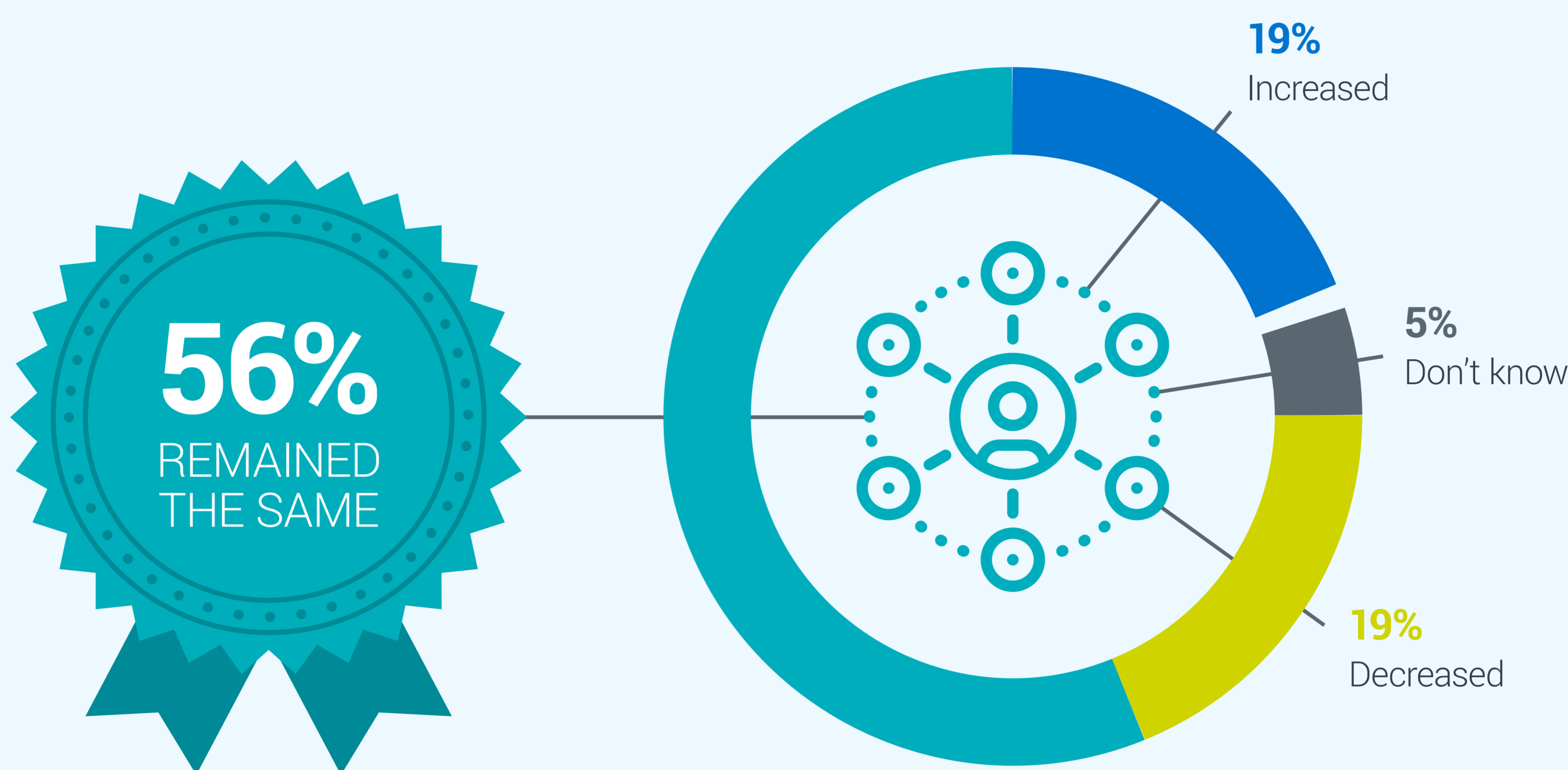


# SMALL-STAFF ASSOCIATIONS + MEMBER RETENTION

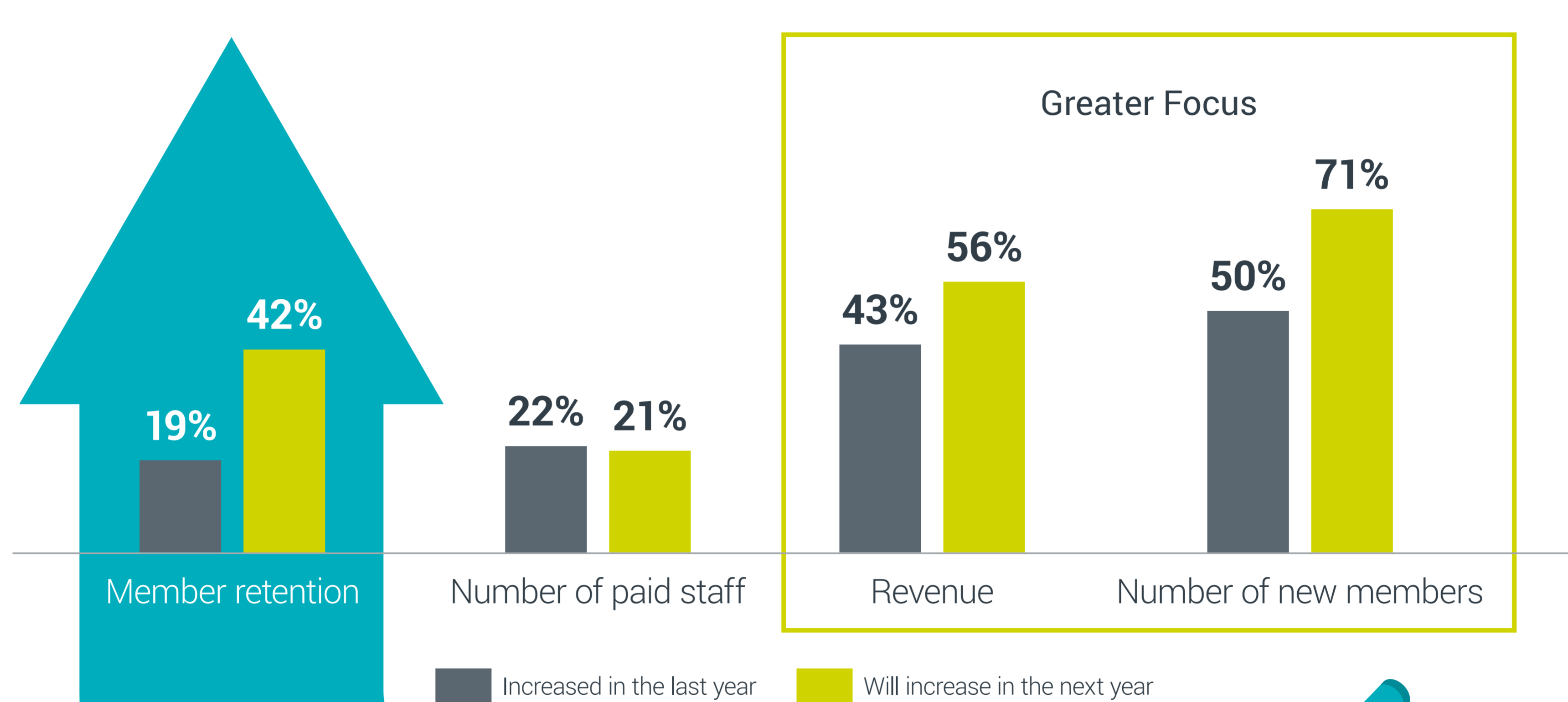
We surveyed over 350 small association professionals and uncovered that member retention is a lower priority than member acquisition, and respondents are less optimistic about member retention in the future.

## Member retention status over last 12 months

\*Numbers do not equal 100 percent due to rounding.



