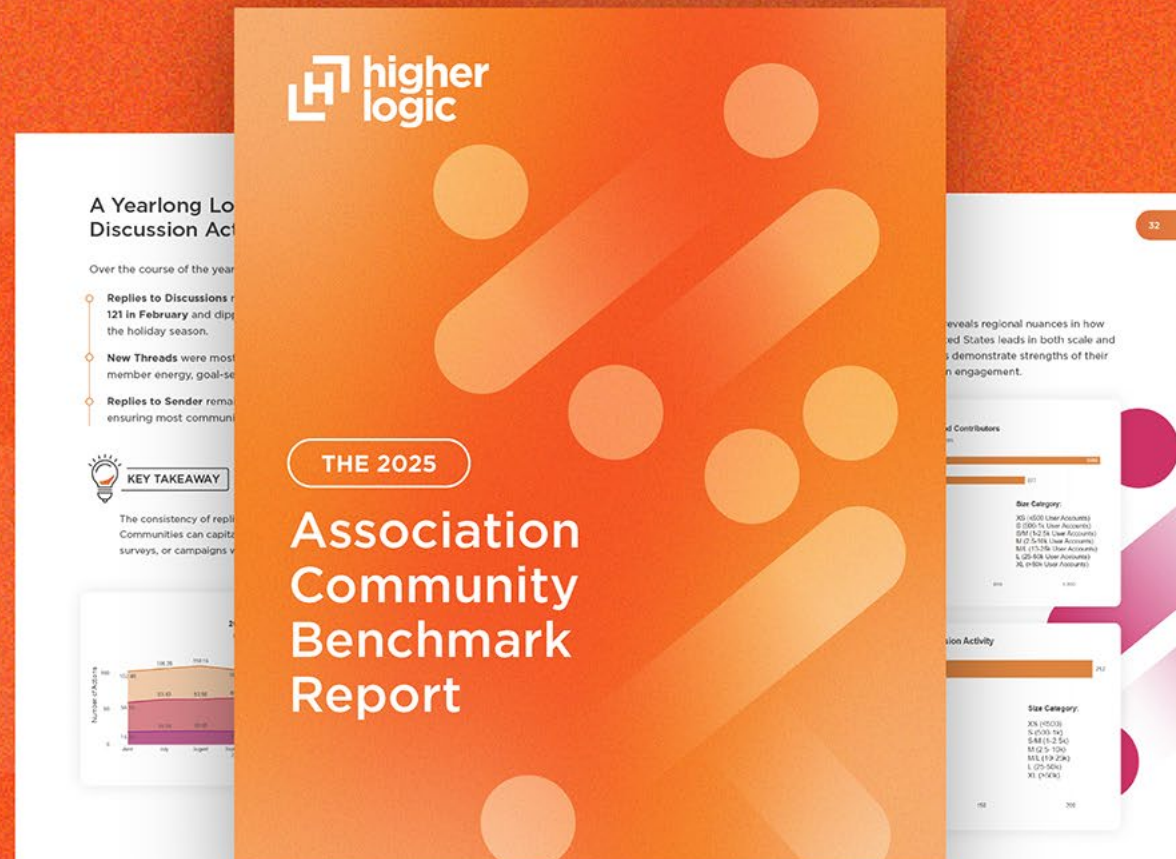




FROM DATA TO ACTION:

2025 Association Community Benchmarks



Wed, Sept 24
2 PM ET / 11 AM PT

Housekeeping

- You'll receive a link to the **recording** within a week of the webinar
- This webinar is **eligible for 1 CAE credit**
- **Download the Full Report**



bit.ly/HL25-community

Agenda

- **Let's Review the Data**
 - Averages and Trends
 - Strategies and Impact
- **Let's Talk Strategy**
 - More Logins
 - More Discussion Activity
 - More Resources & Value

