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

**Benifits that bring members in**

- **Training**
- **Code of Ethics**

Benefits that bring members in

**How members engage with organizations**

- Attended annual meeting
- Took certification program
- Took continuing education
- Worked with mentor
- Volunteered at event
- Engaged in social network
- Belonged to student chapter
- Served on a committee
- Attended a career fair
- Spoke at an event/meeting
- Held a leadership position
- Served as a mentor
- Served on the board

**Most important benefits to members by career stage**

<table>
<thead>
<tr>
<th>Member View</th>
<th>Pros' View</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>70%</td>
</tr>
<tr>
<td>#2</td>
<td>70%</td>
</tr>
<tr>
<td>#3</td>
<td>38%</td>
</tr>
</tbody>
</table>

**Job opportunities** are tied for the #1 reason people join a membership organization (and most important to those early in their career).

- 82% are likely to renew
- 91% are satisfied with their organization

**Your roadmap to member engagement and loyalty**

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