

ASSOCIATION A STRY INDUSTRY

ASSOCIATION INDUSTRY INSIGHTS

Associations are adapting to a dynamic, interconnected world by embracing digital technologies, online communities, and innovative retention strategies to improve member experiences and maintain relevance.



ALIGNING ASSOCIATION GOALS WITH MEMBER ASPIRATIONS

Associations extend their value beyond financial aspects, enriching members' professional lives and fostering personal connections within the community



64%

When asked what their top three reasons were for joining a professional association, 64% of Gen Z and Millennials surveyed stated networking with others.

Associations that can swiftly respond to changing needs have observed an increase in both one-year and five-year membership rates.

CULTIVATING GROWTH IS CRUCIAL

DEFINING AND ENHANCING YOUR VALUE PROPOSITION

There are many ways for associations to create personalized, connected experiences for their members. Doing so will turn members into evangelists for the association.

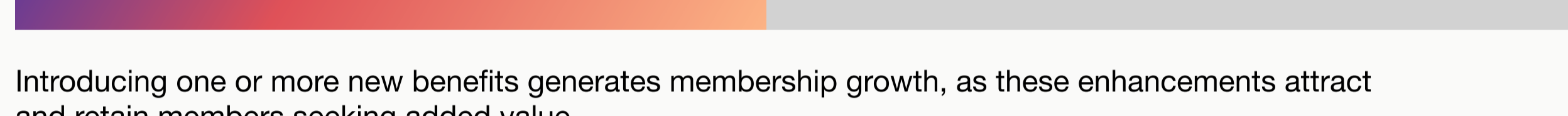
58% **48%** **43%**

Compelling 'What's In It For Me' Messaging

Tailored Messaging Based on Member or Market Segment

Member Research to Understand Prospect Needs

KEY INITIATIVES YIELDING GROWTH



DIGITAL ADOPTION TRENDS

As generations evolve, so must the approaches for members seeking learning, networking, and career advancement. Strategies effective for Baby Boomers and Gen X may not resonate with Millennials and Gen Z.

68% **71%**

68% of millennials require an integrated, seamless experience regardless of the platform.

For some organizations, offering online communities led to a 71% increase in member engagement levels.



MEMBER RETENTION FOR RENEWAL SUCCESS

Associations that clearly communicate the tangible benefits of membership tend to see an increase in member retention and growth. For instance, associations employing compelling messaging have reported membership growth rates of 49% in 2023 after seeing declining numbers in 2022 using "tried and true" methods.



80% **37%**

On average, a new member has a 50% likelihood of renewing, which increases to 80% if they renew the first time.

Organizations starting an auto-renew program have grown their enrollment by 37% annually on average.

ASSOCIATION CHALLENGES

PROBLEM

No Personalization

Instead of personalized experiences and rewards tailored to their preferences, most members get generic, one-size-fits-all rewards in return for loyalty.

SOLUTION

Hyper-Personalized

Members receive personalized experiences and rewards tailored to their preferences, ensuring they receive rewards that are unique and valuable to them.

ROI OF PERSONALIZATION

10-20%

10-20% Increase in customer acquisition.

10-15%

10-15% Increase in long-term value and retention.

20-30%

20-30% Increase in satisfaction and engagement.

52%

52% of respondents agreed that experiential rewards from brand affinity partners drive retention, a marked increase from customer acquisition to retention

PROBLEM

Lack of Community

Members want a sense of community and belonging as well as seamless integration of rewards no matter where they are.

SOLUTION

Experiential Community

Foster seamless collaboration among devices, not only within your own ecosystem but also with other respected brands you trust.