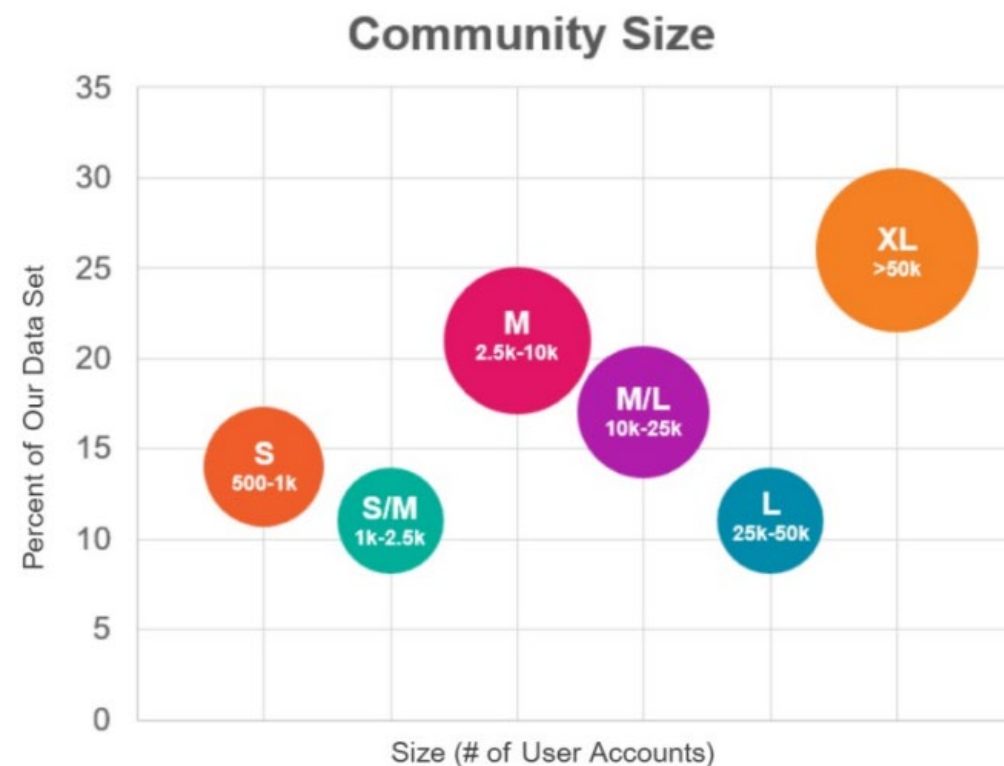


Let's Review the Data

Community Snapshot

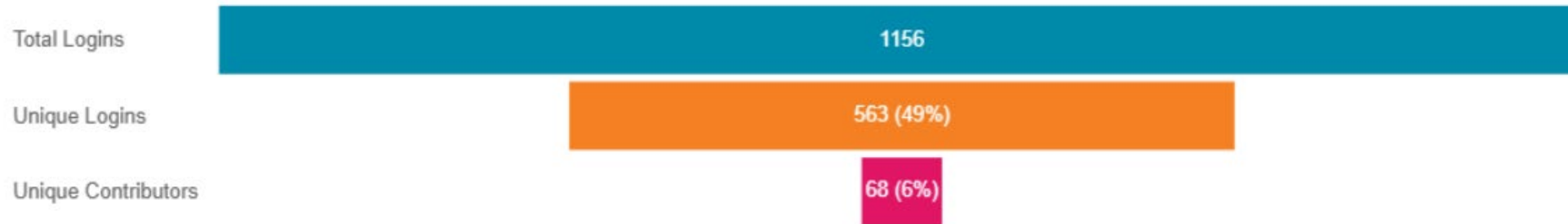
June 2024 - May 2025

Average Total User Accounts	Median Total User Accounts	Average Users in at Least One Community	Average Users w/Activity in last 120 days
69,982	12,040	8,439	9,346
Average Total Logins Per Month	Average Monthly Unique Logins/Users	Average Monthly Unique Contributors	Average Monthly Discussion Activity
1,156	563	68	163