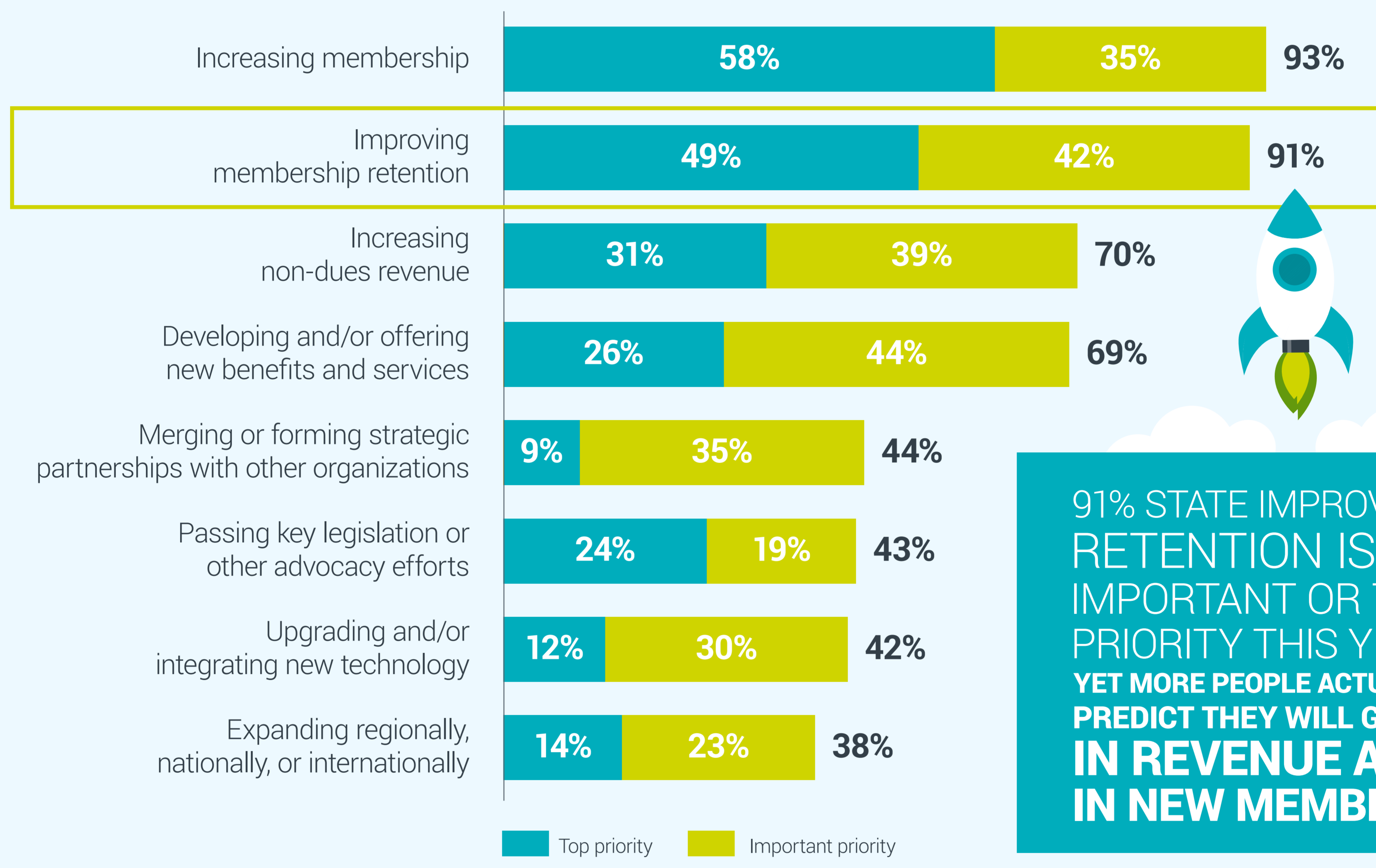
## Status over last 12 months compared with outlook for next 12 months



MEMBER RETENTION IS KNOWINGLY INCREASING BY 23%, YET THE GREATER FOCUS REMAINS ON NEW MEMBER ACQUISITION

## Strategic priorities over the 12 months

\*Numbers do not equal 100 percent due to rounding.



91% STATE IMPROVING RETENTION IS AN IMPORTANT OR TOP PRIORITY THIS YEAR YET MORE PEOPLE ACTUALLY PREDICT THEY WILL GROW IN REVENUE AND IN NEW MEMBERS

GIVEN THAT IT CAN COST 5 TIMES MORE TO ATTRACT A NEW CUSTOMER THAN IT DOES TO RETAIN AN EXISTING ONE, MEMBER RETENTION IS ARGUABLY AS IMPORTANT, IF NOT MORE IMPORTANT, THAN ACQUIRING A NEW MEMBER.

## Find your Retention Treasure

- 1 Offer auto-renewal** through your association management software
- 2 Make members feel connected with your organization** by developing a content strategy that communicates membership value
- 3 Engage members** with a familiar online community and experience
- 4 Seek feedback from members** to better understand their expectations and frustration



Find out more about the study at

[communitybrands.com/smallstaff](https://communitybrands.com/smallstaff)

1. <https://www.forbes.com/sites/jawertz/2018/09/12/dont-spend-5-times-more-attracting-new-customers-nurture-the-existing-ones/#1dbff7915a8e>