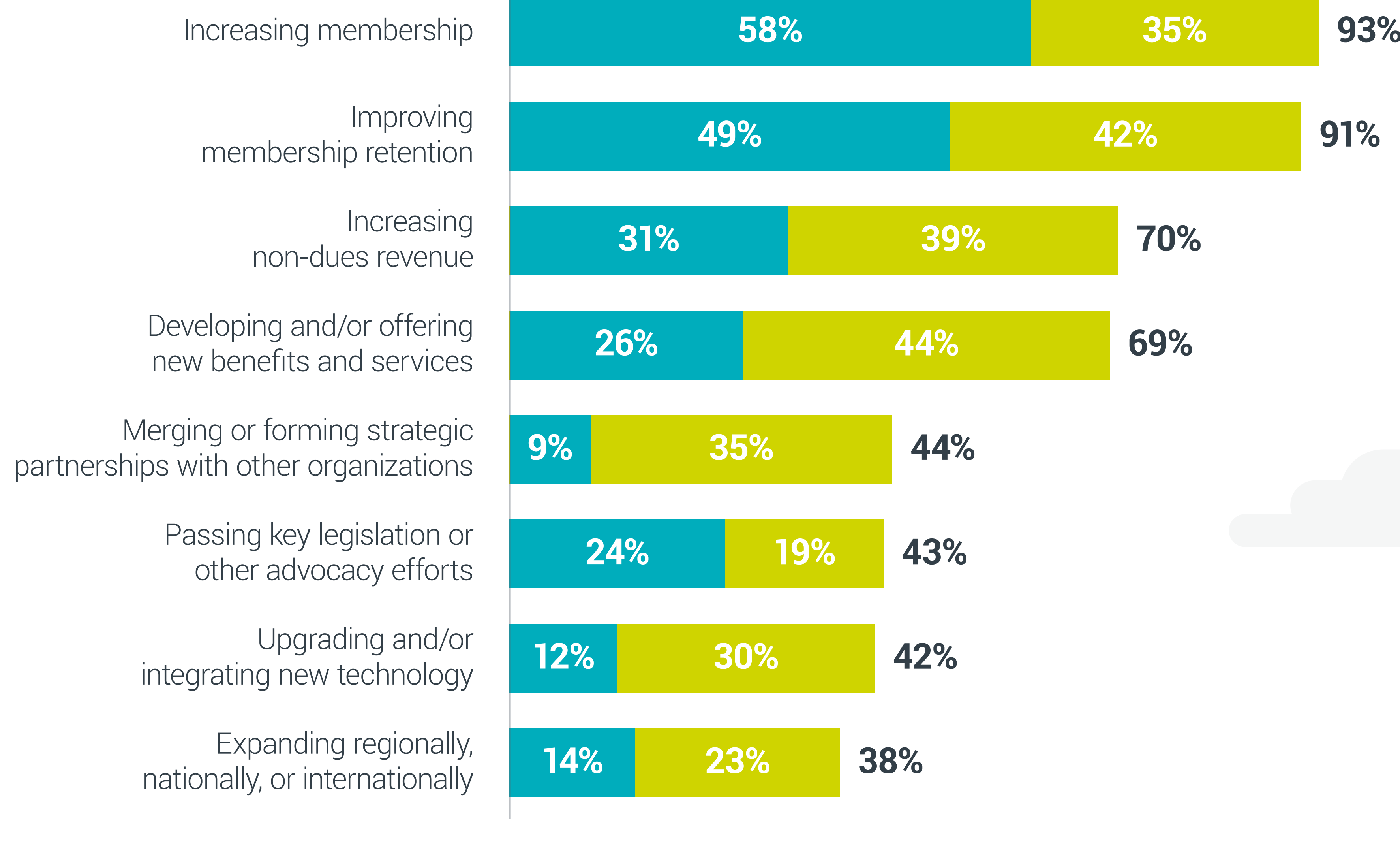


# Growth unlocked

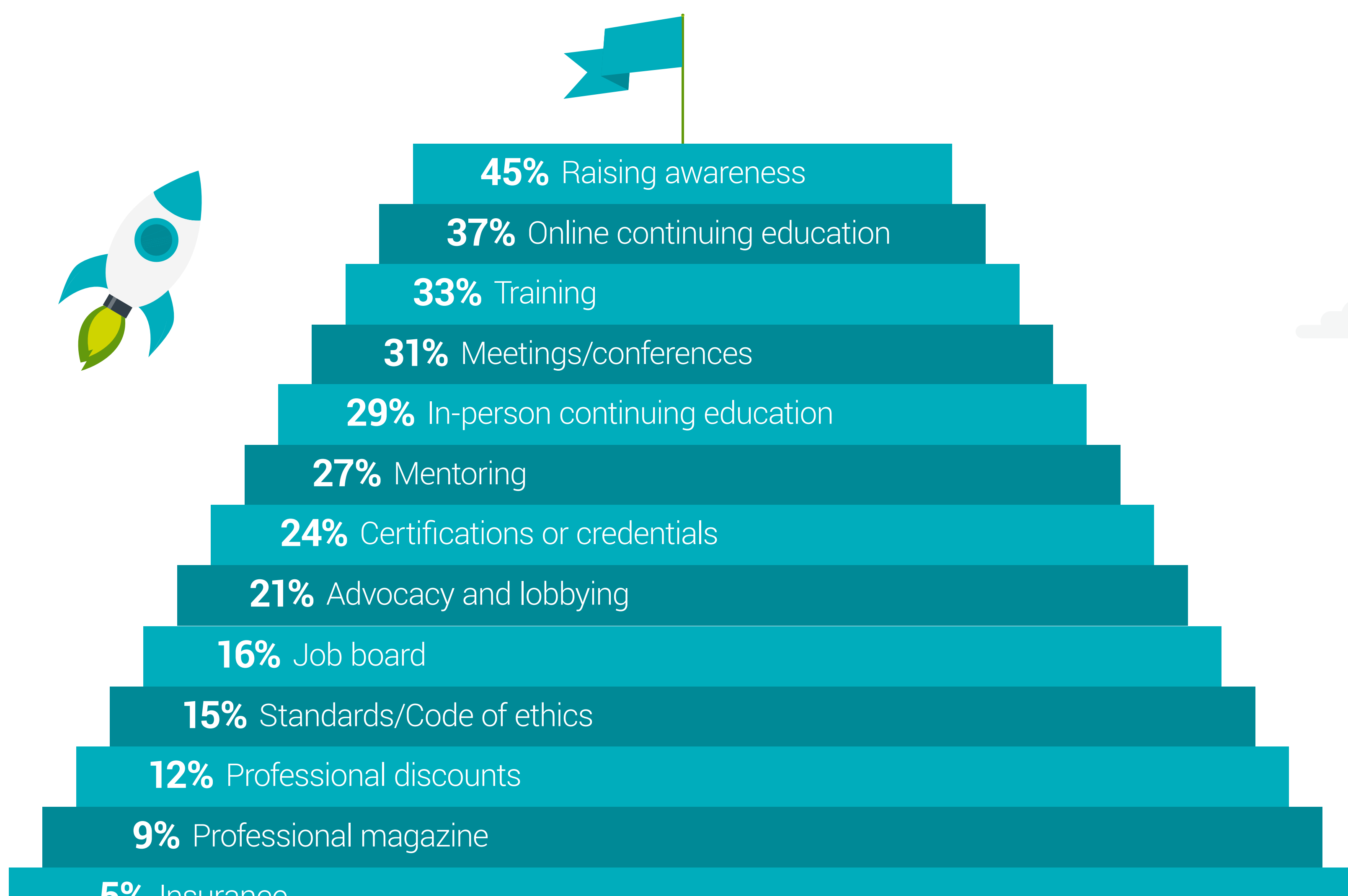
## CLOSING THE VALUE BENEFITS TO INVESTMENT GAP FOR SMALL-STAFF ASSOCIATIONS

We surveyed over 350 small association professionals and uncovered that expected investment over the next 12 months is a mixed bag when compared to the most valued member benefits.

