iMIS
Built for you.



2025 Membership Performance Benchmark Report

This **10th** annual report reveals **top priorities and challenges**, highlights trends for improved long-term decision making, and shares the latest best-practice strategies for **peak performance**.

Prepared by asi, the developers of iMIS®.

2025 Membership Performance Benchmark Report

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01 Introduction

Organizations are still riding the wave from 2024 and overwhelmingly feeling **confident about future growth and stability.**

Member engagement — from onboarding through renewal — is still the key to maintaining your base, something these participants know well, as we see more organizations growing rather than shrinking, with increased retention and new member acquisitions.

To support this growth and continue to build upon member satisfaction and engagement, most participants plan to invest in member tech.

Read on to learn about strategies to attract, keep, and engage your members more effectively, and how your organization's performance compares to your peers'.

Data-driven organizations are taking center stage because they are prepared for the challenges ahead.

Effective **digital transformation** strategies can help you get there — and so can this report.

02 Key Takeaways

More than 200 association and membership professionals participated in our 10th annual **Membership Performance Benchmark Survey**. Insights from the past year show that the momentum gained in 2024 is sustained in most areas. Here are some of the highlights:

Retention



32% increased retention *while only 20% saw a decrease*

See page 13 for the top reasons members aren't renewing, and tips for winning them back on page 14.

Engagement



38% reported member engagement is up

On page 15, you can see how an engagement plan impacted performance in 3 key areas.

Membership



48% increased new-member rates

Discover the most effective new-member recruiting strategies on page 11.

Technology



68% are investing in new membership management software

See page 7 for other tech stack investments.

Confidence



85% are confident or better about future growth & sustainability, *continuing the positive trend from 2024.*

Learn more on page 20.

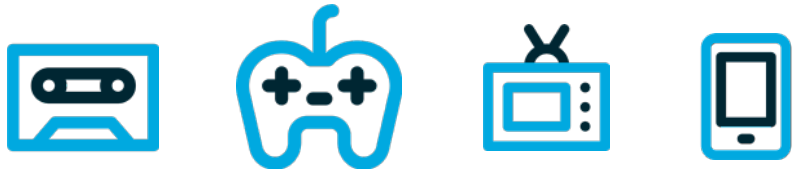
Goals & Challenges



Just like prior years, respondents most want to increase engagement. However, silos of information & extensive system customizations may threaten this goal.

Learn more on page 16.

Generational Differences



Just under half of respondents belong to Gen X followed by Millennials then Boomers.

Learn what they think about the issues on page 19.

What's Keeping You Up at Night?



Baby Boomers
Member Engagement



Gen Xers
Budgetary Constraints



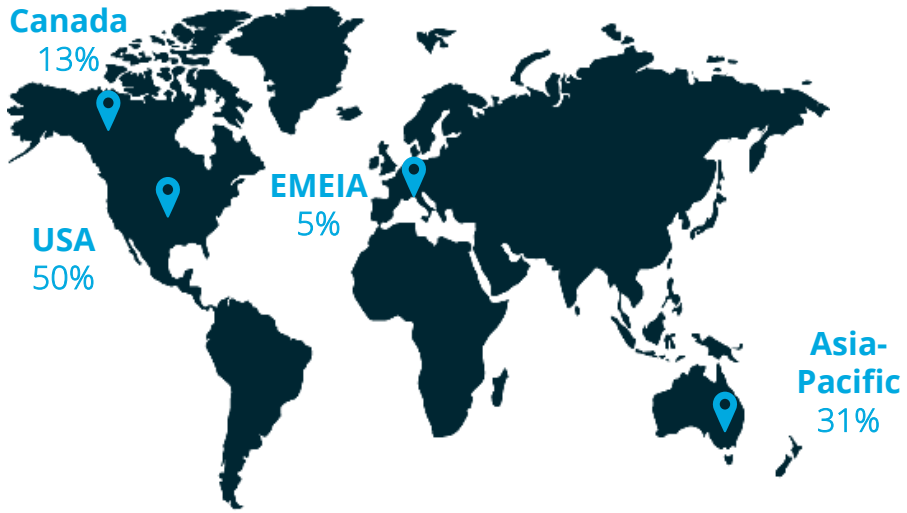
Millennials
Improving Member Journey



Gen Zers
Improving Member Journey

03 Demographics

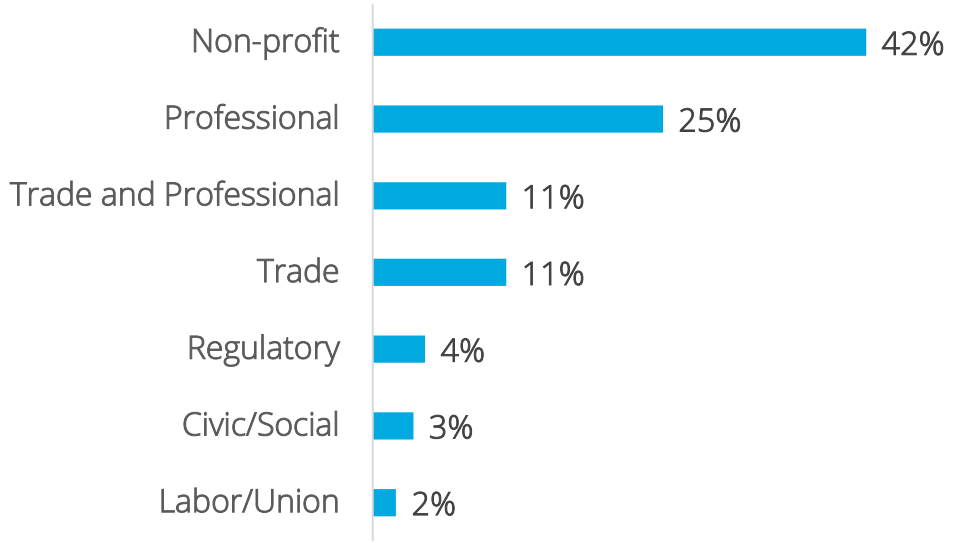
Locations



Half of respondents are in the United States and nearly one-third are from Asia-Pacific.

EMEIA is defined as Europe, the Middle East, India and Africa.

