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.

Loyalty Spectrum

44% of members

Super Members

- Most committed members
- Likely to spread the word



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



of members

Rank and File

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



18%

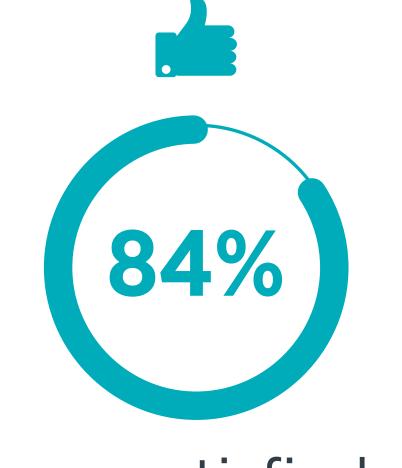
of members

Value Seekers

- Most at-risk members
- Majority are critics
- Mindlessly pay dues year-overyear
- Hypercritical of communications

Current State of Member Loyalty





are satisfied with their organization



are likely to renew



have cancelled or lapsed in the last year





Easiest to

consume



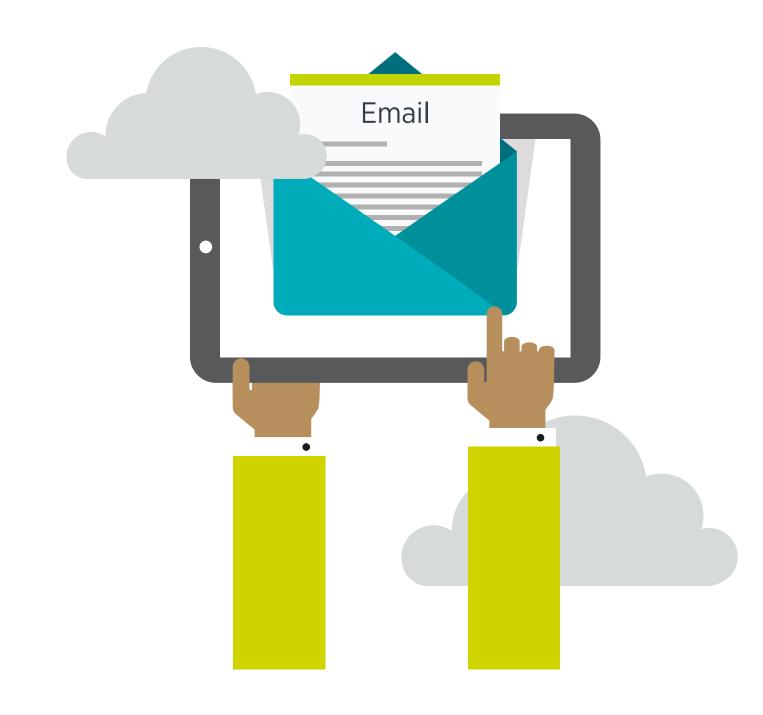
Most likely to

keep member

engaged



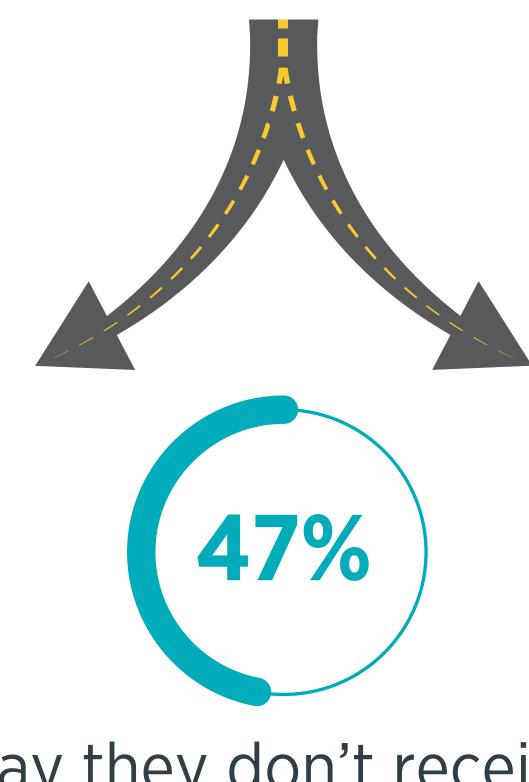
Most powerful for storytelling



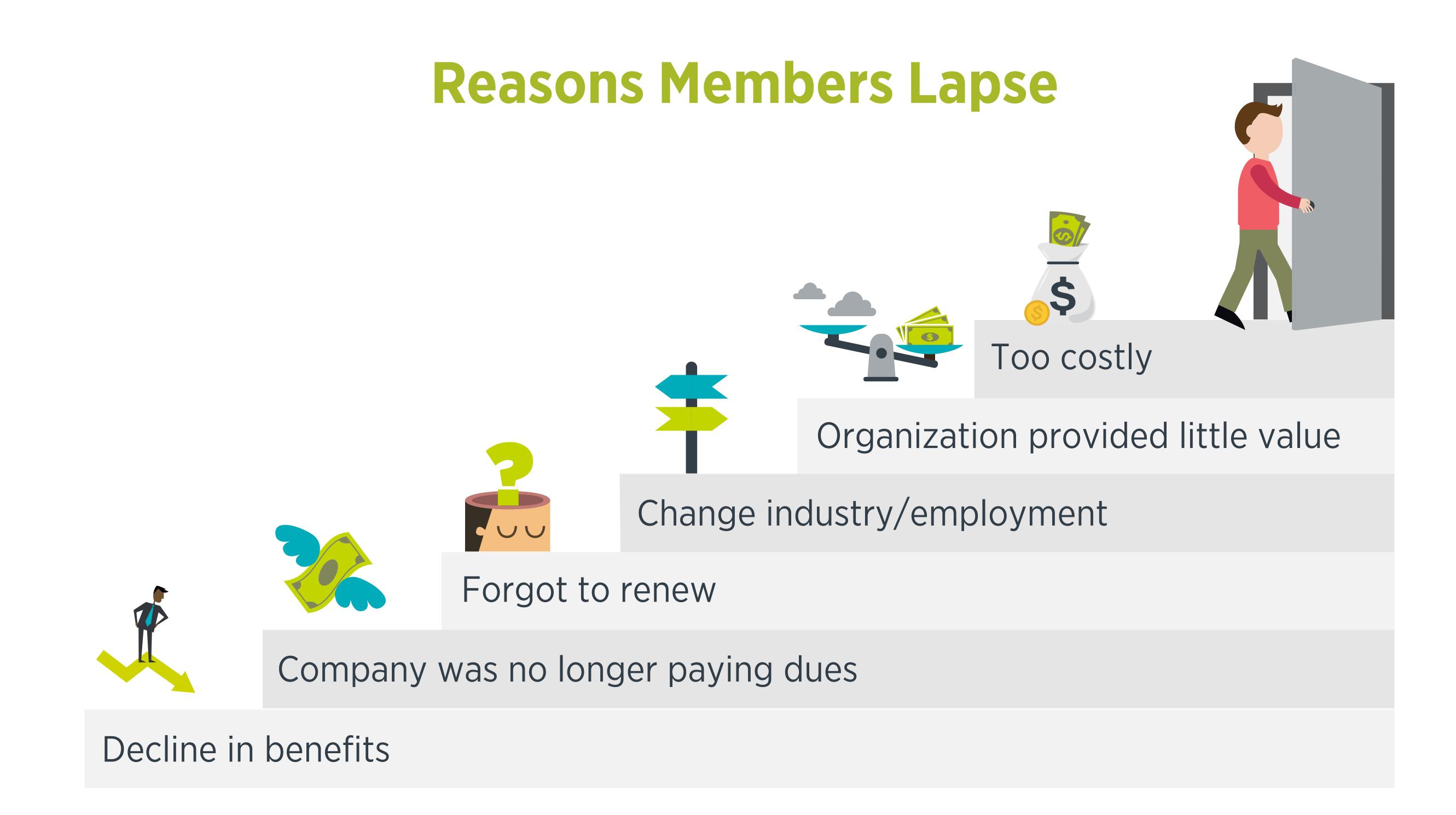
No Consistency in Personalization



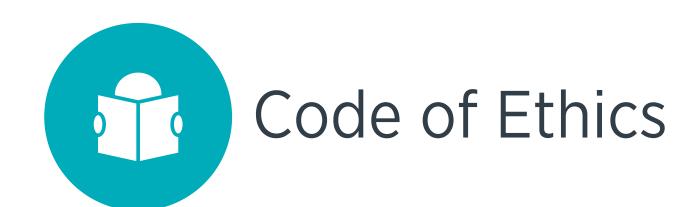
say they have provided personal details



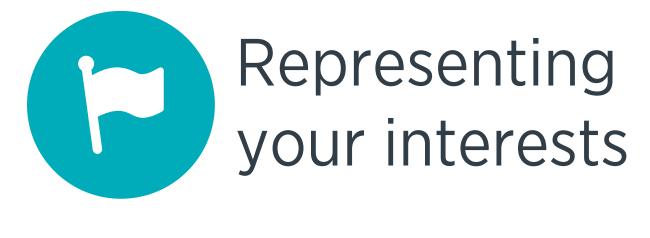
say they don't receive personalized content

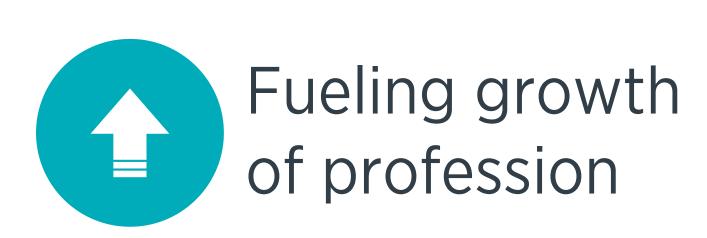


Important Benefits for Retaining Members















Certifications





Networking





opportunities



Online continuing

Learn more at communitybrands.com/memberloyaltystudy