PROBLEM

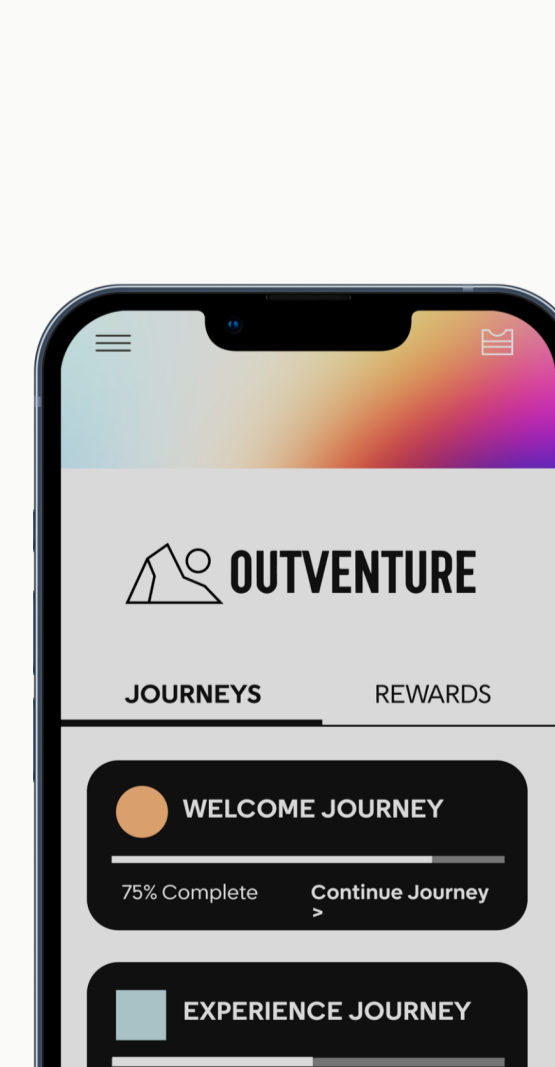
Limited Rewards

Members want rewards that match the myriad of experiences and preferences they get at retailers and providers.

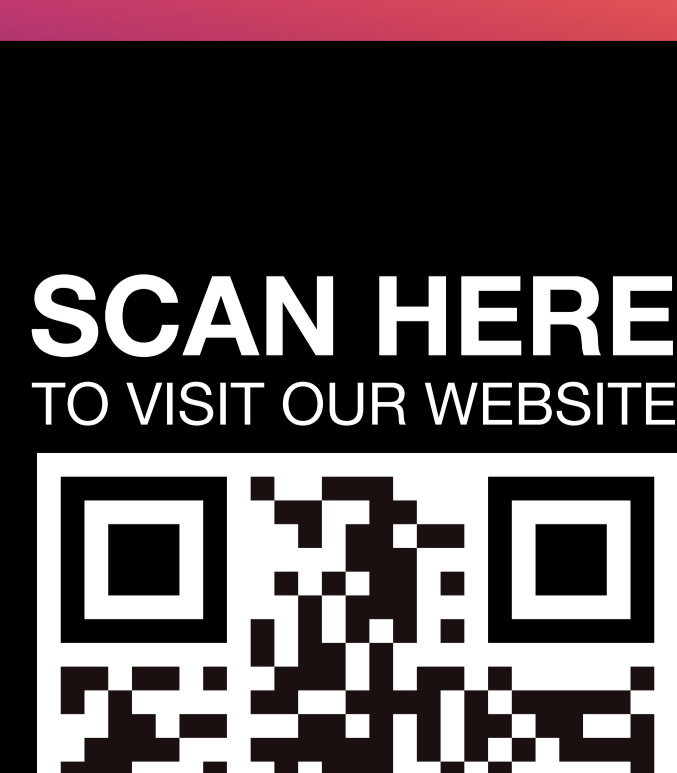
SOLUTION

Real-Time Rewards

Reward members in real-time and offer branded, customized, ownable rewards and experiences in the digital and physical world.



SCAN HERE TO VISIT OUR WEBSITE



[HTTPS://TRONIC.APP](https://TRONIC.APP)

For associations that are truly focused on growth, it is critical they engage Gen Z and Millennials with immersive experiences and professional nurturing. This personalized approach not only gives them a sense of belonging to the association, it also has the added benefit of turning members into evangelists.

References for this infographic can be found here:

<https://bit.ly/3TyIW6x>