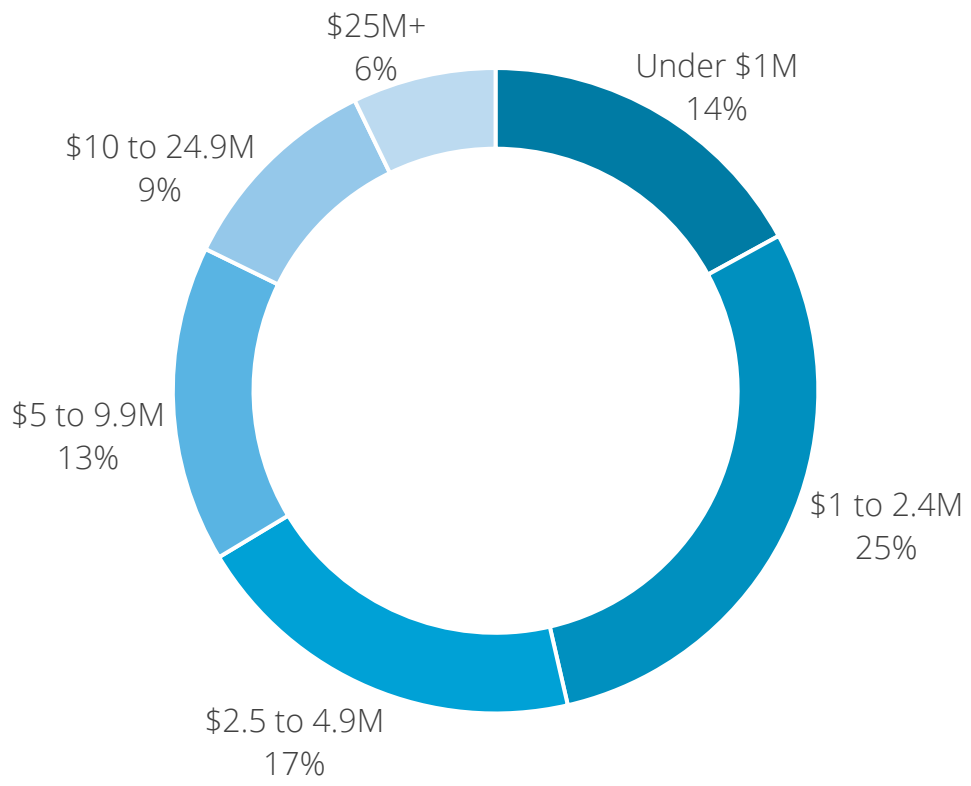
Organization Types



Nearly half (47%) describe their organization as Trade and/or Professional followed by Non-profit (42%).

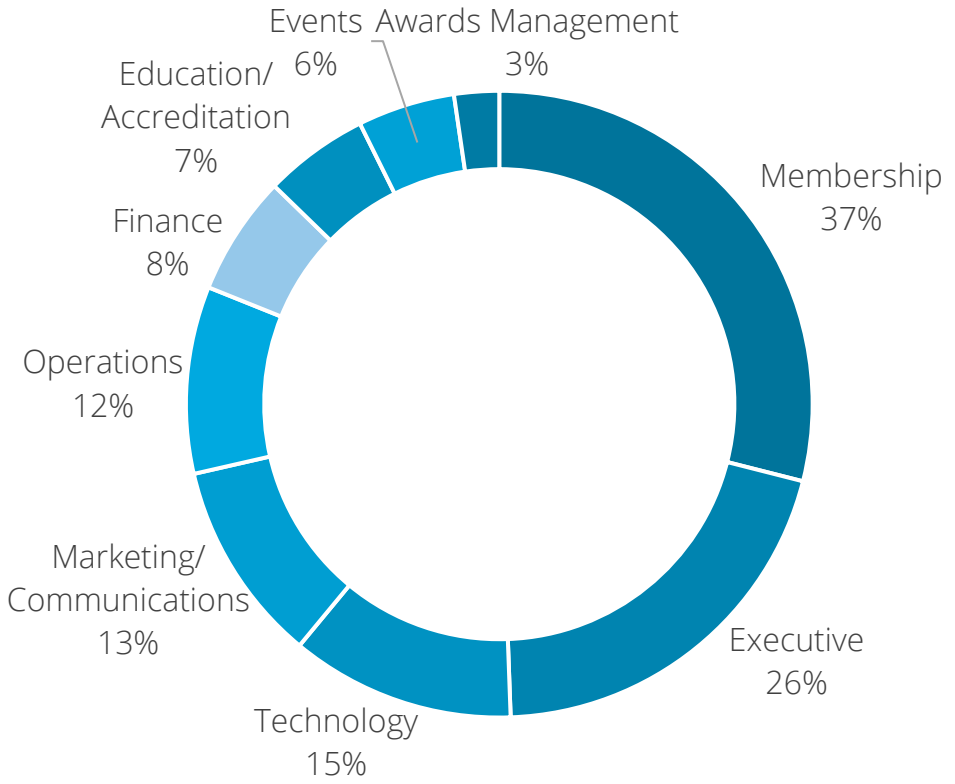
Healthcare is the most well represented industry with 24% of responses.

Operating Budgets



Most respondents (55%) are with small-to-midsized organizations with budgets of $1M to $10M.