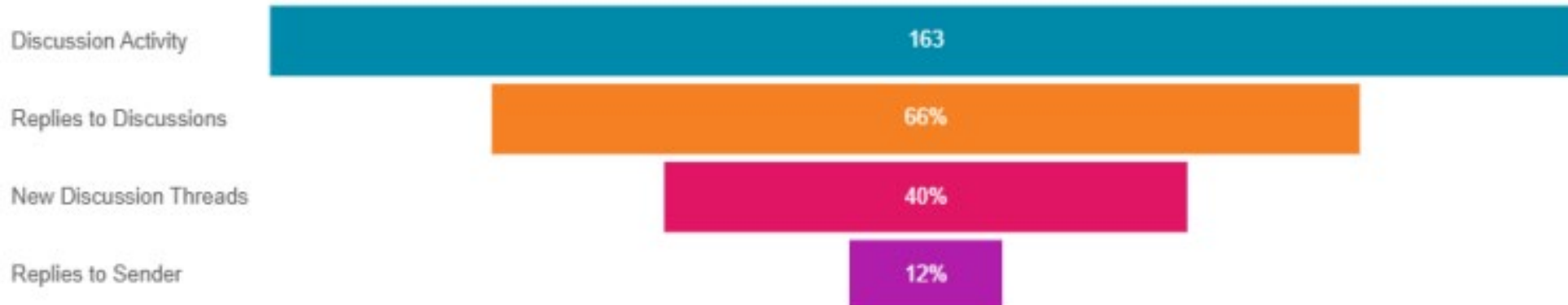


Community Engagement

Average Monthly Logins & Contributors

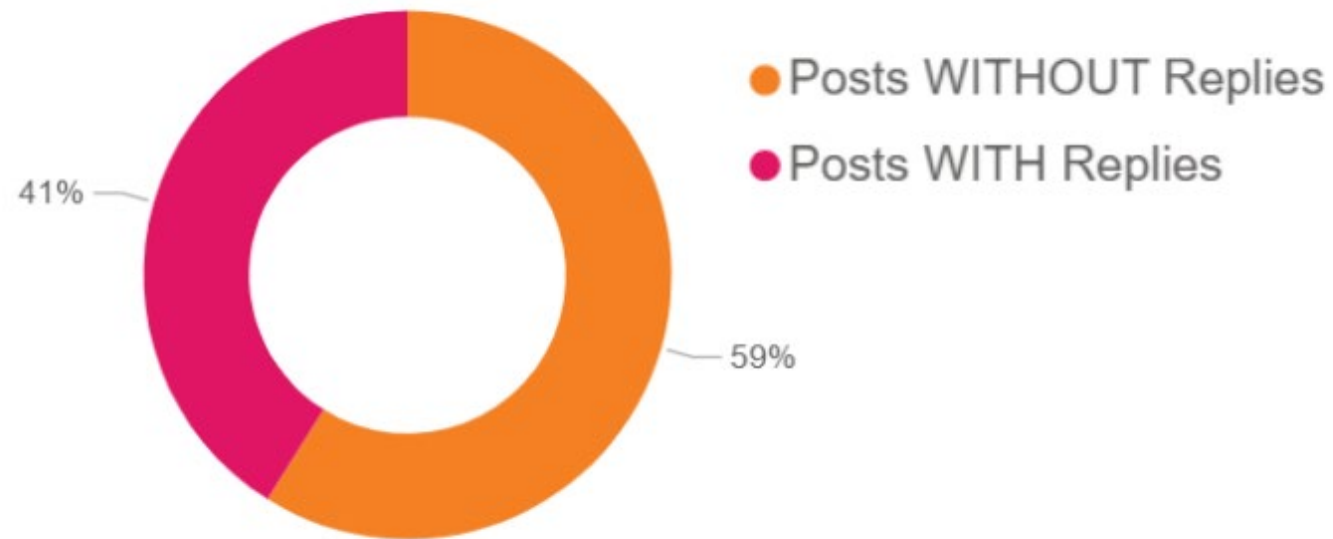


Average Monthly Discussion Activity



Area for Improvement: Discussion Replies

Average Number of Community
Discussions With and Without Replies



Community Digest Emails

Industry Average Email Open Rate

36%

Average Community Digest Open Rates

44%

Daily Digest

56%

Daily Consolidated Digest

54%

Weekly Consolidated Digest

Community Resource Libraries

539

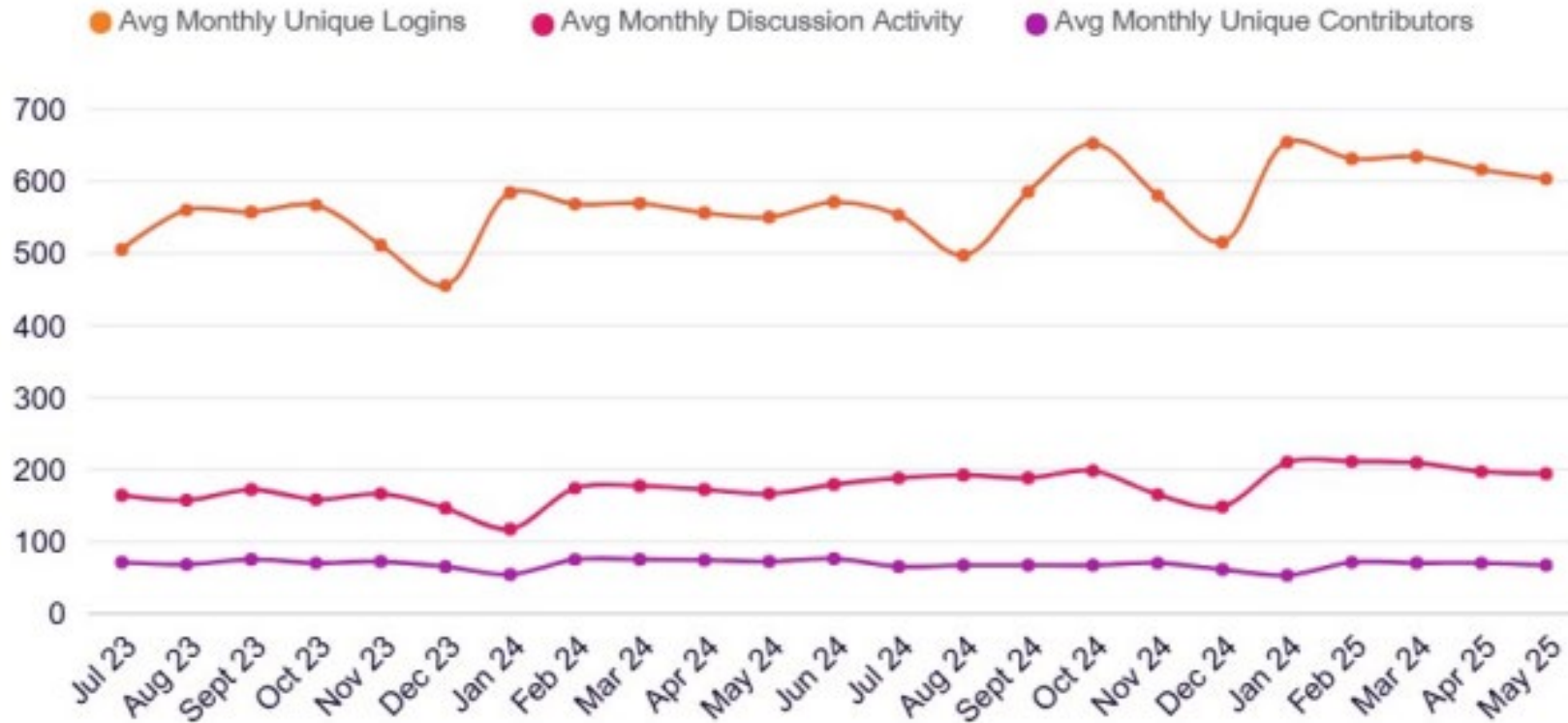
Average Number of Resource Library
Downloads

