Member Loyalty Study

We surveyed more than 1,000 members of professional membership organizations to better understand member preferences and what's driving member retention.

feel connected to their

professional membership

organization

84%

Current State of Member Loyalty





are satisfied with their organization

are likely to renew

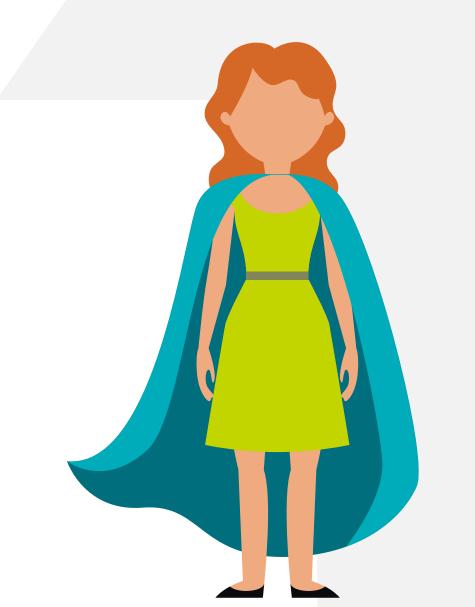
have cancelled or lapsed in the last year

Loyalty Spectrum



Super Members

- Most committed members
- Likely to spread the word



- Value what organization does for the profession
- Want a high degree of communication

Email Is Most Valued Type of Content



Easiest to

consume



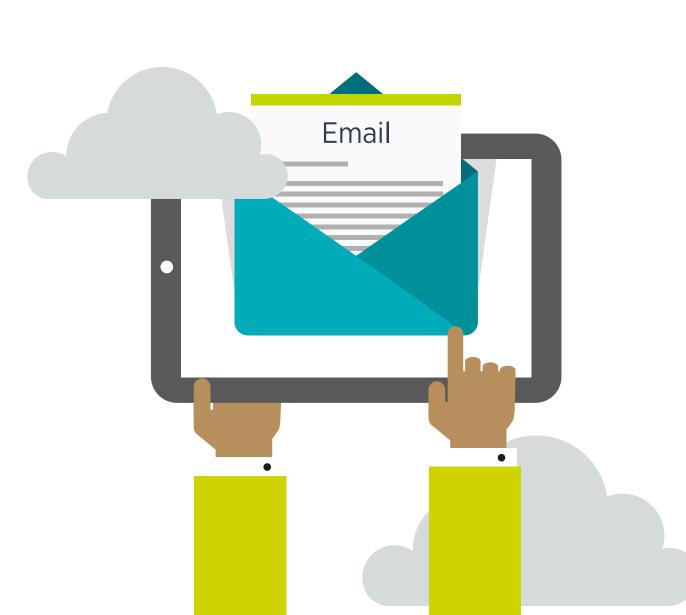
Most likely to

keep member

engaged



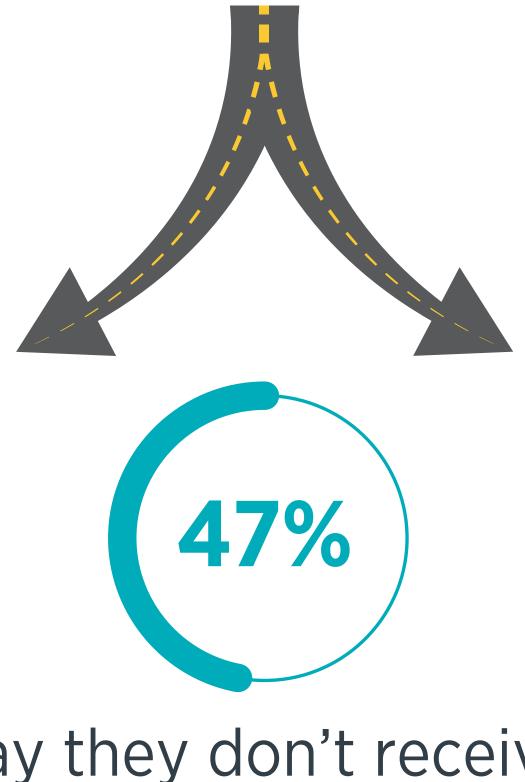
Most powerful for storytelling



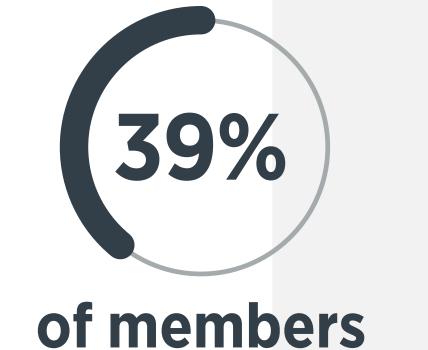
No Consistency in Personalization



say they have provided personal details



say they don't receive personalized content



18%

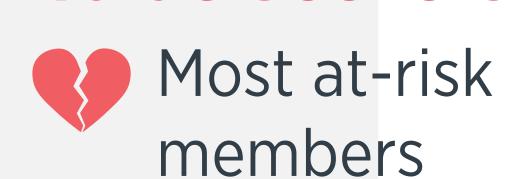
of members

Rank and File

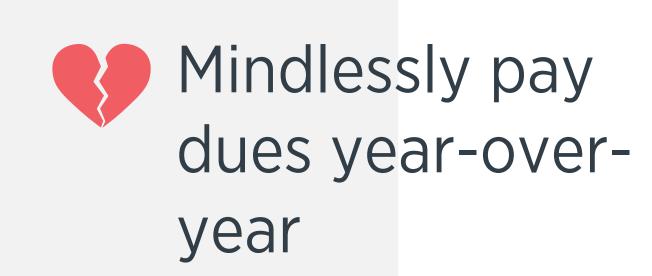
- Satisfied, but feel less connected
- Value mix of benefits
- Want weekly or monthly updates



