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ASSOCIATION SURVEY 2005

IN PARTNERSHIP WITH:

Alfons Westgeest



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ASSOCIATION SURVEY 2005

SCOPE

- Measuring effectiveness of associations
- Impact of enlargement on associations

METHODOLOGY

- Survey period: February – March 2005
- 120 associations responded (response rate ca. 19%)
- Distribution via email and paper copies
- Responses via fax or online form



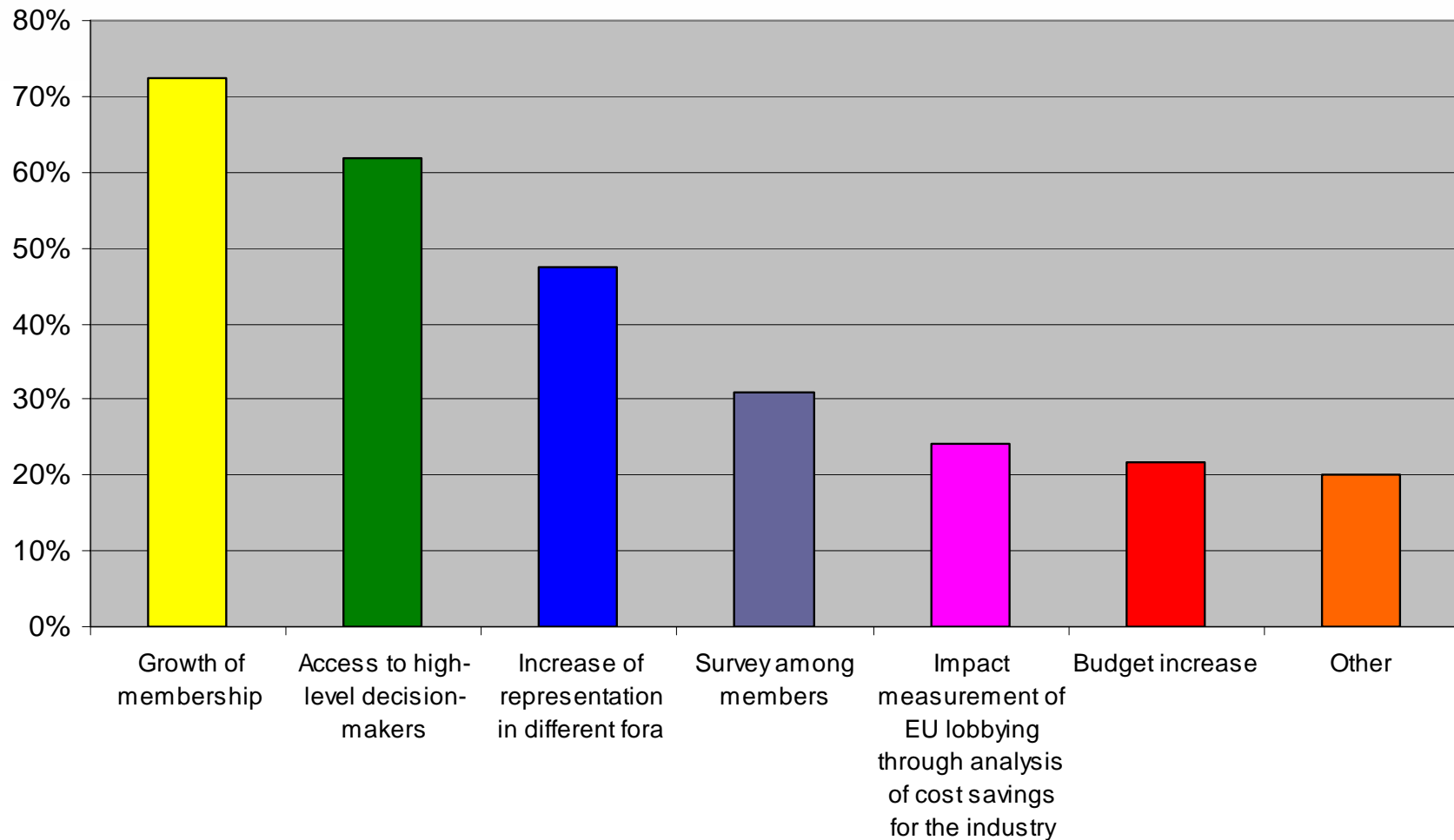
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ASSOCIATION SURVEY 2005

EFFECTIVENESS MEASUREMENT, GROWTH

How do you measure the success of your organisation?





