate (up from 21% last year). Remarkably, only 4% reported they didn't know, way down from the 42% rate in 2023.

Best Ways to Win Back Lapsed Members

#1

56% of respondents reported **email** was the best method



#2

39% of respondents had success with **multimedia** lapsed member campaigns



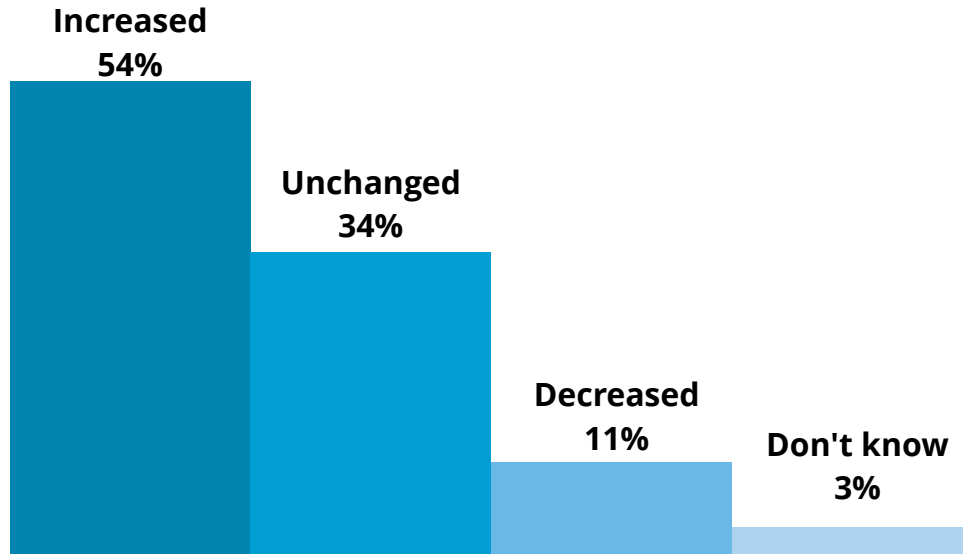
#3

38% indicated **phone calls** helped their win-back rates



Email is still #1 but multimedia campaigns have taken over the #2 spot — up from #6 last year.

Overall Member Engagement Rates



Another strong indicator: Engagement increased for 54% compared to just 37% last year.

Impact of an Engagement Plan

Organizations with a formal engagement plan reported significant increases in the following areas:



38% Increased Event/
Webinar Attendance



31% Saw Greater Awards
Participation



30% Boosted Annual
Conference Attendance



25% Achieved Higher
Renewal Rates



“We now have access to essential monitoring and planning information that was just not available to us before iMIS when we had disparate databases and communication streams and very limited sharing between our credentialing and exam administration teams.”



CAPR
Canadian Alliance
of Physiotherapy
Regulators

ACORP
Alliance canadienne des
organismes de réglementation
de la physiothérapie

Top 3 Goals

#1

Increase Engagement



#2

Develop a Digital Transformation Strategy



#3

Increase Non-Dues / Non-Membership Fee Revenue



While boosting engagement is still #1, respondents' priorities are less centered on increasing acquisitions or retention and more focused on digital transformation.

Top 3 Operational Challenges

#1

Extensive Customization of System



#2

AMS System Not in the Cloud



#3

Integration Between AMS and Website



Fallout from excessive system customization is the greatest operational challenge respondents are facing; an AMS that's not cloud-based is also a big issue.

Top Concerns for the Next Year

Enhancing Member Engagement

45%

Addressing Digital Transformation Challenges

42%

Ensuring Diversity, Equality & Inclusion (DEI) for Members and Staff

37%

Managing Budgetary Constraints

34%

Recruiting and Retaining Members

29%

Respondents could choose up to 3 issues— engaging members remains the top concern in 2024.

Generational Breakdown

More than half of all respondents were Millennials (51%, up from 20% in 2023), knocking Gen Xers out of the top spot this year.



Baby Boomers: 62% are feeling extremely or very confident about the future & they are the most excited about the potential of AI.