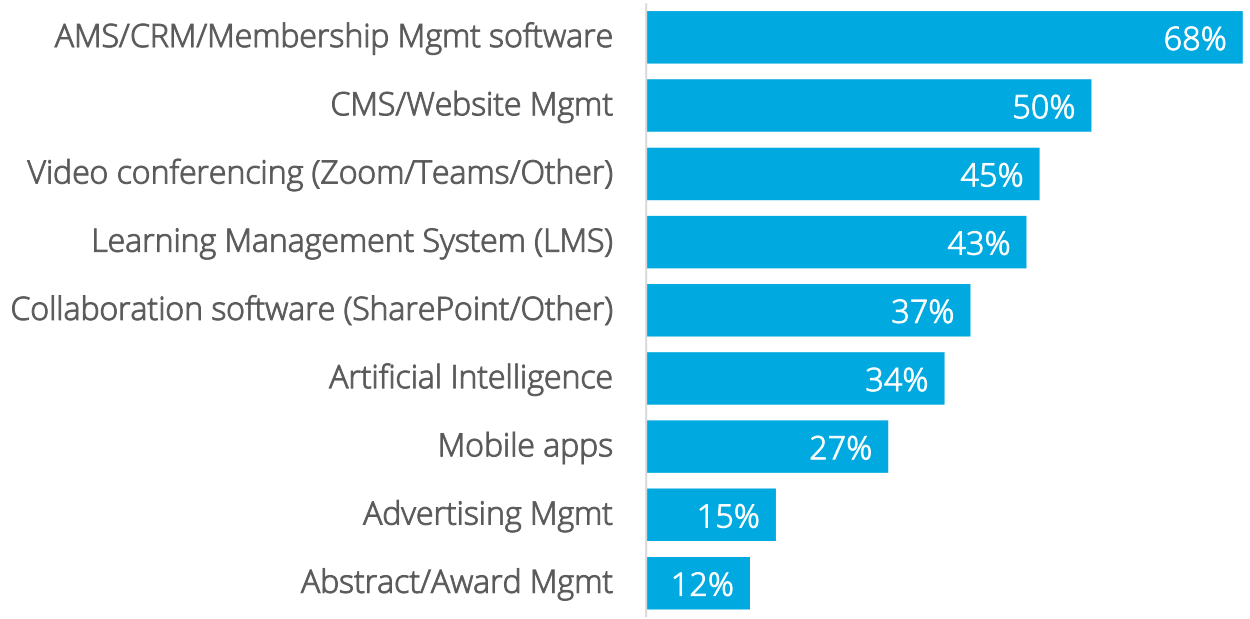
Roles / Responsibilities



Many respondents wear multiple hats and checked off multiple roles.

04 Membership Performance Insights

Tech Stack Investments

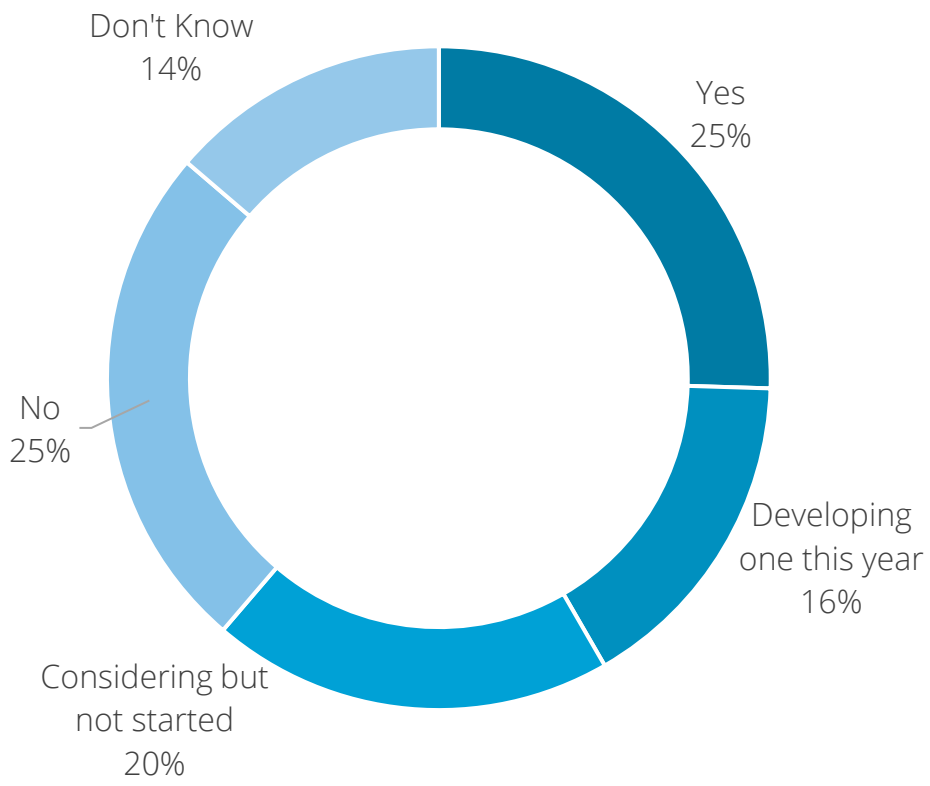


Respondents have invested or are planning to invest widely in their tech stack, from membership and content management, to video conferencing and education.

68%
are investing in ***member management systems***

50%
are choosing new ***content management systems***

Digital Transformation Strategy



41% have developed or are developing a digital transformation plan with another 20% moving in that direction.

What is Digital Transformation?

Digital transformation is the successful adoption of cloud-based business systems, CRMs, websites, and learning systems for your entire organization.

It breaks down barriers between departments and allows organizations to create a more personalized member experience, which leads to higher engagement and retention.

Digital transformation must deliver data as a Single Source of Truth (SSoT) for decision making. Only then can an organization begin to accurately learn from their member interactions to create a path to continuous performance improvement.

Cloud-Based Systems



70% are in the Cloud



10% are in process of moving to the Cloud



11% are not there yet

A cloud-based system is critical to supporting your digital transformation and creates a trusted single data source you can use to make informed business decisions.

The Power of an SSOT

iMIS is the only Engagement Management System (EMS) **purpose-built for the way member-centric organizations work**. It eliminates data silos to provide an SSoT that brings all interactions with your members, donors, and supporters together in one database.

