

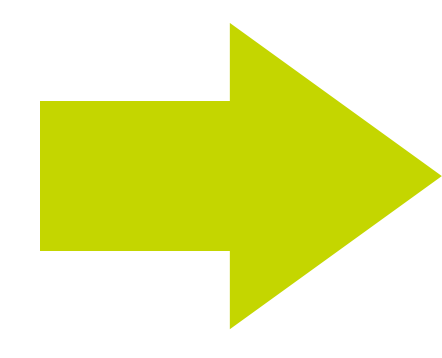
The Association Technology Gap

We surveyed more than 1,000 association members and 400 association staff representatives to examine the gaps that exist between member expectations and association technology.

Technology Drives Member Loyalty



very satisfied



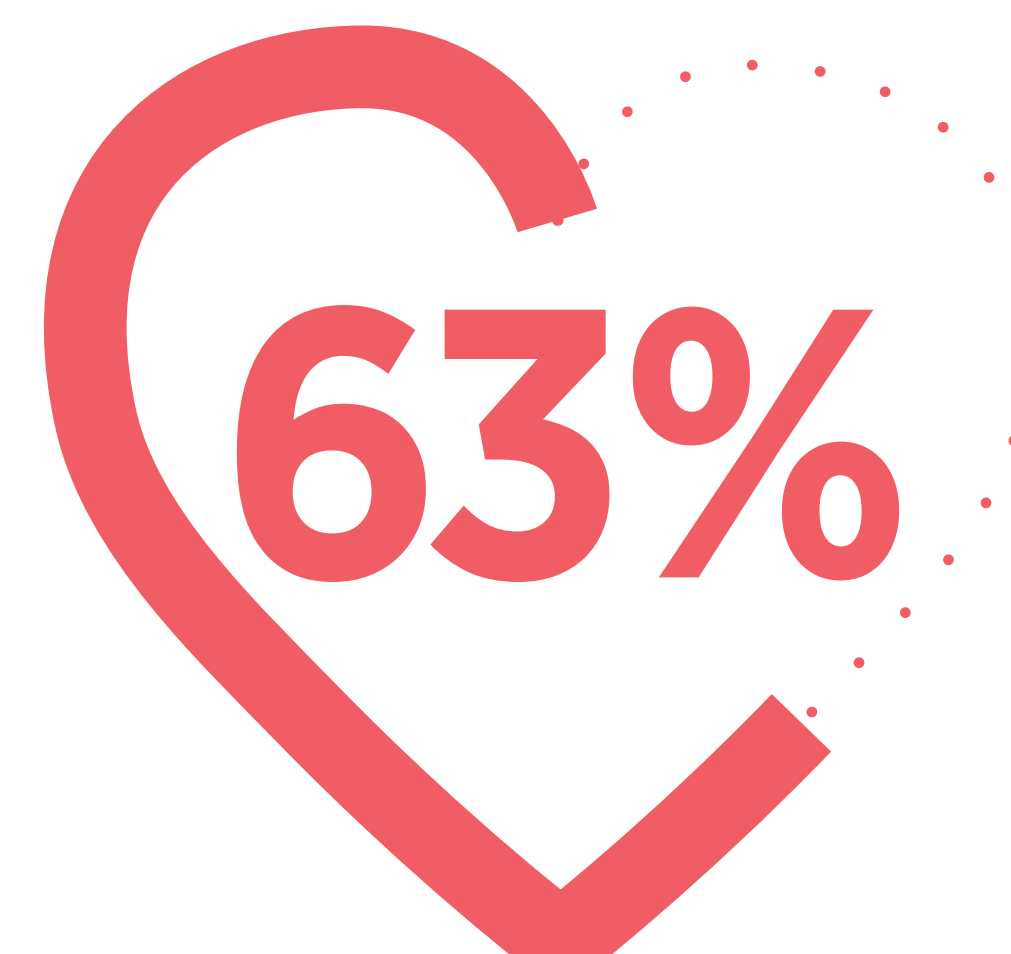
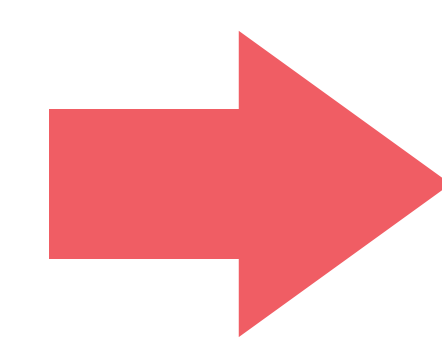
Members who view their organization as an **early technology adopter**