293

Average of # of NEW Library Entries

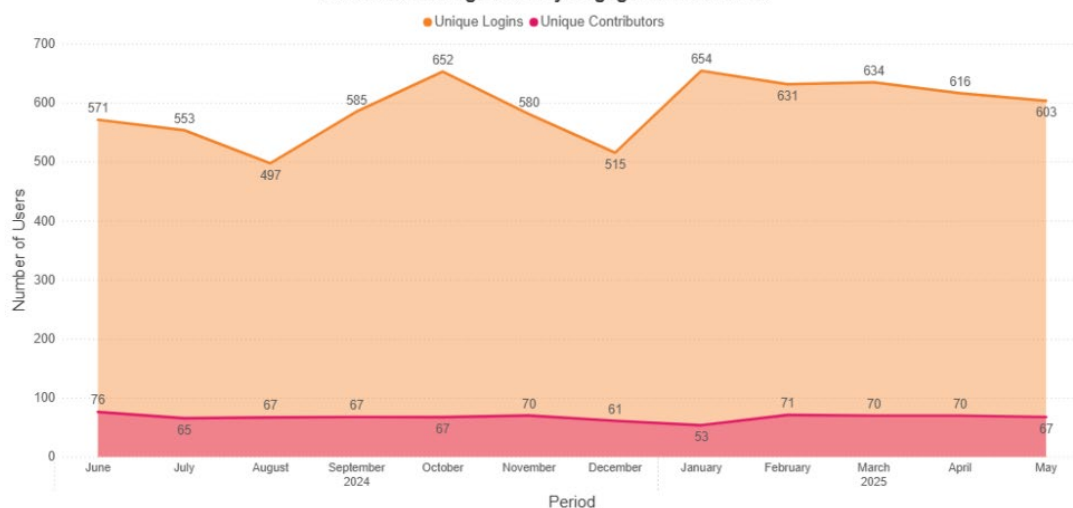
Community Trends

2023-2025 Monthly Engagement Overview

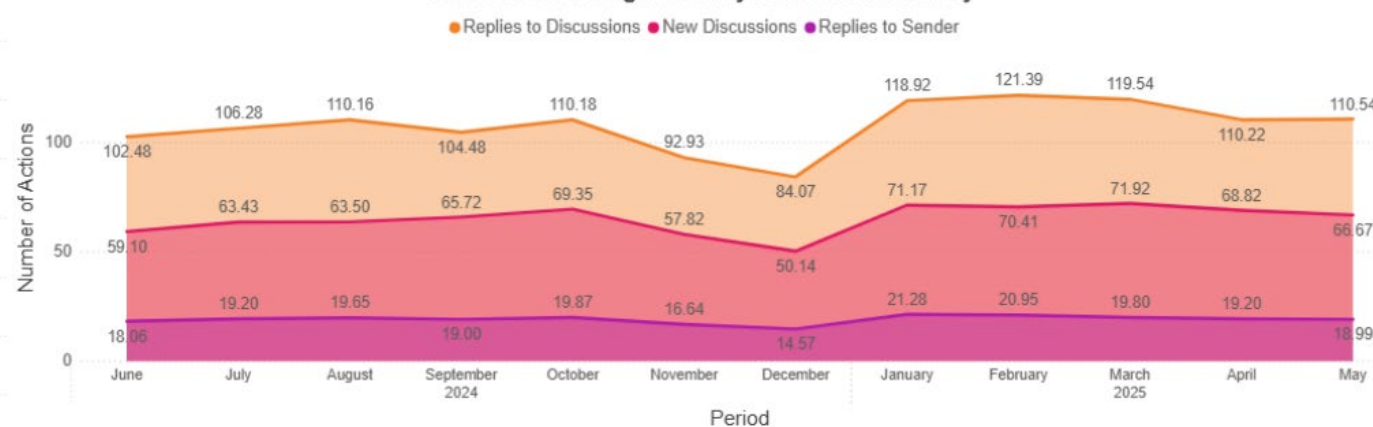