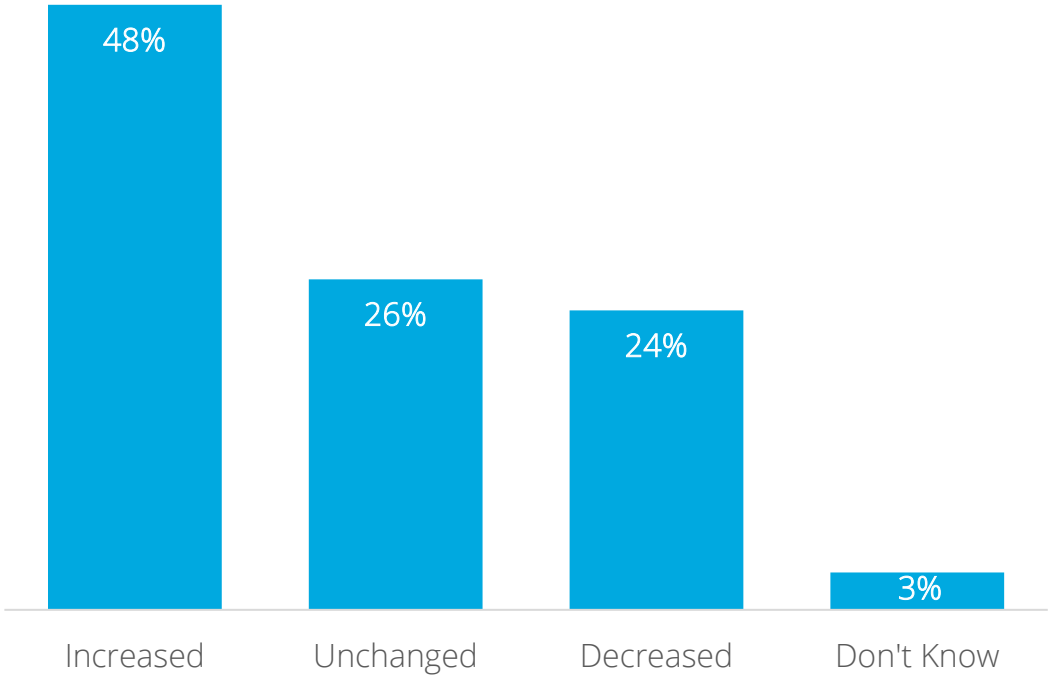
As an SSoT, iMIS **integrates your member data with your website** and accounting system, **so you have a full 360° view**. And because it's in the Cloud, you can **always easily and securely access real-time data** from anywhere with no need to worry about managing on-premise servers or keeping them secure.

Overall Member Levels

Membership Levels are *Rising*

48% increased their membership base, which is in line with previous years.

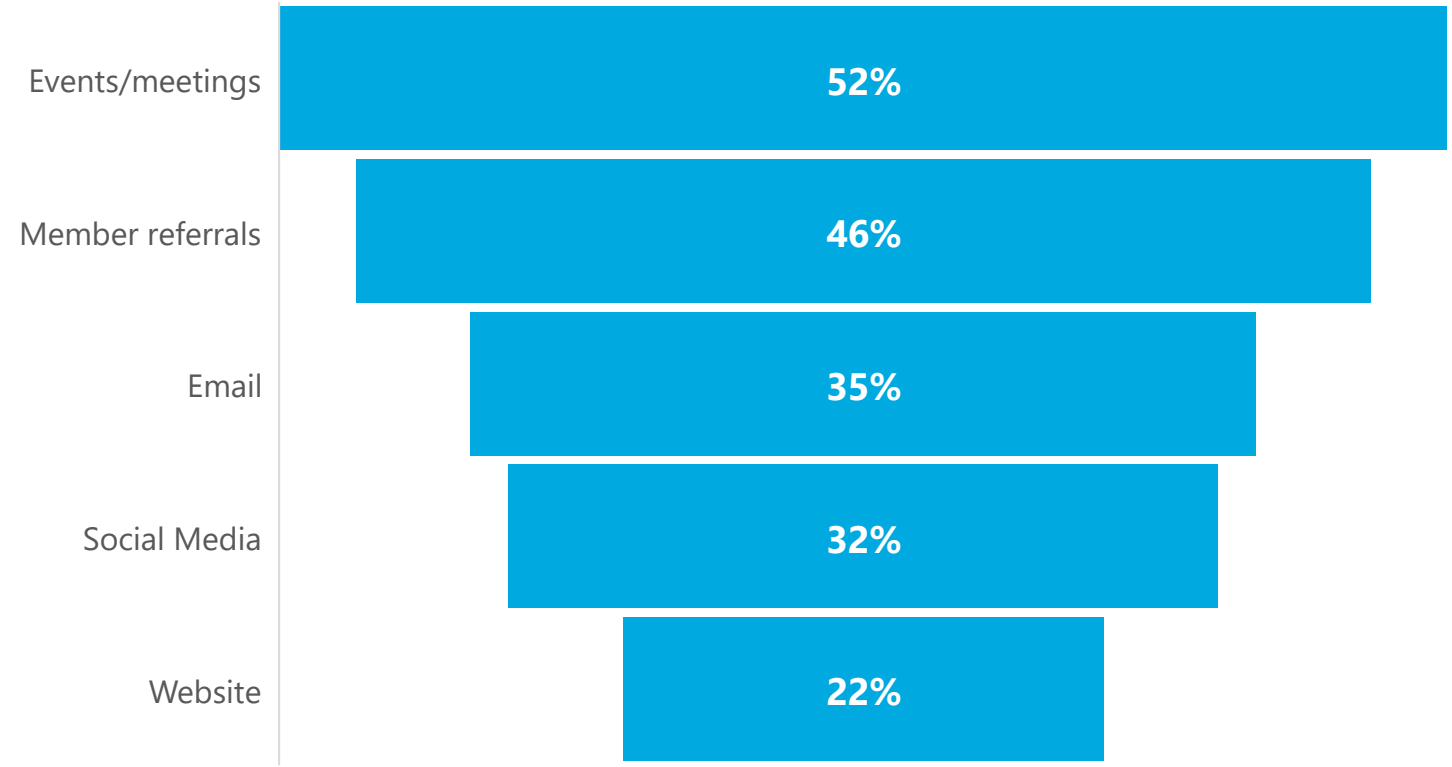
The number of respondents who lost members (24%) is in line with losses from prior years.



