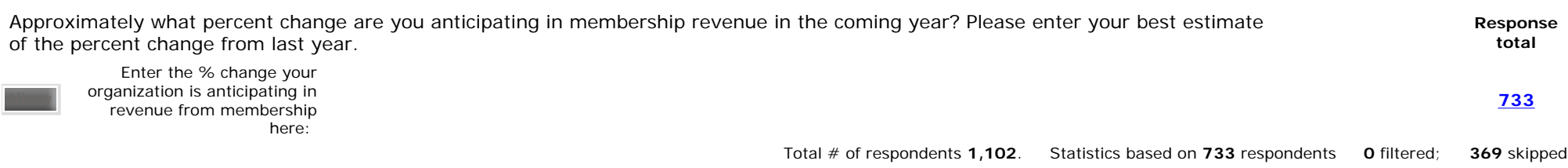
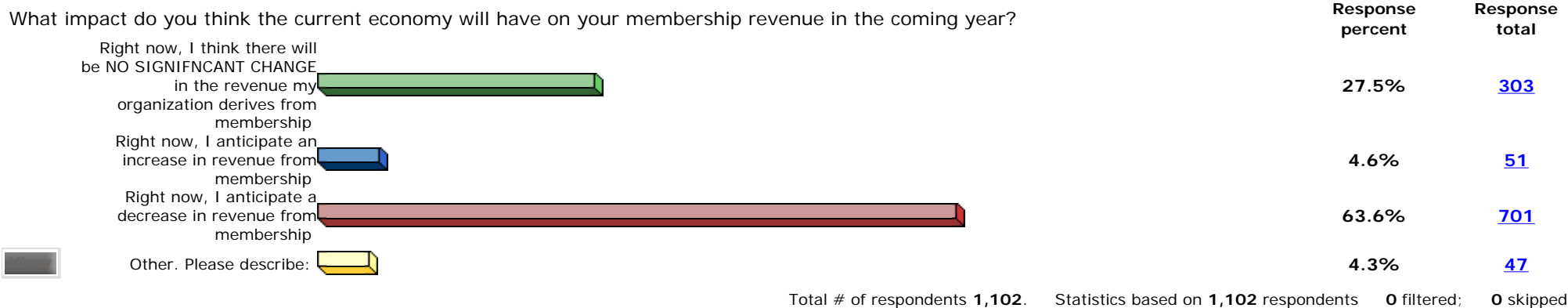


THE VALUE OF ASSOCIATIONS IN A CHALLENGING ECONOMY - RESPONSE TO DATE

Report Index

What impact do you think the current economy will have on your membership revenue in the coming year?	<input type="checkbox"/>
Approximately what percent change are you anticipating in membership revenue in the coming year? Please enter your best estimate of the percent change from last year.	<input type="checkbox"/>
Have any of the following ALREADY occurred in or to your organization as a result of economic conditions? (Check all that apply, but ONLY check if the event or change was taken BECAUSE of economic conditions and has already occurred.)	<input type="checkbox"/>
Do you expect any of the following to occur in the upcoming year or to your organization as a result of economic conditions? (Check all that apply, but ONLY check if you anticipate the event or change BECAUSE of economic conditions.)	<input type="checkbox"/>
Please use the columns provided to describe the changes (if any) you anticipate in your organization's revenues derived from the following activities? (Response options in the dropdown choices in the first column allow you to indicate if the activity is not applicable to your organization.)	<input type="checkbox"/>
Right now, is your organization planning for its TOTAL REVENUE (all sources of funds combined) to increase, decrease or stay about the same in the coming year as it was last year.	<input type="checkbox"/>
Approximately what percent change are you anticipating in your organization's TOTAL revenue in the coming year? Please enter your best estimate of the percent change from last year.	<input type="checkbox"/>



Have any of the following ALREADY occurred in or to your organization as a result of economic conditions? (Check all that apply, but ONLY check if the event or change was taken BECAUSE of economic conditions and has already occurred.)