Yearly Community Cycles

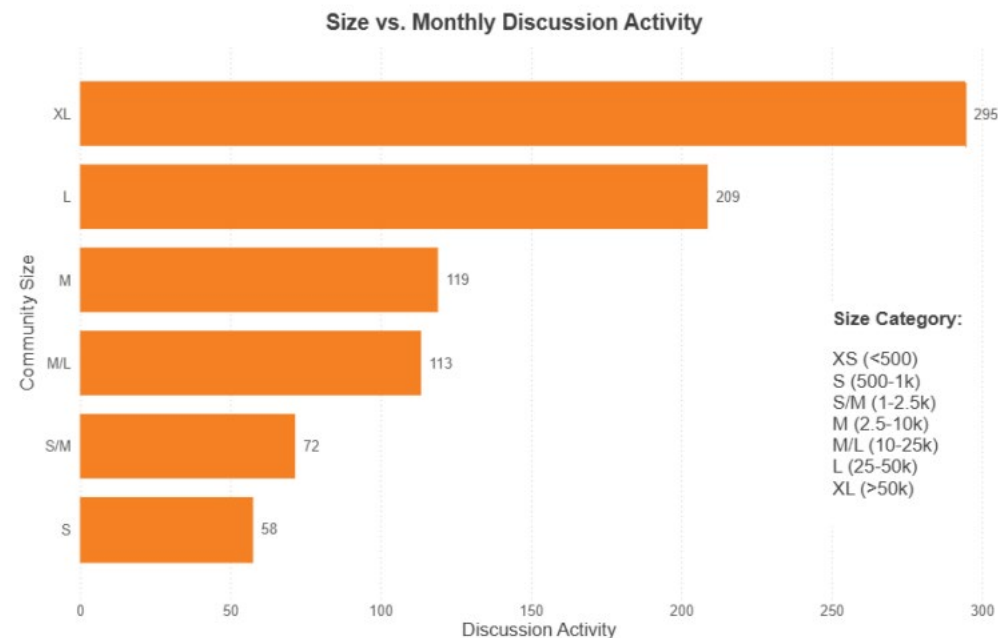
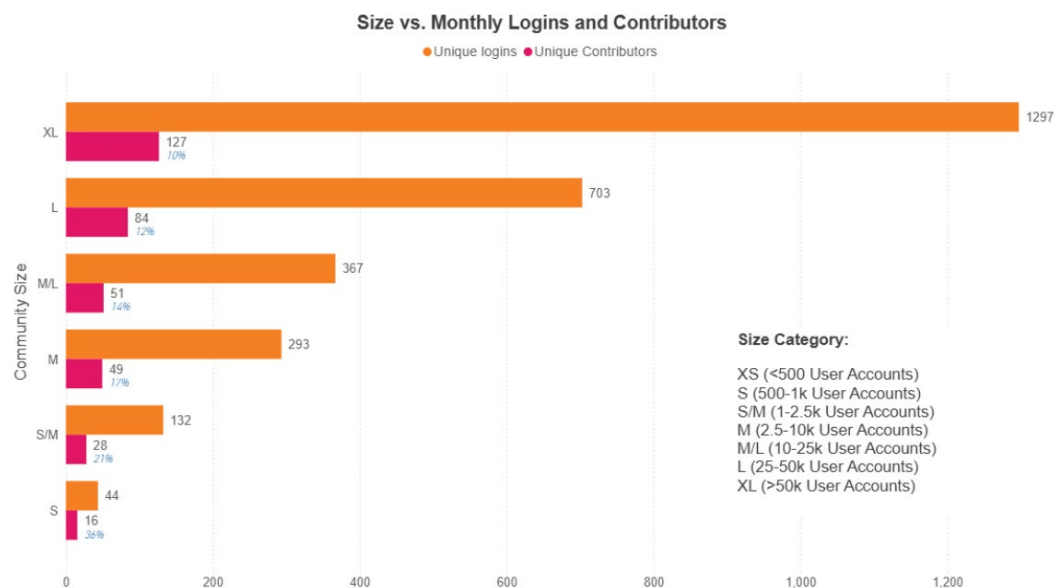
2024-2025 Average Monthly Engagement Overview