> "With iMIS, we've streamlined so many processes. Our team can now quickly access accurate member data, run targeted campaigns, and manage events — all in one place. It's made our operations smoother and more effective."
> *-Manager of Strategic Partnerships at Lean Construction Institute*

Lean Construction Institute
Transforming Design and Construction

Best New-Member Recruiting Strategies



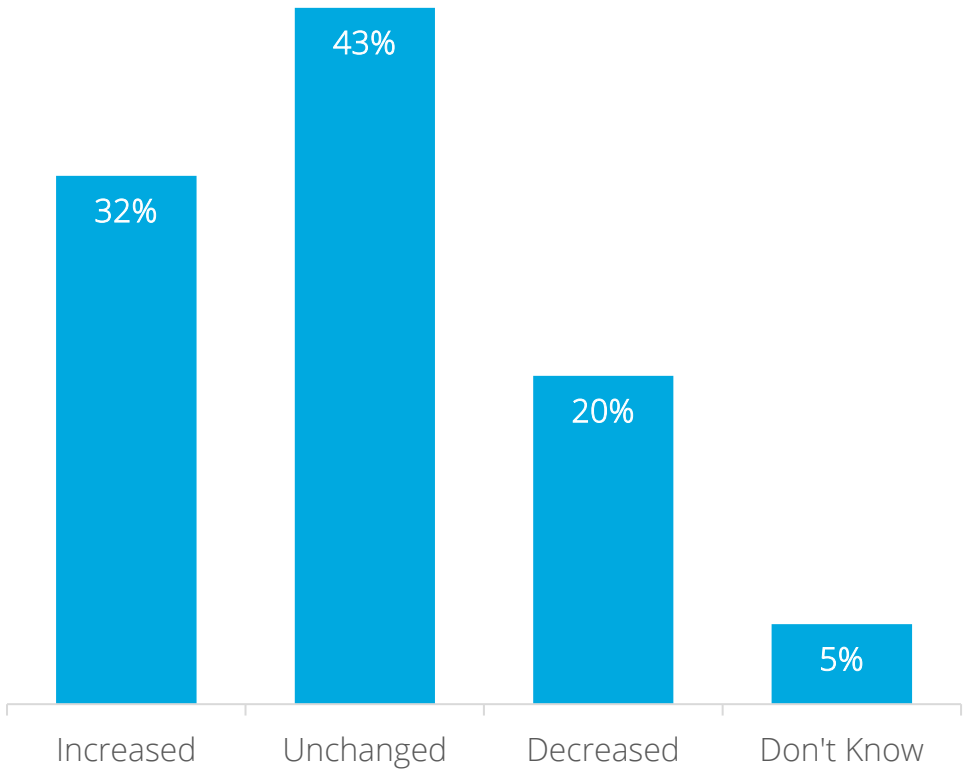
Events and meetings, followed closely by member referrals, are the most effective ways to attract new members. *Respondents could select up to 3 strategies.*

48%
increased ***new member acquisitions***

73%
Saw an above average ***member satisfaction***

53%
Saw increased ***in-person event*** *attendance vs. only 38% for virtual event attendance*

Overall Retention Rate Changes



Retention rose or held steady for 3 in 4. Only 1 in 5 experienced a dip in retention rate.

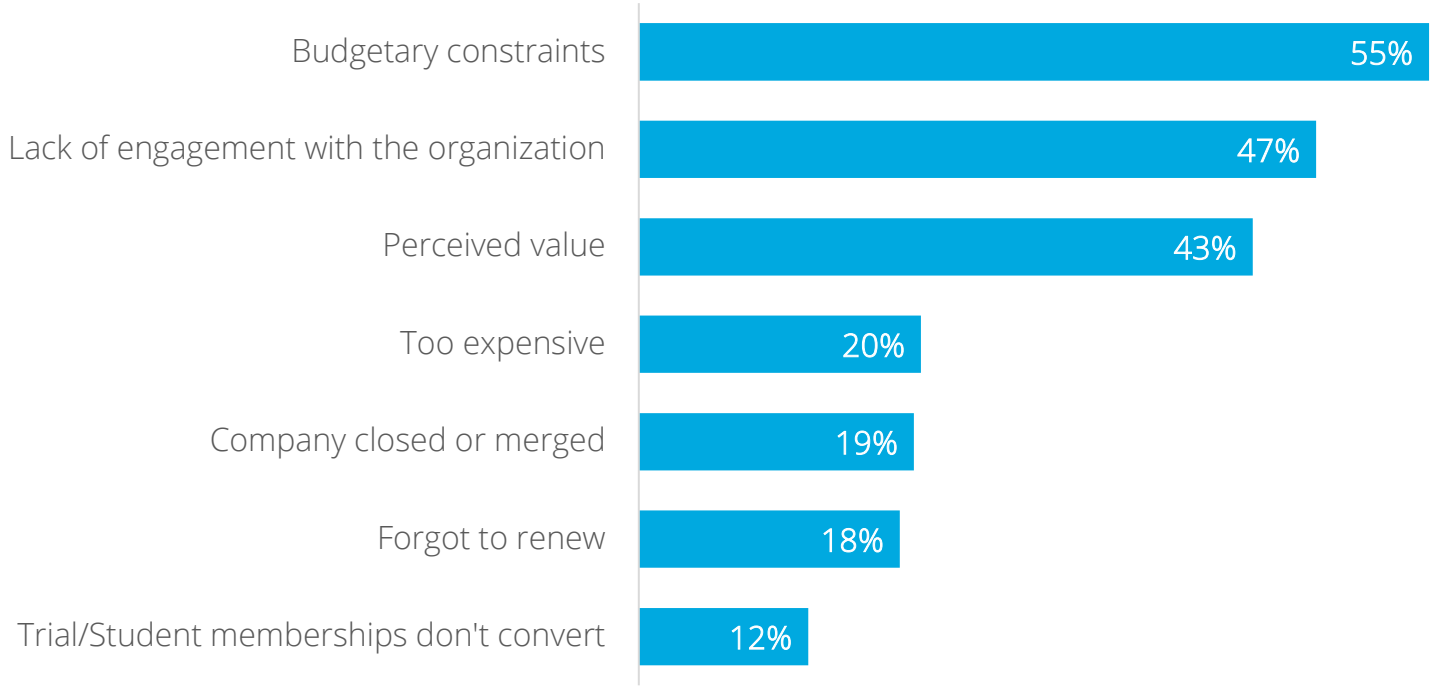
Tip: Automatic Renewals to Increase Retention

For many membership organizations, automatic renewals are becoming a no-brainer. They create a more frictionless member experience and reduce manual work for your staff.

What would it mean to your membership team if they could put their effort into those *not* renewing, instead of those already planning to renew?

With the right system, you can automate recurring membership payments via direct debit or credit card. Your staff and members will thank you.

