Momentive

Beyond the Dues: 7 Stats Proving the True Value of Membership

It's clear that association membership matters, but measuring that impact can be difficult. Momentive Software's research sought to measure the value of membership. These seven stats show how joining an association transforms careers today, tomorrow, and forever.

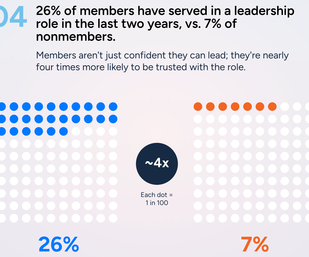
01 Members average 2.12 career promotions. Nonmembers average 1.22.

Membership shows up on the career ladder. Members get promoted more, and more often.



02 42% of nonmembers have never been promoted, vs. 19% of members.

Nonmembers are more than twice as likely to have never moved up.

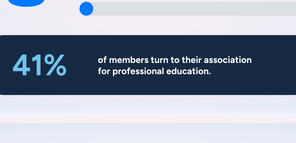


Members
never promoted

Nonmembers
never promoted

03 43% of members feel financially stable. Only 26% of nonmembers do.

Career growth carries over into financial confidence, giving members more stability.



04 26% of members have served in a leadership role in the last two years, vs. 7% of nonmembers.

Members aren't just confident they can lead; they're nearly four times more likely to be trusted with the role.

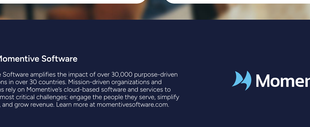


26% Members

7% Nonmembers

05 28% of nonmembers had no professional education in the last two years, vs. 5% of members.

Associations keep members learning, with 41% turning to their association for professional education.



41% of members turn to their association for professional education.

06 60% of members feel prepared for AI-driven changes to their role, vs. 41% of nonmembers.

Members and nonmembers worry about AI equally, but members feel far more ready to handle it.

Members **Nonmembers**

07 Gen Z members average 2.60 career promotions, vs. 1.17 for nonmembers.

The advantage is biggest at the start of a career, with Gen Z showing the widest gap of any generation.

2.2x as many promotions for Gen Z members. That is the widest gap of any generation.

Members get promoted more, lead more, learn more, and feel more secure about what's next. The earlier they join, the bigger the advantage, and it matters even more as AI changes how we work. The advantage is clear: membership matters, and the return is a career with more momentum, confidence, and opportunity.

Read the 2026 Membership Report to see how the case for membership is changing.

Read the 2026 Association Trends Report to see how associations are leading the next wave of innovation.

About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges, engage the people they serve, simplify operations, and grow revenue. Learn more at momentivesoftware.com.

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