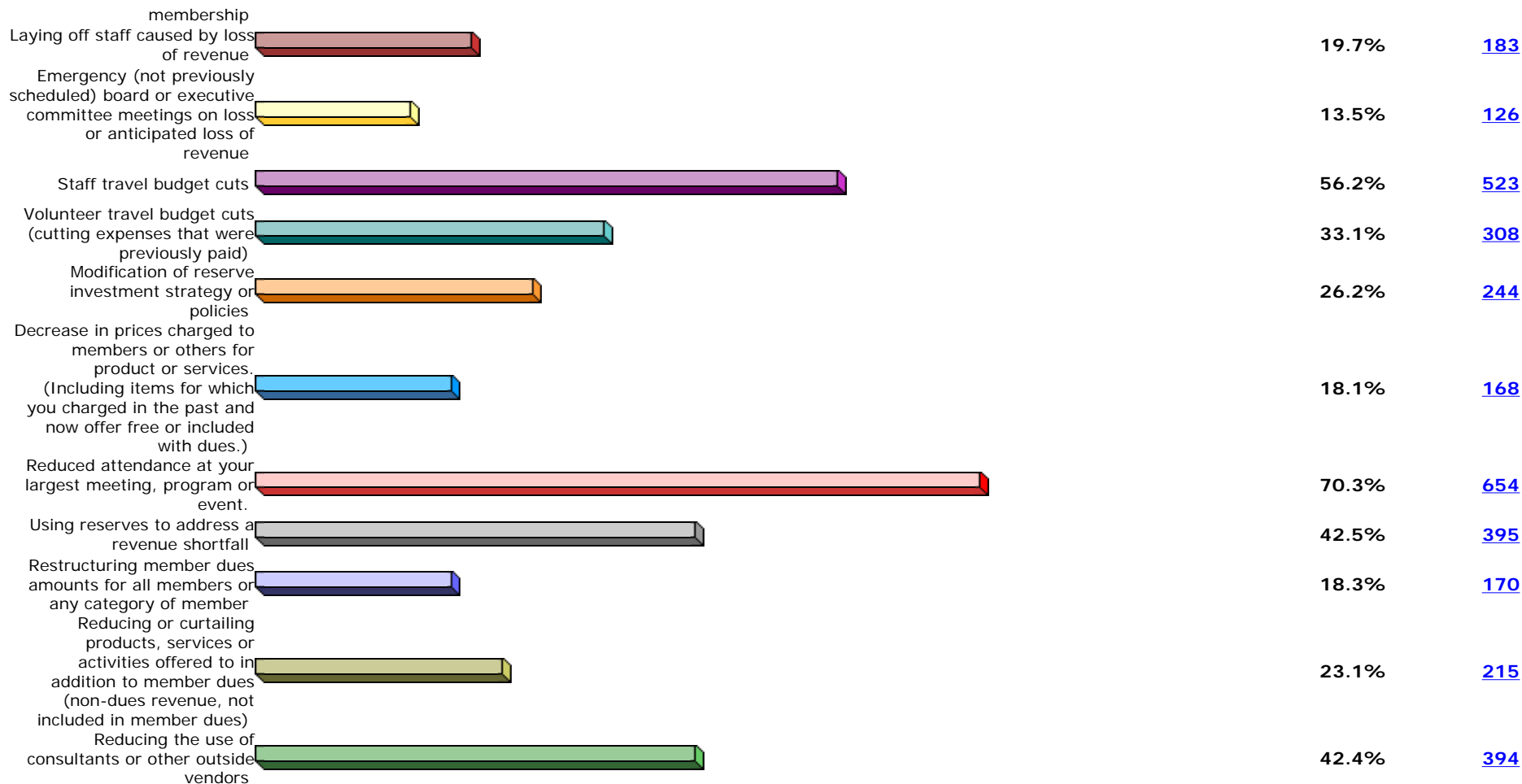
	Response percent	Response total
Renegotiated meeting contracts	35.7%	310
Reduced or curtailed products, services or activities offered to members included with membership	15.7%	136
Layoffs caused by loss of revenue	18.2%	158
Emergency (not previously scheduled) board or executive committee meetings on loss or anticipated loss of revenue	13.2%	115
Staff travel budget cuts	55.8%	485
Volunteer travel budget cuts (cut all or part of expenses previously paid)	29%	252
Modification of reserve investment strategy	34.2%	297
Decreased prices charged to members or others for product or services. (Including items for which you charged in the past and now offer free or included with dues.)	20.5%	178
Reduced attendance at your largest meeting, program or event.	46.4%	403
Used reserves to address a revenue shortfall	28.2%	245
Restructured member dues amounts for all members or any category of member	12.5%	109
Reduced or curtailed products, services or activities offered to in addition to member dues (non-dues revenue, not included in member dues)	17.8%	155
Reduced the use of consultants or other outside vendors	35.8%	311

Total # of respondents **1,102**. Statistics based on **869** respondents **0** filtered; **233** skipped.



Do you expect any of the following to occur in the upcoming year or to your organization as a result of economic conditions? (Check all that apply, but ONLY check if you anticipate the event or change BECAUSE of economic conditions.)

