We surveyed more than 1,000 members of professional membership organizations to better understand member preferences of benefits and what activities drive engagement.

Benefits that bring members in:

- Job opportunities: 70% (members) vs. 27% (pros)
- Networking: 67% (members) vs. 28% (pros)
- Social networking: 51% (members) vs. 26% (pros)
- Work with mentor: 41% (members) vs. 13% (pros)
- Volunteer at event: 38% (members) vs. 12% (pros)

How members engage with organizations:

- Attended annual meeting: 41% (members) vs. 22% (pros)
- Took certification program: 33% (members) vs. 17% (pros)
- Took continuing education: 32% (members) vs. 16% (pros)
- Worked with mentor: 29% (members) vs. 14% (pros)
- Volunteered at event: 28% (members) vs. 12% (pros)

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Most important benefits to members by career stage:

- Early career: Job opportunities
- Mid-career: Networking, Professional standards
- Late career: Reputation or status

Key benefits to drive renewal and retention:

- Personalized membership:
  - Information about the latest news, regulations, trends and other issues affecting your profession or industry
  - Professional standards or a code of ethics
  - Representing your interests
  - Reputation or status associated with membership

Current state of member loyalty:

- 91% satisfied with their organization
- 67% likely to renew
- 82% feel connected to their professional membership organization

Your roadmap to member engagement and loyalty:

1. Continually evaluate your strategy
2. Ask for feedback
3. Focus on member engagement and loyalty