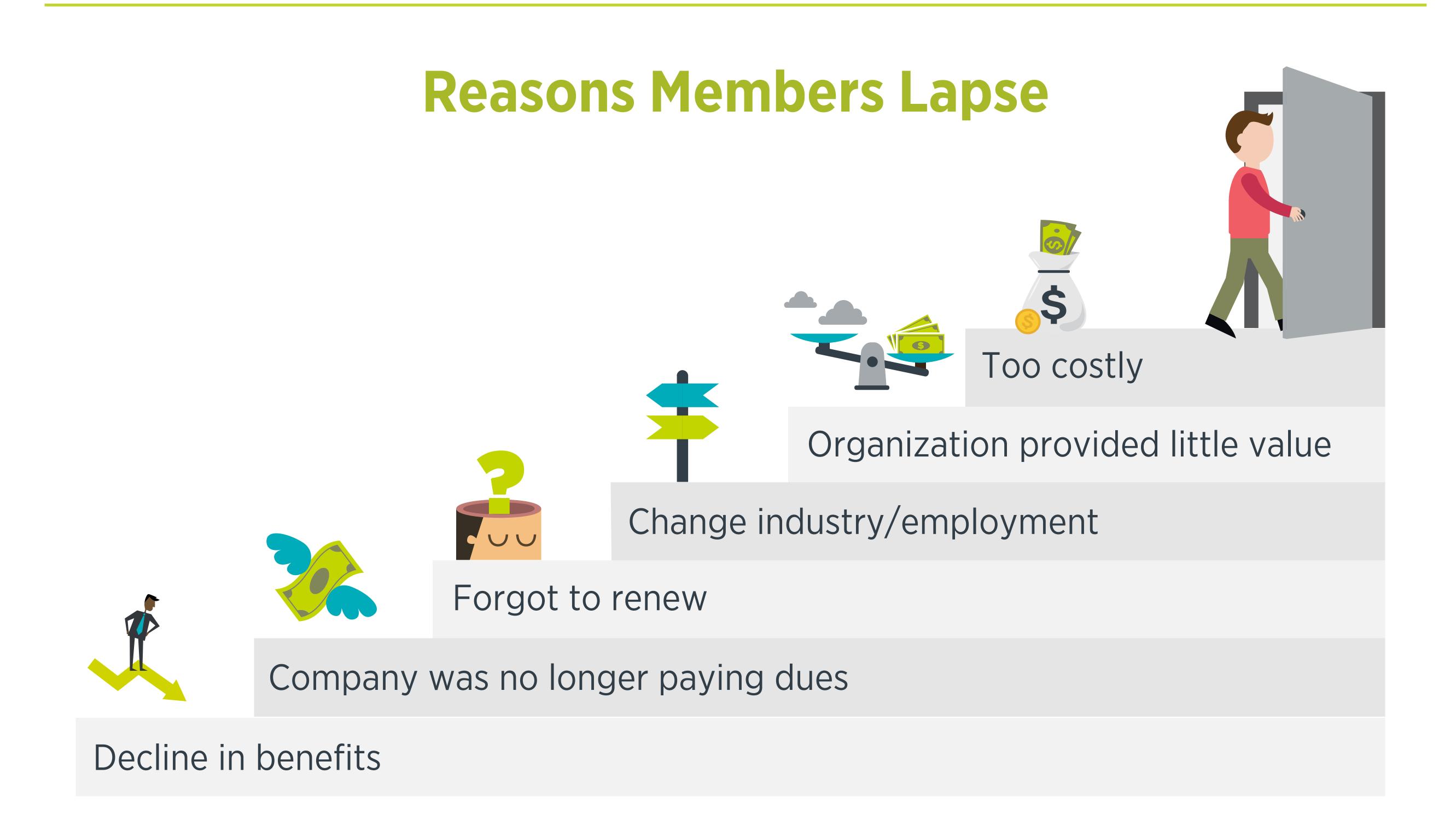
Value Seekers







Hypercritical of communications



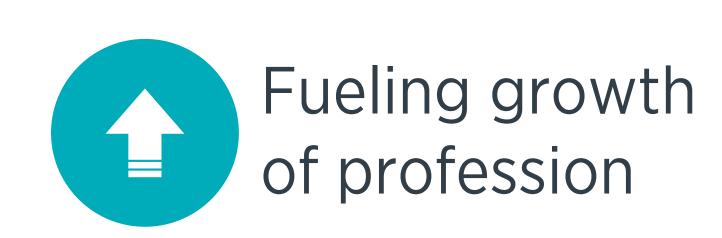
Important Benefits for Retaining Members



Code of Ethics









Advocacy



Raising awareness



Certifications





Networking



Fueling innovation



opportunities



Online continuing

Learn more at communitybrands.com/memberloyaltystudy