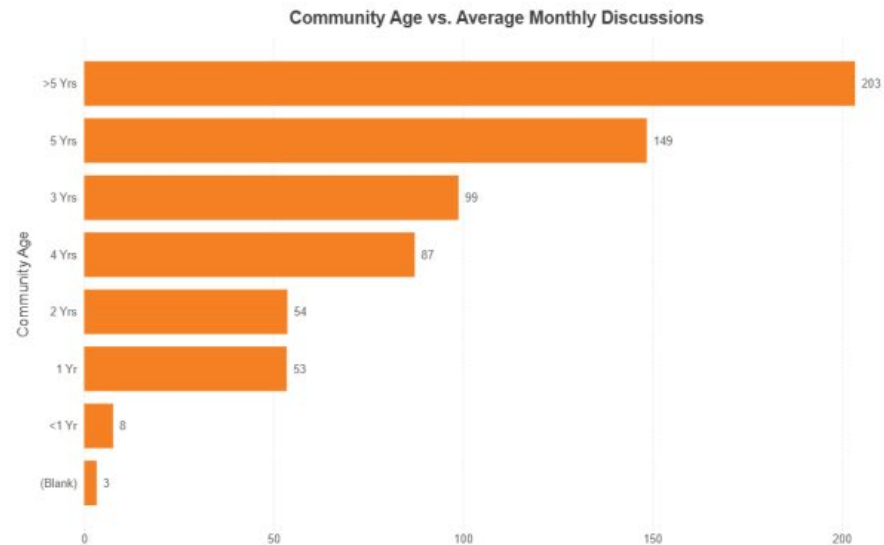
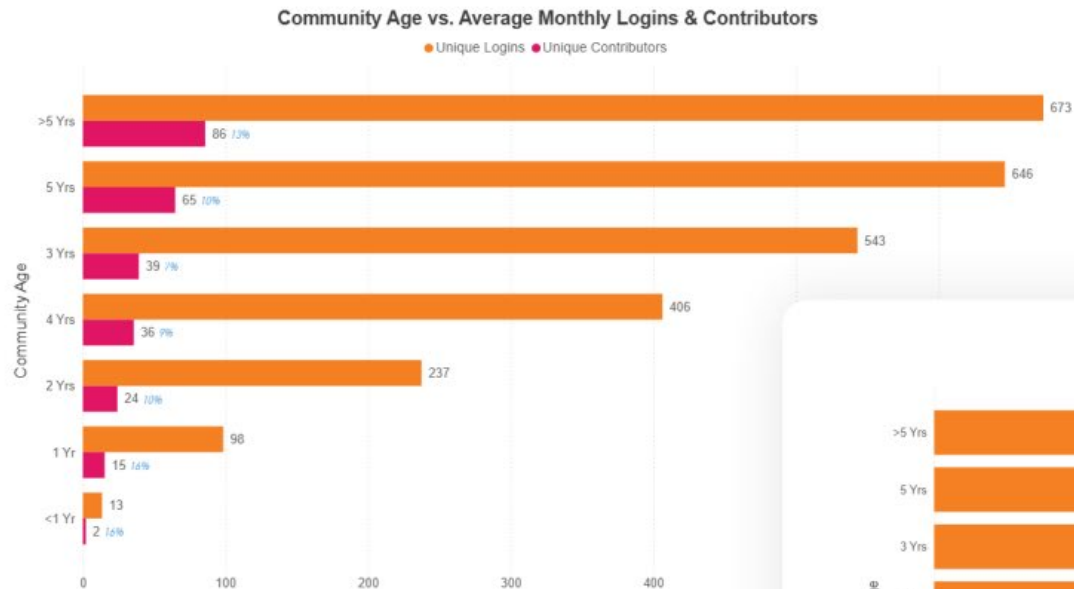
2024-2025 Average Monthly Discussion Activity