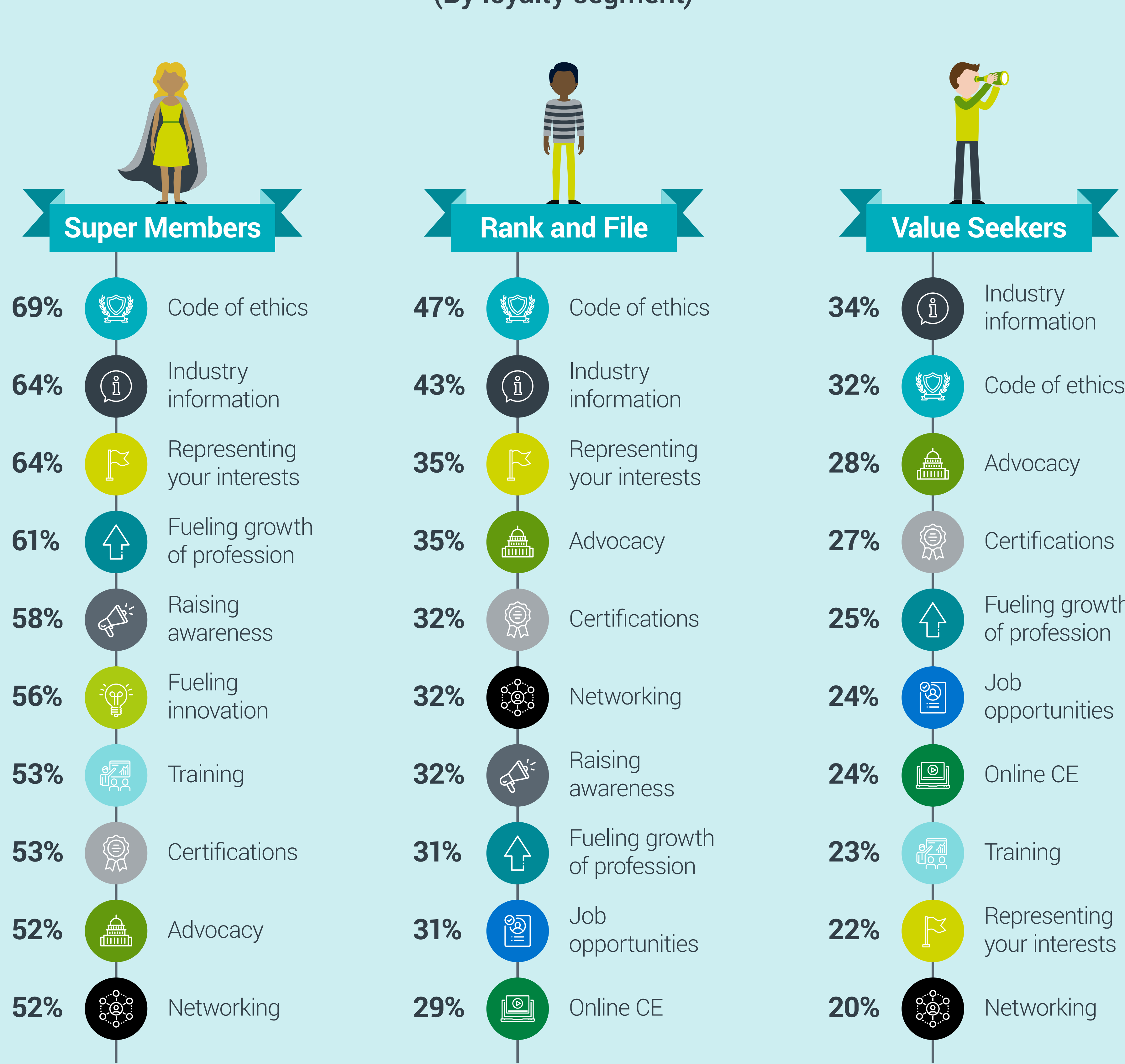
### Strategic priorities



### Projected areas for increased investment in next 12 months



### Top benefits to retain members (By loyalty segment)



### Key comparisons between top member benefits and areas of investment by associations



### Organizations must apply 3 building blocks to better align with their members' priorities

1

#### Identify and understand your organization's most valued benefits

Conduct member surveys and focus groups to identify the challenges your members face each day, how might the organization help, and what tools are needed to be successful.

2

#### Close the gap between what you believe members want and what members say they want

Align your organization's strategic initiatives and investments with the benefits that your member value most and keep them renewing.

3

#### Dust off your Code of Ethics

Members are proud to belong to an association that provides a framework and standard for their industry. Keep your Code of Ethics updated and relevant.

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Find out more about the study at

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