

By the Numbers

Chapters succeeding in member engagement in 2024.

119,469

NEW MEMBERS *in 2024*

10%

INCREASE *from 2023*

635,518

MEMBER COUNT *at end of 2024*



14%

Meetings/Events

were up by 14% in 2024 compared to 2023.



73,268

Attendance

increased by 73,268 members and non members.



91,000

Registrations

increased by 91,000 compared to the previous year.



18%

Sales

increased by 18% for meetings/events in 2024.

Member Communications



are up by



12%



22% more meeting/event emails

62% more article emails

10% more newsletter emails

137% more member welcome emails