Members who give their organization an **“excellent” technology rating**



extremely connected



Member Experience Gap

Rating Digital Member Experiences



Tier 1



Pay/renew membership dues



Register for conferences, classes, or events

Tier 2



News, regulations, trends, etc. affecting profession/industry



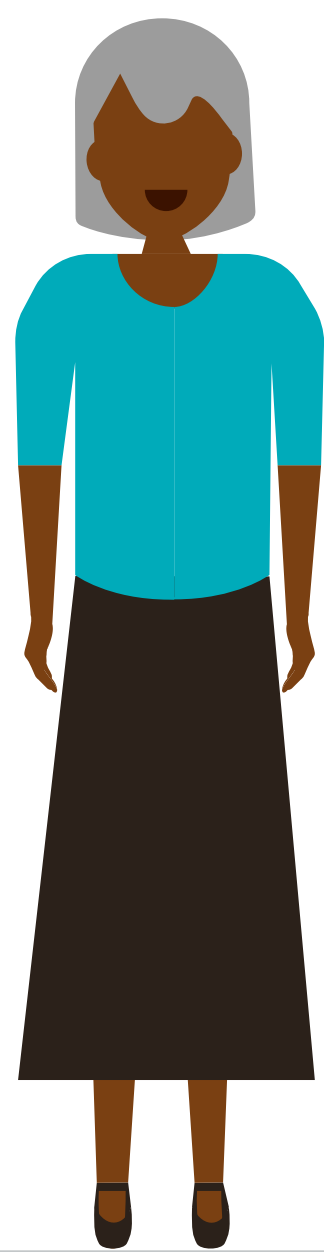
Professional development



Connect, share, and network



