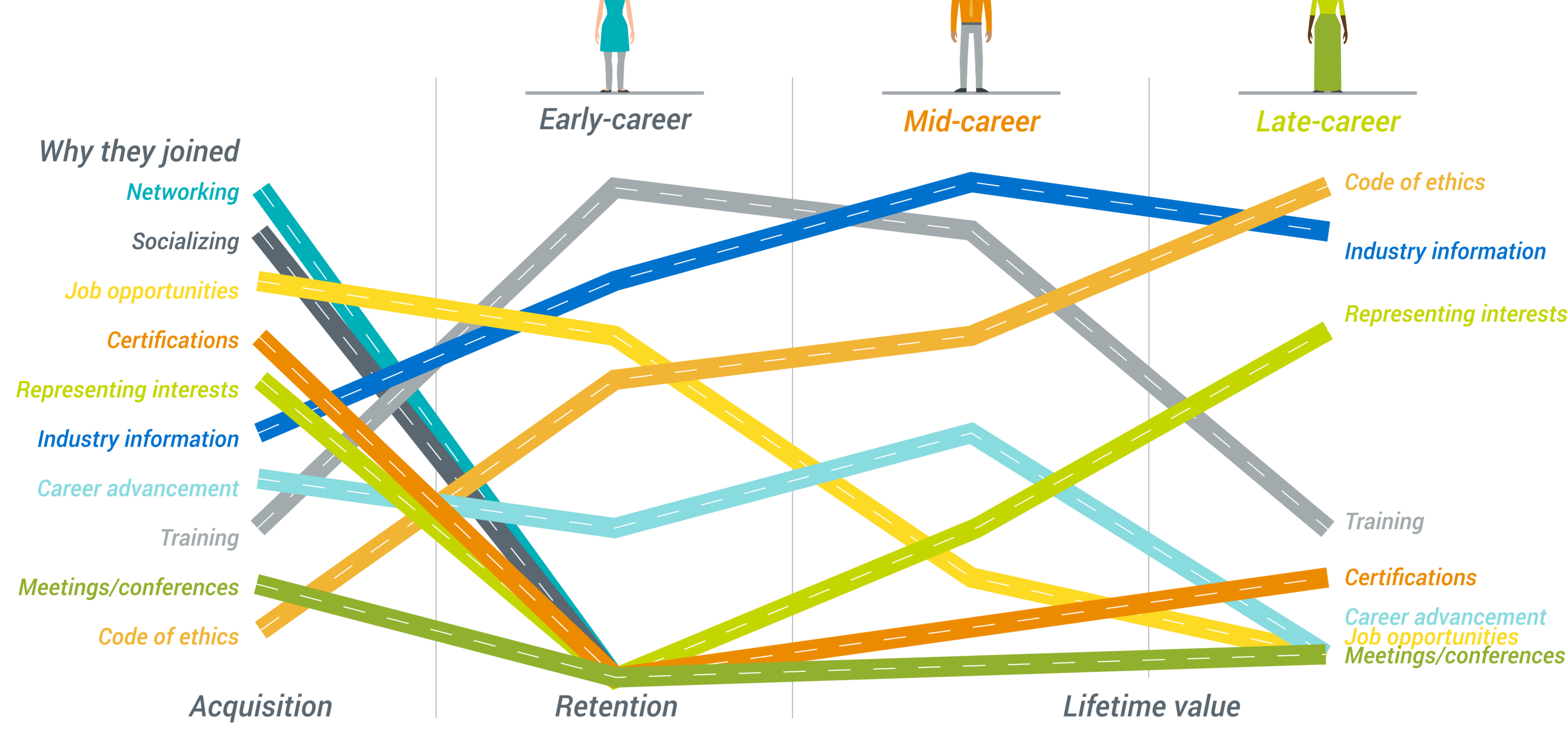


THE JOURNEY OF MEMBER BENEFITS AND ENGAGEMENT

We surveyed more than 1,000 members of professional membership organizations to better understand member preferences of benefits and what activities drive engagement.



