GrowthZone Annual Survey: Majority of Associations Are Seeing Little to No Growth Year to Year

The majority of associations surveyed said their organization’s membership rates remained unchanged or declined in 2018

NISSWA, Minn. (PRWEB) January 24, 2019 -- GrowthZone, Inc., provider of association management software, released the results of its 2019 Association Industry Survey. The report indicates membership growth in some sectors and decreasing membership among others.

The survey, conducted over email between mid-November to early December 2018, received responses from over 500 association professionals across North America.

“This year’s survey shed light on membership trends we’ve been tracking over the past four years,” said John Cook, senior vice president of marketing, GrowthZone. “These results reveal an increase in the number of organizations reporting declining membership numbers. However, there are encouraging statistics in other areas, such as strong boards of directors’ performance ratings.”

The report contains specifics on strategies used by growing associations designed to assist organizations faced with stagnant or decreasing membership numbers.

The report also highlights:
- Dozens of predictions from association pros about what’s on the horizon and the next major trend for the association industry
- Top tactics associations use to grow their membership
- Information on historical social media trends
- Statistics on advocacy efforts
- The biggest challenges and most beneficial change associations have made in the last year

In its fifth year, the survey is again expected to be GrowthZone’s most downloaded piece of content this year.

Detailed survey findings can be accessed on GrowthZone.com.

About GrowthZone
With headquarters in Nisswa, Minnesota, USA, GrowthZone, Inc. provider of ChamberMaster Membership Management Software and GrowthZone Association Management Software, has helped over 3,000 member-based organizations grow and retain membership, generate revenue, engage and communicate with members and prospects, and streamline their day-to-day operations. For more information, visit growthzone.com.
Contact Information
Leslie Lord
anthonyBarnum Public Relations
+1 512.387.3701

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