



Governance, Operations, and Trends for Associations

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Overview



- 01 Membership and Conference Trends
- 02 Systems Modernization
- 03 Staffing Trends and Role of Governance
- 04 Lobbying



Background

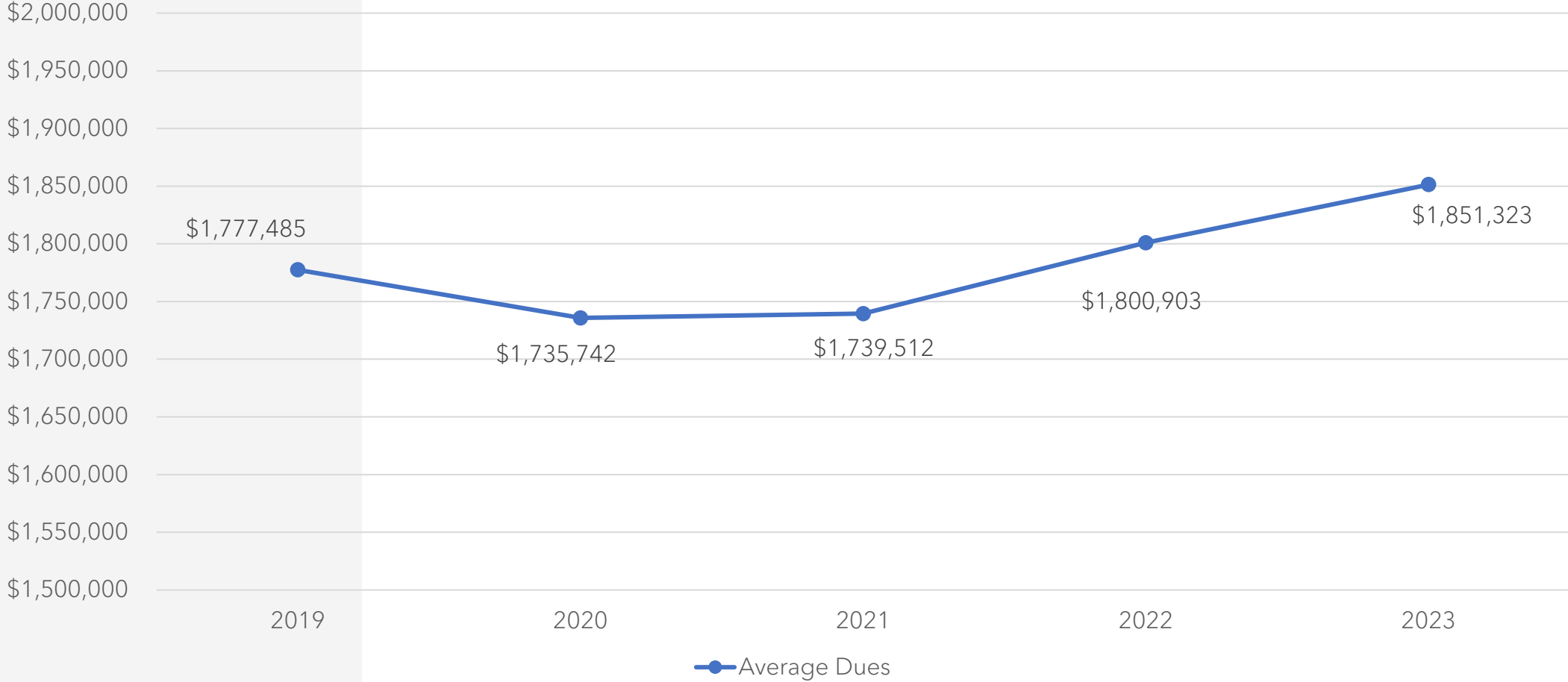
- Approximately 40 associations annually
 - Mix of 501(c)(6) trade associations and 501(c)(3) membership organizations
- Varying sizes
 - Total assets ranging from \$300,000 to \$20,000,000
 - Total revenue ranging from \$100,000 to \$17,000,000.
- Benchmarking your association
 - It depends.

Membership and Conference Trends

- Membership flat
 - 5% growth or decline annually
- Conferences
 - Varying across industries.
 - Coming back to pre-pandemic levels, but not all the way there.
- Impact on other revenue streams

Dues Trends

Average Dues



Systems Modernization

- Pandemic impact
- Sunsetting of legacy systems
 - Some continuing on updated version.
 - Some looking to make an overall switch.
- Bundling of products
- Other technology considerations

Staffing Trends and Role of Governance

- Loyalty of association finance staff
- Retirement of finance team leads
 - Shortage in staffing pipeline.
 - Outsourcing
- Governance
- Remote employees
- Lease considerations

Lobbying

- Increased focus
- Special assessments
- Political Action Committees becoming more active

Get In Touch



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