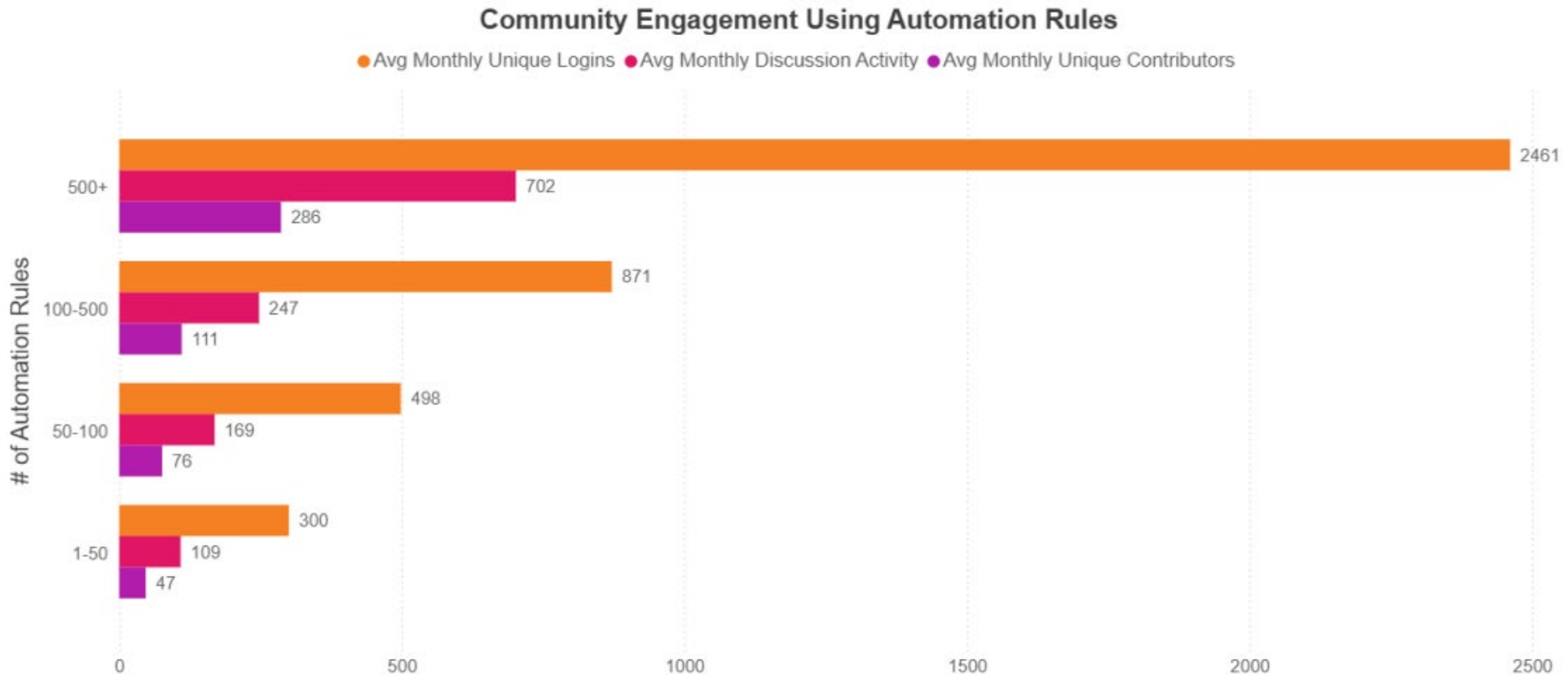
Impact of Community Size



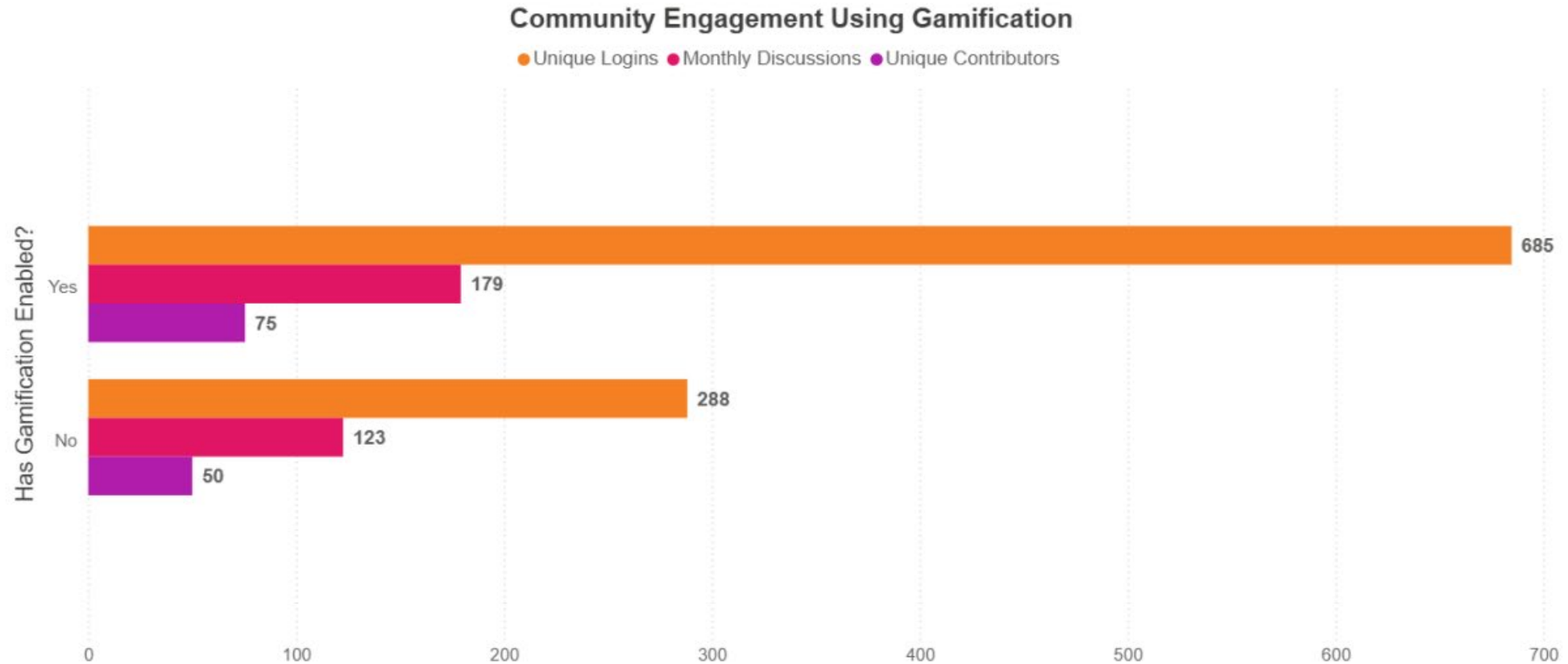
Impact of Community Age



Automation Rules



Gamification



Making Community a Central Hub

- **Mentoring and volunteering** drive 2.4x more logins and 2x contributors and discussions
- **Job boards** drive 2x more logins
- **Personalized chapter communities** drive over 2.6x more logins, 88% more contributors, and 73% more discussions
- Connecting **marketing** with communities drives 30% more logins, 76% more discussions, and 40% more contributors;





Let's Talk Strategy

What are some tactics to grow your community?

Users & Logins



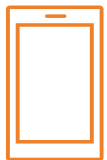
Automation Rules: schedule automated emails to welcome members to the community or re-engage inactive segments



Gamification: use ribbons and badges to motivate and reward members for engagement (including onboarding!)



Auto-subscribing users to a community digest: ensure members have consistent community content delivered to their inbox

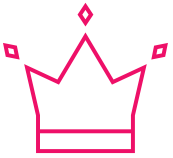


Promote community across channels: include community content across channels to attract new members and encourage new logins

What are some tactics to increase discussion activity?



Reach out to members who haven't posted: provide recommendations and directions via an automated email - consider collecting seed content as well



Champions/Ambassadors: reach out to active or founding members and drive them to an "Unanswered Threads" widget or task them with posting conversation starters



Drive conversation around events: host a community AMA or plan discussion content around an upcoming event



Smart Newsletter: enable this feature to ensure a variety of personalized content is delivered to members

What are some ways to drive contributions and additional value?



Call for Resources: use an automation rule to reach out to SMEs, speakers, or other segments to upload entries



Leverage Tags and Folders: keep your library content organized and more easily searchable



Bulk Upload with AI: quickly add conference decks, recordings, and curated resources at scale



Spotlight Resources: create a series that highlights valuable, community-exclusive resources

Speak at Super Forum 2026: Amplify Innovation, Community, and Success

Share your strategies where ideas grow,
communities thrive, and AI accelerates success

CALL FOR PROPOSALS

Opens September 22/Primary presenters' Comped registration

Washington DC
April 26-28

SUPER FORUM 2026
amplify

hug.higherlogic.com/superforum2026/

Thank you