Why Members Don't Renew



Budgetary constraints are consistently the primary driver preventing renewal. However, it's important to note nearly half point to lack of engagement, and slightly fewer fail to see the value of membership. *Respondents could select up to 3 answers.*

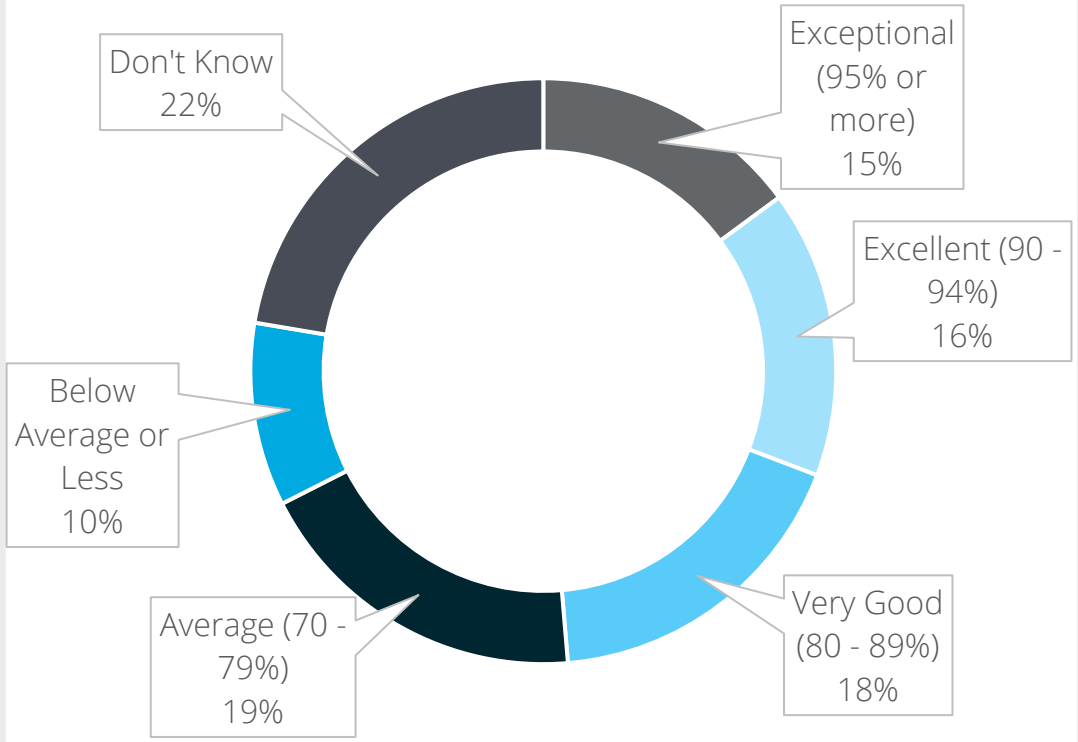
Success Story:

The National Association of Landscape professionals started measuring success using engagement scoring:

"Not only have we improved retention, but we can also target specific engagement needs and build stronger member connections."

-Associate Vice President, IT, & Database Operations

Renewal Rates for First-Year Members



Organizations continue to keep more new members.
2 in 3 report an average or better renewal rate for first-year members.

Best Ways to Win Back Lapsed Members

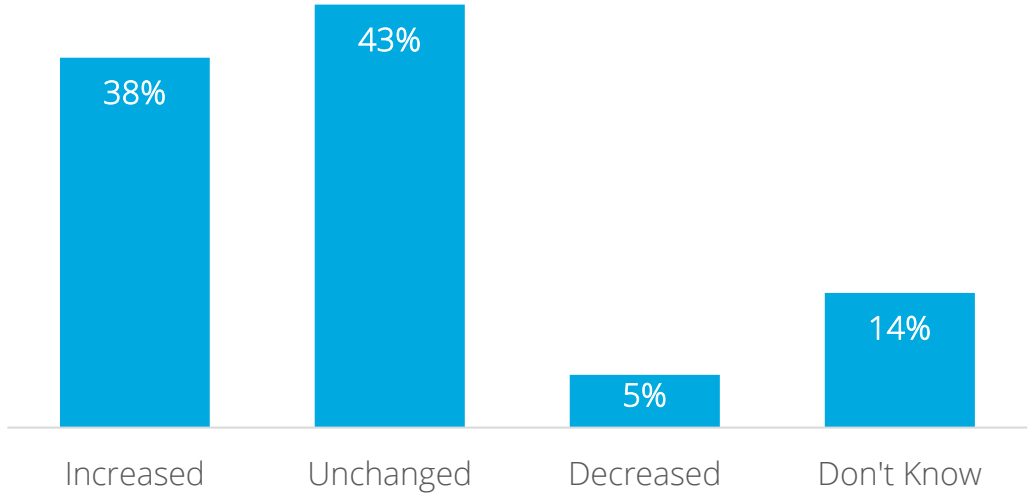
#1 **74%** of respondents reported **email** was the best method

#2 **56%** credit member to member outreach for winning back members

#3 **47%** indicated **phone calls** helped their win-back rates

Email is still #1 but peer connections prove effective for both win-back and new-member acquisitions.
Respondents could select three answers.

Overall Member Engagement Rates



Engagement rose or held steady for more participants. Very few saw a decrease in engagement.

Impact of an Engagement Plan

Organizations with a formal engagement plan reported significant increases in the following areas:

39% Increased Event/ Webinar Attendance

36% Boosted Annual Conference Attendance

34% Achieved Higher Renewal Rates

"iMIS's advanced features allow us to better segment and target our communications so we can enhance our member engagement."
-Digital Marketing and Communications Coordinator at Amplify Alliance

Amplify Alliance

Top 3 Goals

#1 Increase engagement



#2 Increase member retention



#3 Increase new member acquisitions



Respondents' priorities are centered on membership: increasing engagement, retention, and acquisition.