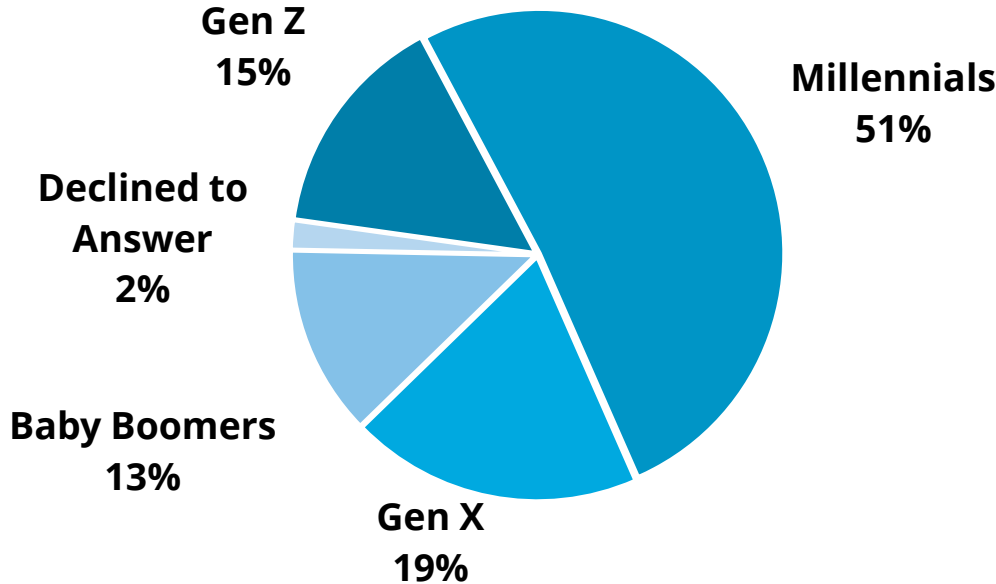
Gen Xers: This generation is mostly concerned about new member acquisitions & least concerned about digital transformation.



Millennials: This is the most secure group (70% extremely or very confident) & it has the highest digital transformation adoption rate (54%).







Gen Zers Participation grew from 2% in 2023 to 15% to surpass Baby Boomer levels. Their perspectives are similar to Millennials.







Baby Boomers: Born 1946 to 1964. Gen X: Born 1965 to 1979. Millennials: Born 1980 to 1995. Gen Z: Born in 1996 or later.

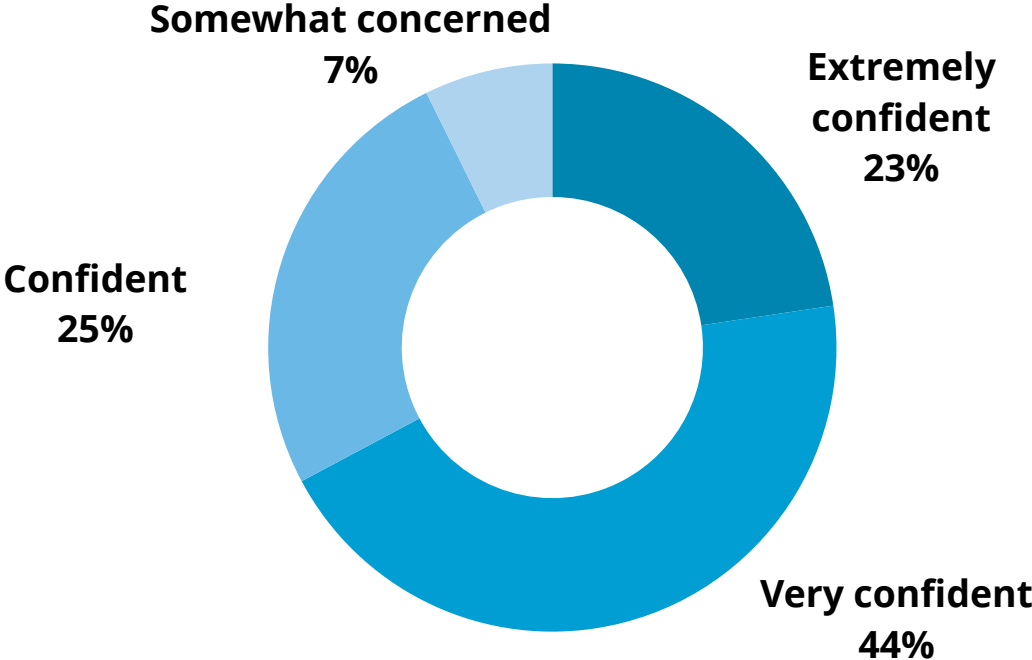
How Different Generations Rank Goals & Challenges

	Baby Boomers 	Gen Xers 	Millennials 	Gen Zers 
Top Goals	Non-dues/non-membership fee revenue, member engagement	Member engagement, new acquisitions	Digital transformation strategy, member engagement	Digital transformation strategy, new acquisitions
Top Challenges	Data silos, AMS/CRM not in the Cloud	Extensive system customization, integration of AMS and website	Extensive system customization, AMS/CRM not in the Cloud	AMS/CRM not in the Cloud, data silos
Top Concerns for 2024	Digital transformation challenges, member engagement	Member engagement, member journey enhancement	Digital transformation challenges, member engagement	Digital transformation challenges, member engagement