Benefits that bring members in



Most important benefits to members by career stage

Members' view

#1 Job opportunities are tied for the #1 reason people join a membership organization (and most important to those early in their career)

70% of Members say job opportunities are an important benefit

BUT ONLY 27% of Members say their organization is doing very well delivering on job opportunities

73% say help with career advancement is an important benefit

BUT ONLY 28% say their organization is doing very well helping with career advancement

Pros' view

This is an area where Pros are clearly missing the boat

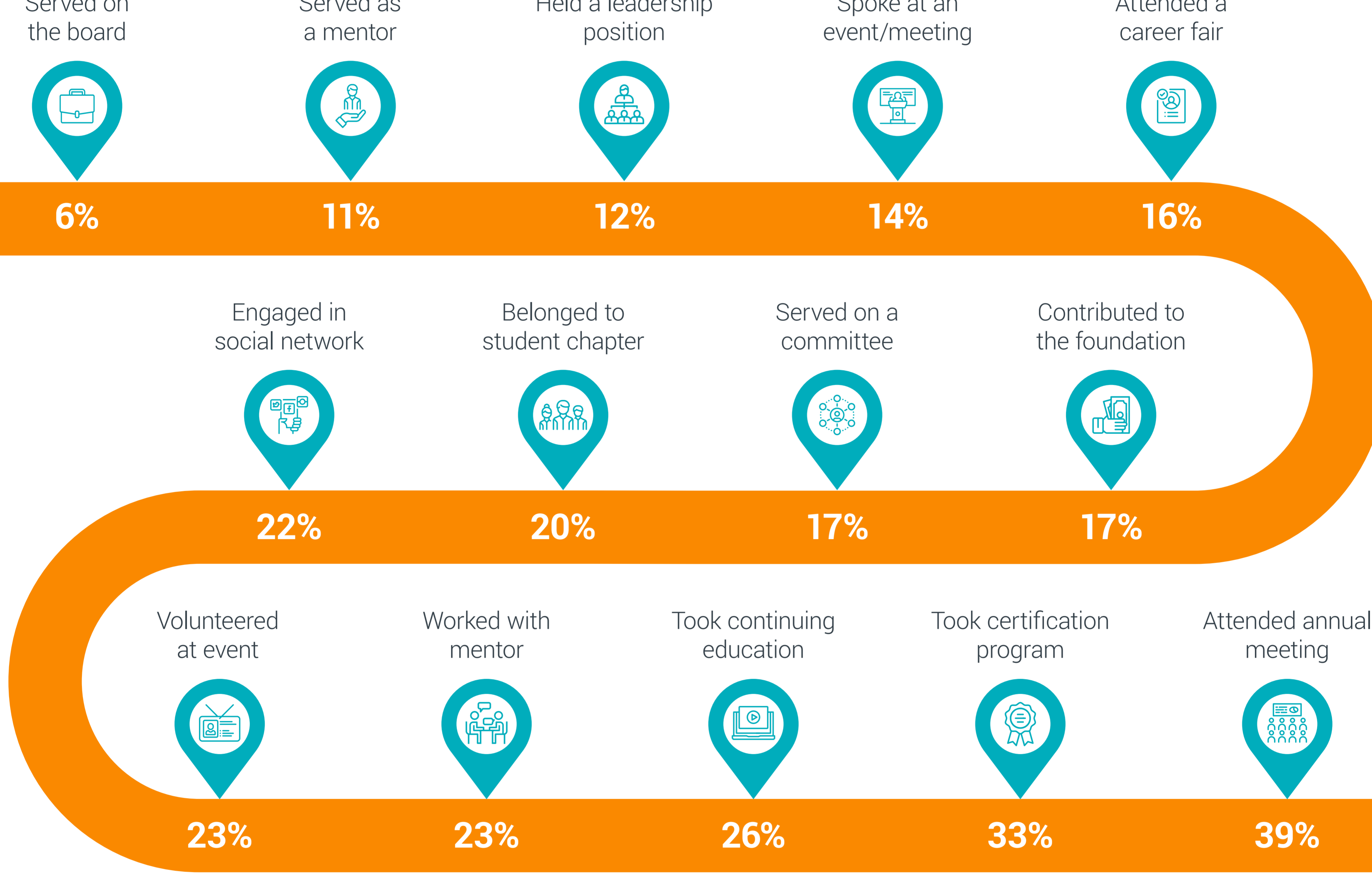
say job opportunities are a very important benefit **JUST 28%**

AND ONLY 12% say their organization is doing very well delivering on job opportunities

say help with career advancement is a very important benefit **38%**

YET ONLY 13% say their organization is doing very well helping with career advancement

How members engage with organizations



Key benefits to drive renewal and retention



Current state of member loyalty



Your roadmap to member engagement and loyalty

- Continually evaluate your strategy**
The journey changes throughout their membership and career lifetime.
- Ask for feedback**
Survey your members to make sure you know exactly which benefits are most important to them.
- Focus on member engagement**
Get members more involved as less than half say they've participated in any one engagement opportunity.