Top 3 Operational Challenges

#1 Multiple databases and silos of information



#2 Extensive customization of system

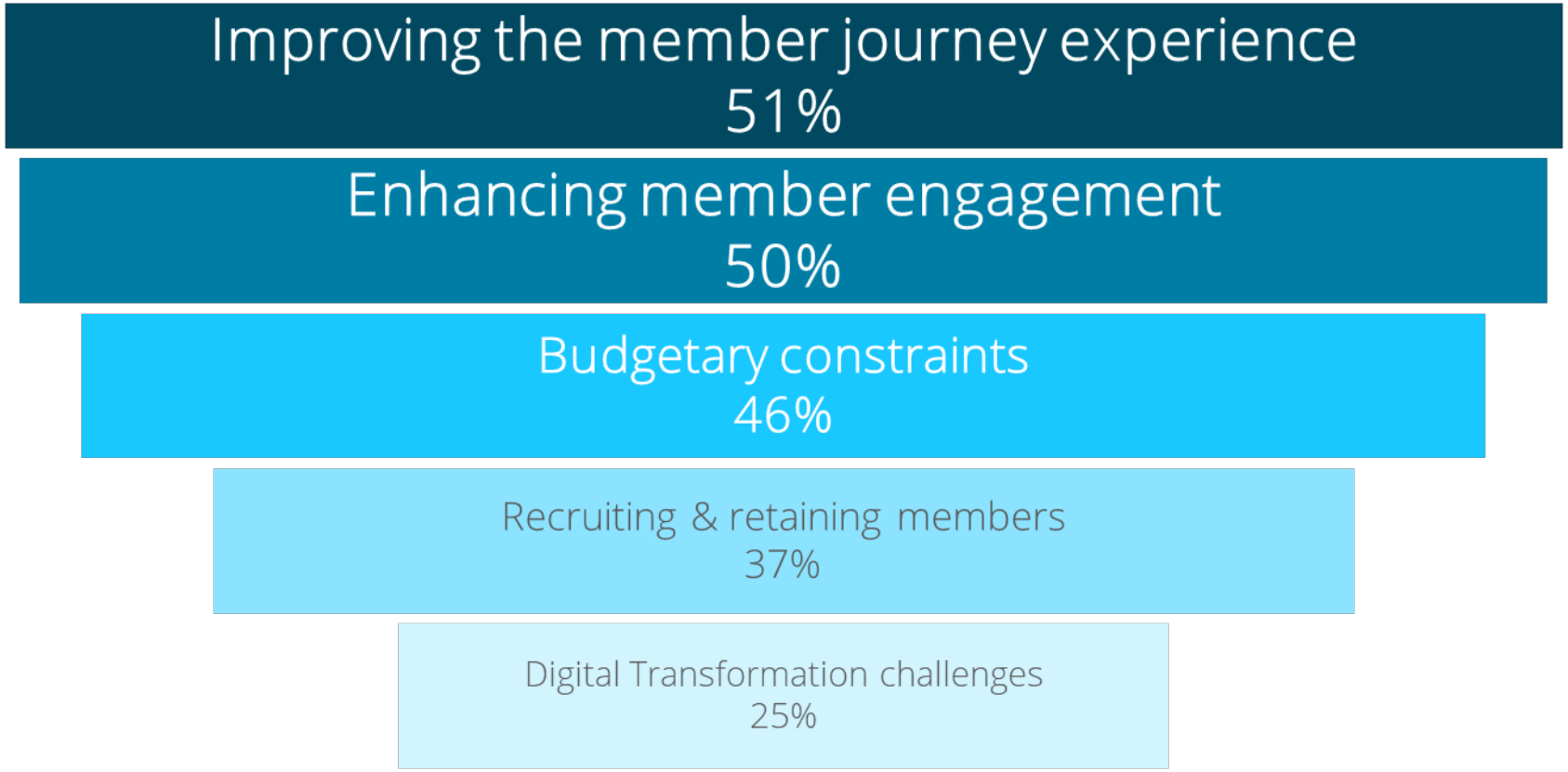


#3 Inadequate reporting tools



Information silos, excessive system customization, and inadequate reporting tools are the greatest operational challenges respondents face.

Top Concerns for 2025



Respondents could choose up to 3 issues. **Improving member journey** followed by **engaging members are top 2025 concerns**.

Generational Breakdown

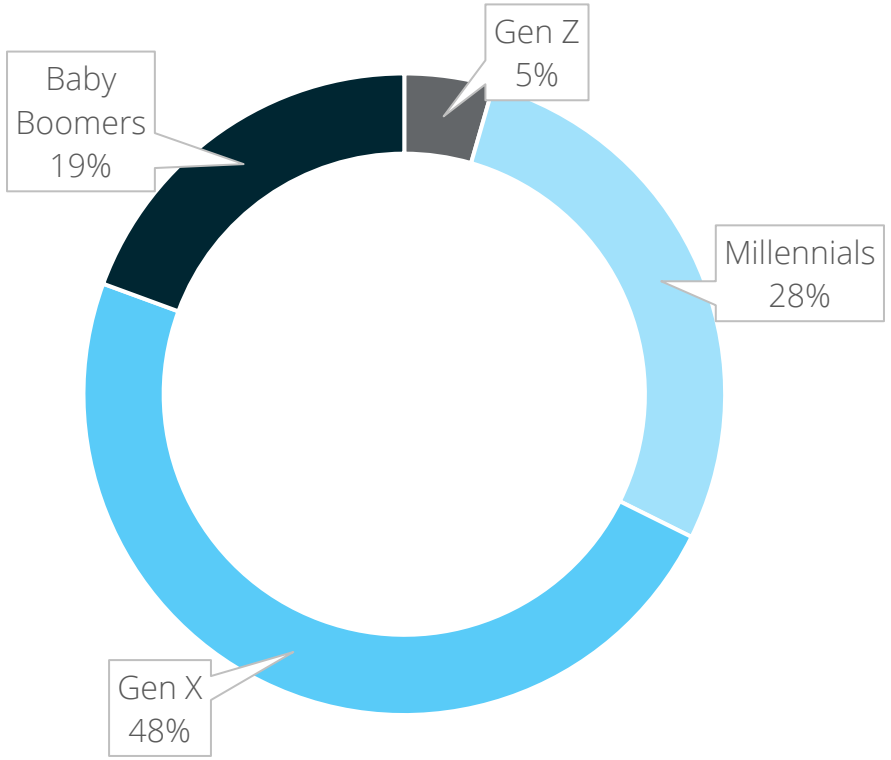
Nearly half of all respondents are Gen Xers. Their younger peers make up a third of the sample.

Baby Boomers: 1 in 3 are prioritizing a digital transformation strategy, but they are concerned about associated challenges.