Raise awareness/communicate with public



Tier 3



Training opportunities



Customer service



Certifications or credentials



Personalized info and relevant experience



Purchase products or services



Learn about/apply for jobs

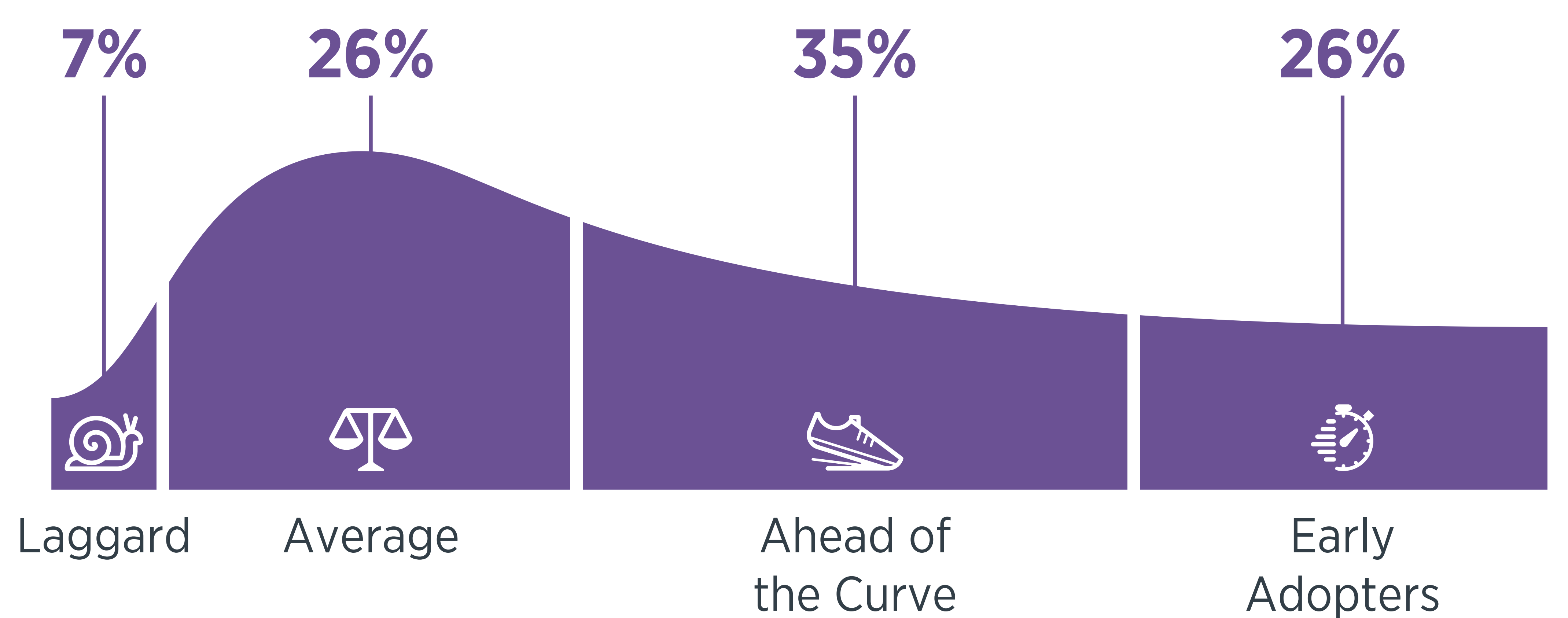


Advocate with policy makers

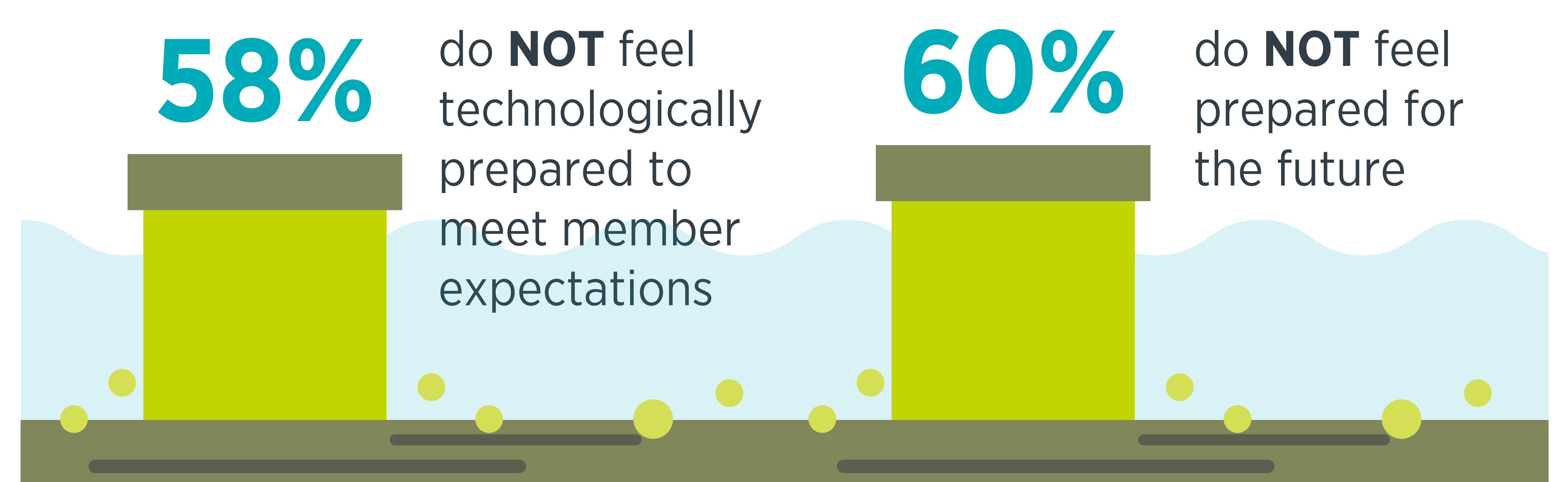
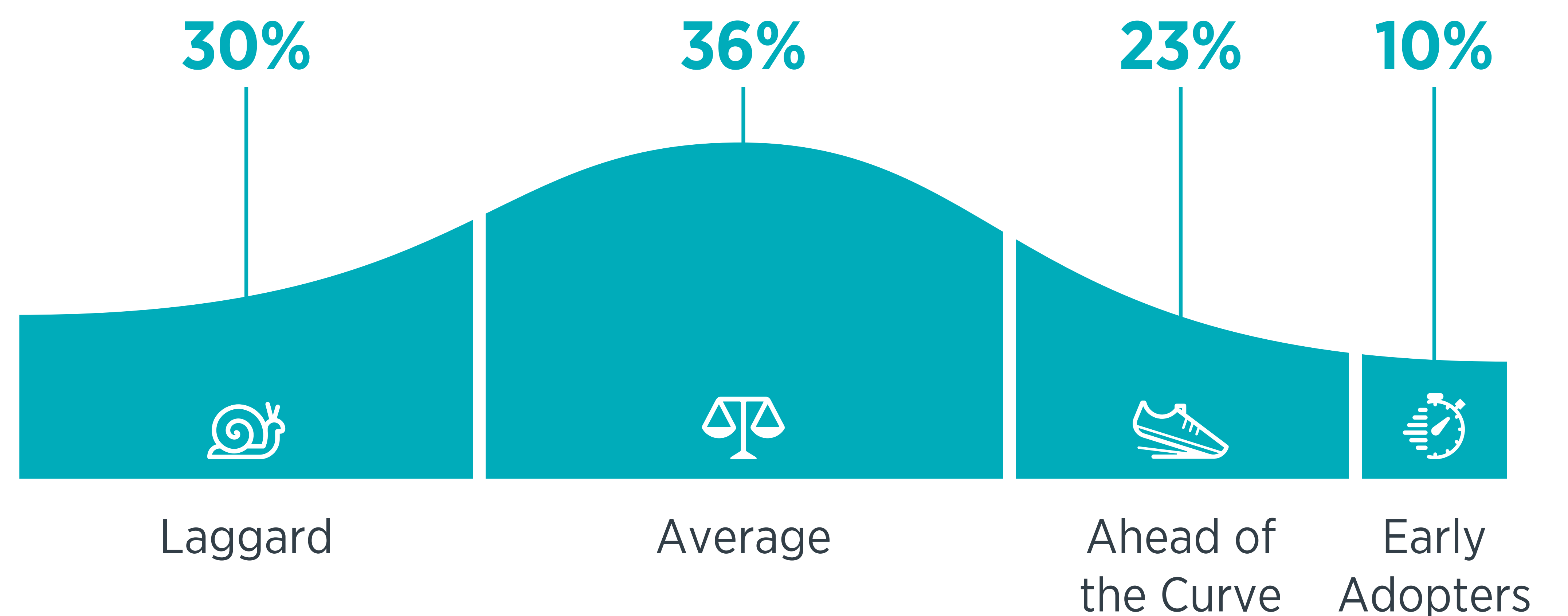