	Response percent	Response total
Renegotiating meeting contracts	38.1%	354
Reducing or curtail products, services or activities offered to members included with	17.5%	163



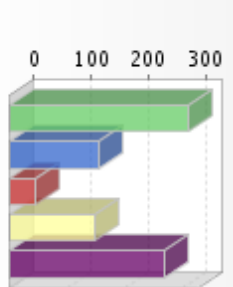
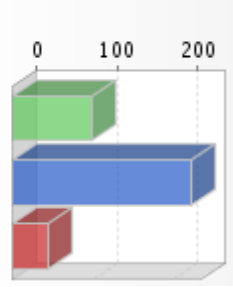
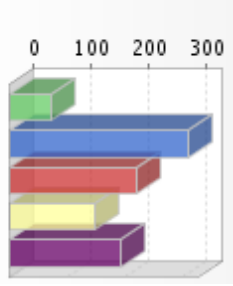
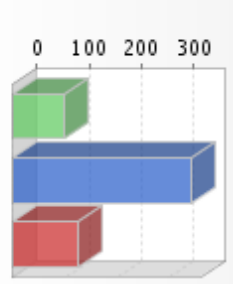
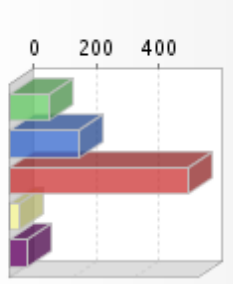
Total # of respondents 1,102. Statistics based on 930 respondents 0 filtered; 172 skipped.



Please use the columns provided to describe the changes (if any) you anticipate in your organization's revenues derived from the following activities? (Response options in the dropdown choices in the first column allow you to indicate if the activity is not applicable to your organization.)

	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<p>IN THE COMING YEAR --Do you expect revenue derived from this activity to increase, decrease or be about the same as last year?</p> <p>Increase ■</p> <p>Stay the same ■</p> <p>Decrease ■</p> <p>Not applicable don't derive revenue from this activity ■</p> <p>Not applicable, don't engage in this activity ■</p>	<p>LAST YEAR -- Were revenues from this activity greater, smaller or about the same as the year before?</p> <p>Greater ■</p> <p>About the same ■</p> <p>Smaller ■</p>	<p>If you anticipate an increase or decrease in revenues for this activity IN THE COMING YEAR please enter the approximate percent of change you anticipate.</p>

<p>Multi-day trade show, conference or convention <input type="checkbox"/></p>			<p>13.5</p>
<p>Education, training or professional development programs of one day or shorter <input type="checkbox"/></p>			<p>14.8</p>
<p>Education, training or professional development programs LONGER than one day <input type="checkbox"/></p>			<p>14.0</p>
<p>Booth or exhibit sales at any convention, education or any other meeting <input type="checkbox"/></p>			<p>151.9</p>
<p>Education, training or professional development program offered online -- in either real time or self-paced format <input type="checkbox"/></p>			<p>25.0</p>

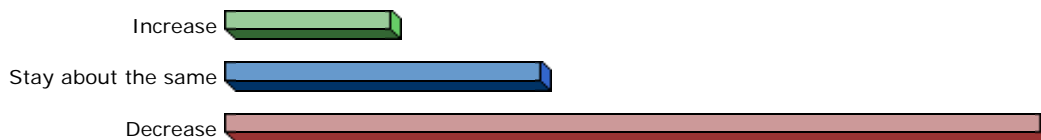
			
<p>Other programs or events offered virtually (online, by telephone or any other electronic format) <input type="checkbox"/></p>			<p>26.9</p>
<p>Publication sales including subscriptions, books or any other print materials <input type="checkbox"/></p>			<p>12.9</p>
<p>Sponsorships, funds derived for the purpose of funding specific activities, programs, events or any other funding for specific activities <input type="checkbox"/></p>			<p>30.7</p>
<p>Individual or corporate unrestricted giving to your foundation or other fundraising activities <input type="checkbox"/></p>			<p>216.3</p>

Investment revenue <input type="checkbox"/>			21.8
Advertising revenue <input type="checkbox"/>			17.7

Total # of respondents **1,102**. Statistics based on **1,055** respondents 0 filtered; 47 skipped.



Right now, is your organization planning for its TOTAL REVENUE (all sources of funds combined) to increase, decrease or stay about the same in the coming year as it was last year.



Response	Response percent	Response total
Increase	12%	132
Stay about the same	24.3%	267
Decrease	63.8%	702

Total # of respondents **1,102**. Statistics based on **1,101** respondents 0 filtered; 1 skipped.



Approximately what percent change are you anticipating in your organization's TOTAL revenue in the coming year? Please enter your best estimate of the percent change from last year.

Enter the % change your

Response total



organization is anticipating in
TOTAL revenue here:

824

Total # of respondents **1,102**. Statistics based on **824** respondents **0** filtered; **278** skipped.