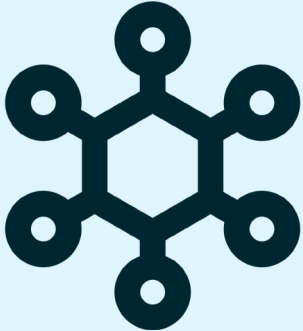
How Different Generations See Key Issues

	Baby Boomers 	Gen Xers 	Millennials 	Gen Zers 
Impression & Primary Use of Artificial Intelligence	Significantly increases efficiency, mainly use for member communications	Increases efficiency, primarily use for member communications and member service	Increases efficiency, use for member communications and member service	Increases efficiency, mainly use for member communications
Digital Transformation as a Priority	45% have a strategy	50% have a plan	54% have a strategy	53% have a plan
Future Growth	62% Extremely or Very Confident	63% Extremely or Very Confident	70% Extremely or Very Confident	63% Extremely or Very Confident

Future Growth and Sustainability



The future is looking very sunny: The number of respondents reporting high confidence rose from 24% in 2023 to 67% this year.



A **Single Source of Truth** can help you become a data-driven organization — one that makes highly informed business decisions and is more confident about the future as a result.

05 Pulse Point: Union Voices

Labor/unions represented 15% of the total number of respondents in the 2024 Membership Performance Benchmark Survey — the third highest response group. A total of **221 union professionals** shared their insights on the most significant union metrics and hot-button issues:

Retention



57% increased their member retention rates in the past year

Engagement



53% reported union member engagement is up

Membership



49% increased overall membership levels and 49% increased new-member rates

Technology



47% think Artificial Intelligence significantly increases efficiency

Satisfaction



78% reported Outstanding or Excellent member satisfaction ratings



“I like that we can access iMIS anywhere, at any time. It’s great for our organisers who go out on-site and they can check member data, member details while they are there with the member.”



Union Goals, Challenges & Concerns

	#1	#2	#3
Top Goals	Improve digital tools and tech	Expand organizing of members	Enhance web experience
Top Challenges	Data silos & lack of single source of truth	Lack of innovative efforts to achieve growth	Culture supporting change
Top Concerns	Bargaining & contract outcomes	Improving workers' rights	Member engagement

Union professionals most want to improve their digital tools, get rid of data silos to create a Single Source of Truth (SSoT), and improve bargaining and contract outcomes.



54%
Have **operating budgets** ranging from \$2.4 mil to \$24.9 mil



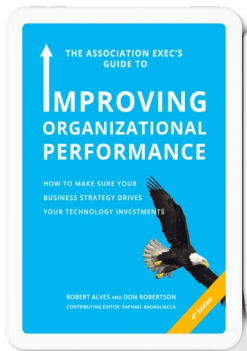
36%
Will *expand their tech stacks with award management*; another **35% are considering AI**



63%
Are extremely or very **confident about future growth**

06 Next Steps & Additional Resources

If you're considering new member management software as part of your organization's performance improvement strategy in the next 1-2 years, we've put together several resources that can help you **now**.



eBook: Get insights on how to improve your performance by becoming a learning organization to achieve continuous performance improvement.

www.imis.com/assocbook



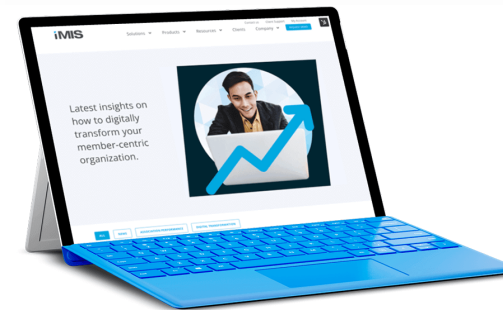
Whitepaper: Discover the three *critical* steps to creating your organization's digital transformation strategy.

www.imis.com/digitaltransform



Online Resources: Access a variety of complimentary resources to help you navigate your digital transformation journey from inception to evolution.

www.imis.com/digitaltransformation



Blog: Deep-dives on membership best practices & tips to drive sustainable growth for your organization.

blog.imis.com

About ASI, the Developers of iMIS®

Advanced Solutions International (ASI) is a leading global provider of cloud software and services for associations and non-profits. We help clients digitally transform, streamline operations, and grow revenue through industry expertise, best-practice advice, and high-quality solutions. Our portfolio of solutions includes iMIS® for association and non-profit management, TopClass LMS for learning management, OpenWater for application and review management, and Clowder® for year-round mobile app management.



Struggling to identify membership trends?

iMIS is the only Engagement Management System (EMS) purpose-built for the way associations, unions, and non-profits work and designed *at its core* to improve your organization's membership performance.

[Schedule a demo with the iMIS team today](#) to see how iMIS enables you to learn from every member interaction — putting you on a clear path to continuous performance improvement.



iMIS

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