Technology Adoption Gap

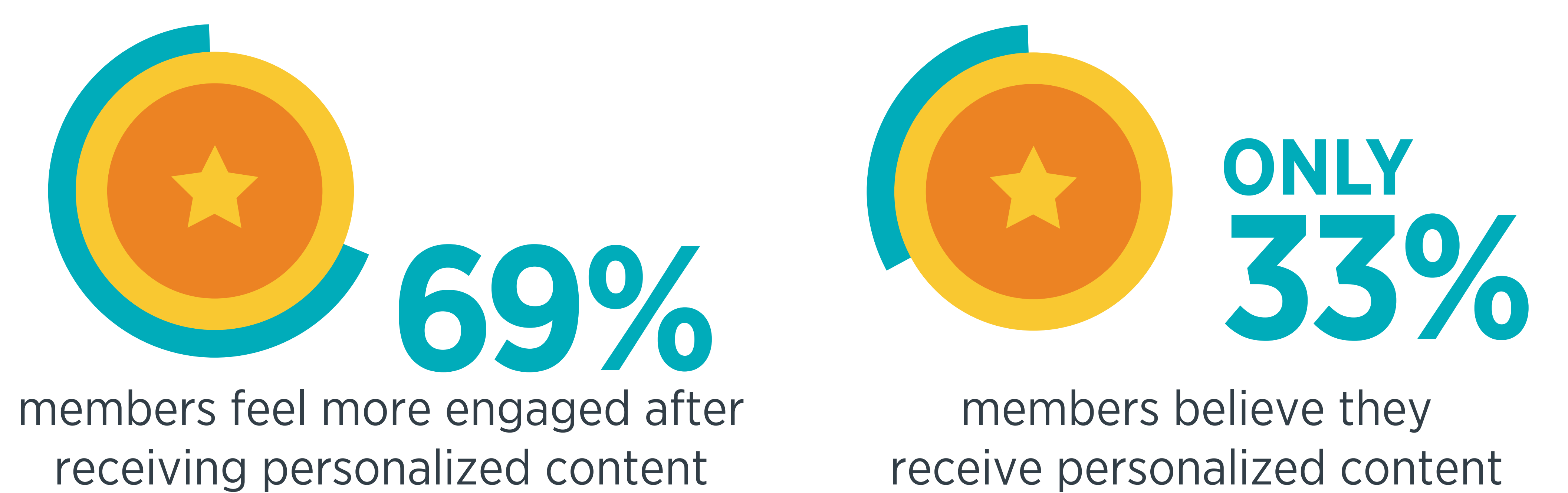
Member Technology Adoption (Rated by Members)



Organization Technology Adoption (Rated by Staff)



Personalization Gap



Learn more at communitybrands.com/digitalmemberstudy