Gen Xers: This generation is most focused on increasing member engagement & retention. However, they are concerned about budgetary constraints.

Millennials: This group has high confidence in organization's future (75% extremely or very confident) and is least concerned about budgetary constraints.

Gen Zers: 2 in 3 are "extremely" confident about organization's future, making them the most optimistic generation.

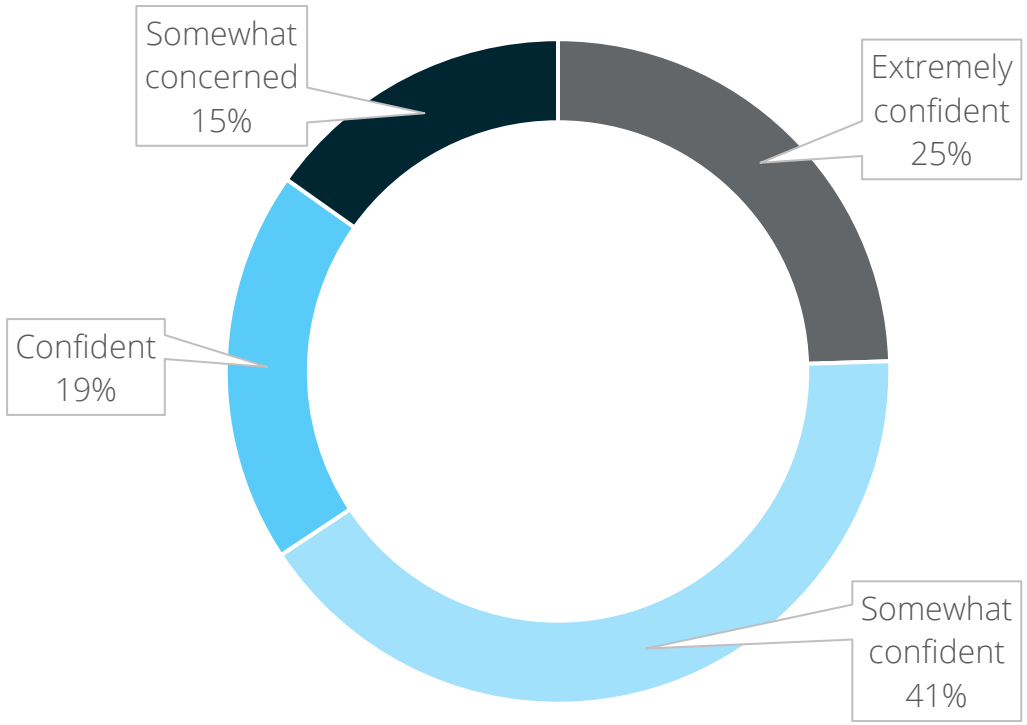


Baby Boomers: Born 1946 to 1964. Gen X: Born 1965 to 1979. Millennials: Born 1980 to 1995. Gen Z: Born in 1996 or later.

How Different Generations Rank Goals & Challenges

	Baby Boomers	Gen Xers	Millennials	Gen Zers
Top Goals	Member engagement & new acquisitions	Member engagement & retention	Member engagement, retention & acquisitions	Member engagement, retention & acquisitions
Top Challenges	Inadequate reporting & extensive system customization	Extensive system customization & data silos	Data silos & incomplete data	Inadequate reporting, extensive system customization
Top Concerns for 2025	Member engagement & journey enhancement	Budgetary constraints & member engagement	Member journey enhancement & member engagement	Budgetary constraints & member journey enhancement

Future Growth and Sustainability

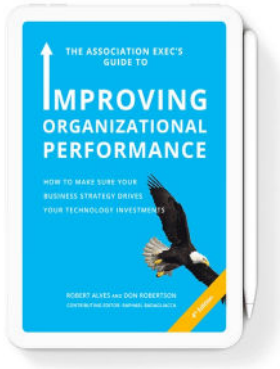


Organizations are feeling confident about the future. 1 in 4 are extremely confident about future growth and stability which is up from 2024.

A **Single Source of Truth** can help you become a data-driven organization — one that makes highly informed business decisions and is more confident about the future as a result.

05 Next Steps & Additional Resources

If you're considering new member management software as part of your organization's performance improvement strategy in the next 1-2 years, we've put together several resources that can help you **now**.



eBook: Get insights on how to improve your performance by becoming a learning organization and achieve continuous performance improvement.

www.imis.com/assocbook



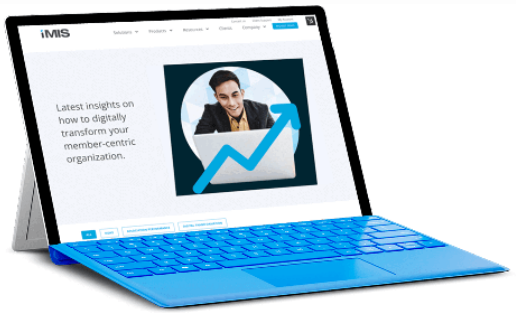
Whitepaper: Discover how to drive continuous performance improvement to become a *learning organization* and deliver unparalleled member value.

www.imis.com/LearningOrg



Online Resources: Access a variety of complimentary resources to help you navigate your digital transformation journey from inception to evolution.

www.imis.com/digitaltransformation



Blog: Deep-dives on membership best practices & tips to drive sustainable growth for your organization.

https://blog.imis.com/

About ASI, the Developers of iMIS®

Advanced Solutions International, Inc. (ASI) is a leading global provider of cloud software and services for associations and non-profits. ASI's innovative suite of constituent engagement solutions helps clients digitally transform their organizations, streamline operations, and grow revenue by leveraging extensive industry expertise and proven best-practice advice. The company's portfolio includes iMIS® for association and non-profit management, TopClass LMS for learning management, OpenWater for application and review management, and Clowder® for year-round mobile app management.



Struggling to identify membership trends?

iMIS is the only Engagement Management System (EMS) purpose-built for the way associations, unions, and non-profits work and **designed at its core** to improve your organization's membership performance.

▶ Watch a 3-minute iMIS quick tour to see how iMIS empowers you to learn from every member interaction — putting you on a clear path to continuous performance improvement and deliver better member value.



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