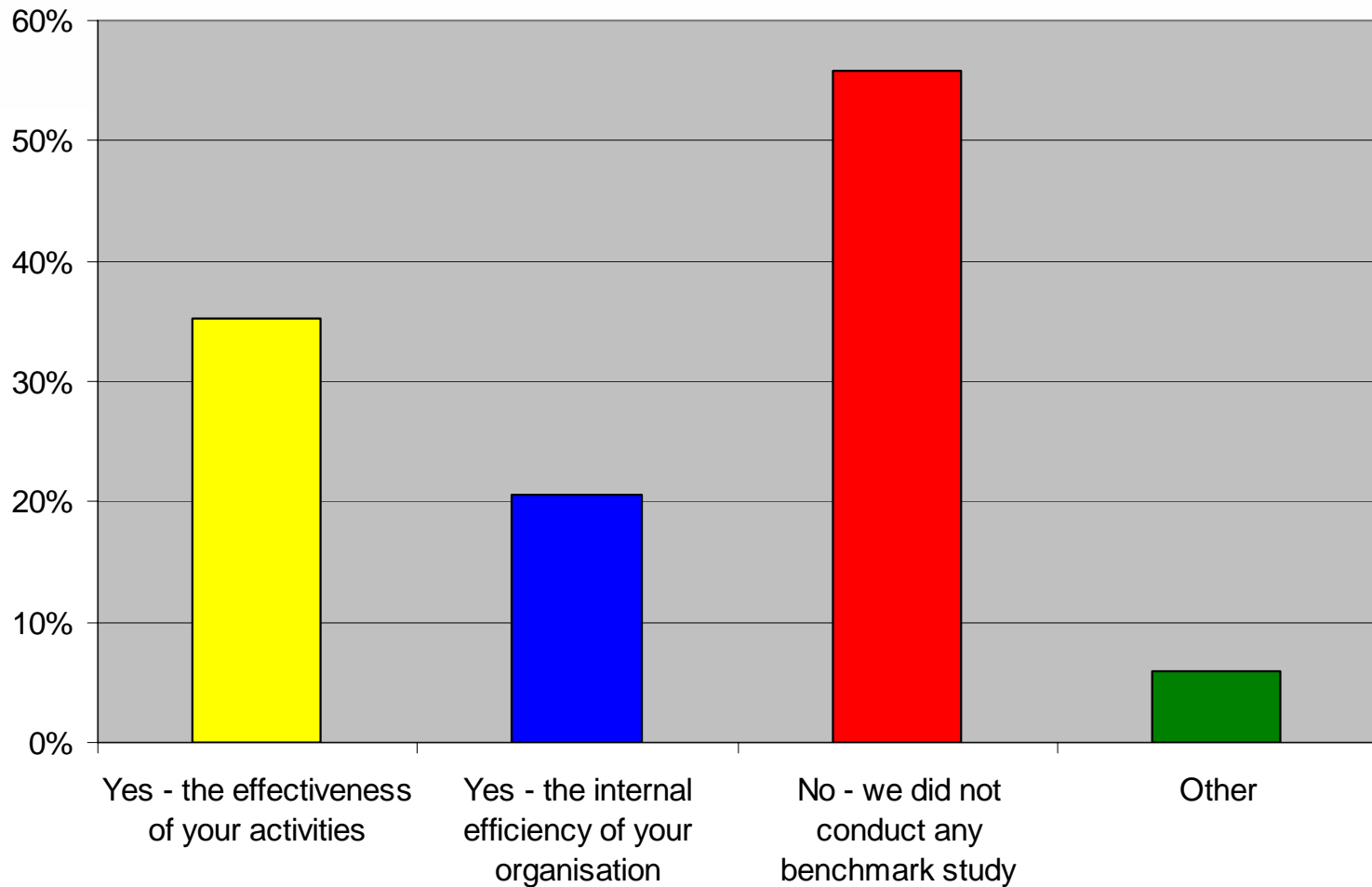
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EFFECTIVENESS MEASUREMENT, BENCHMARKING

Did you benchmark your organisation with regard to...





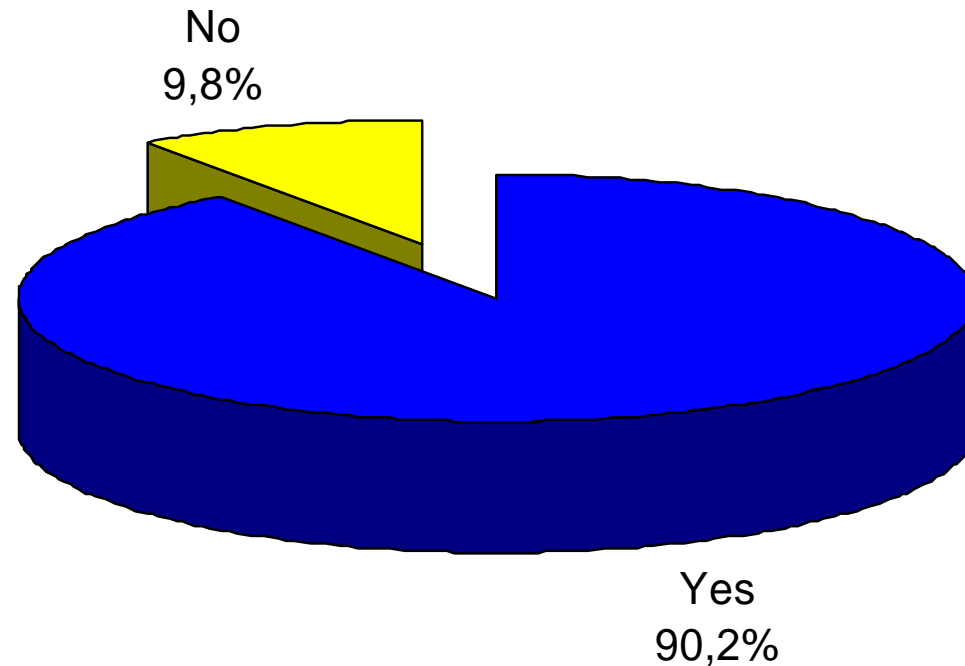
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EFFECTIVENESS MEASUREMENT, MEMBER PERCEPTIONS

Do members perceive the added-value offered by your organisation?





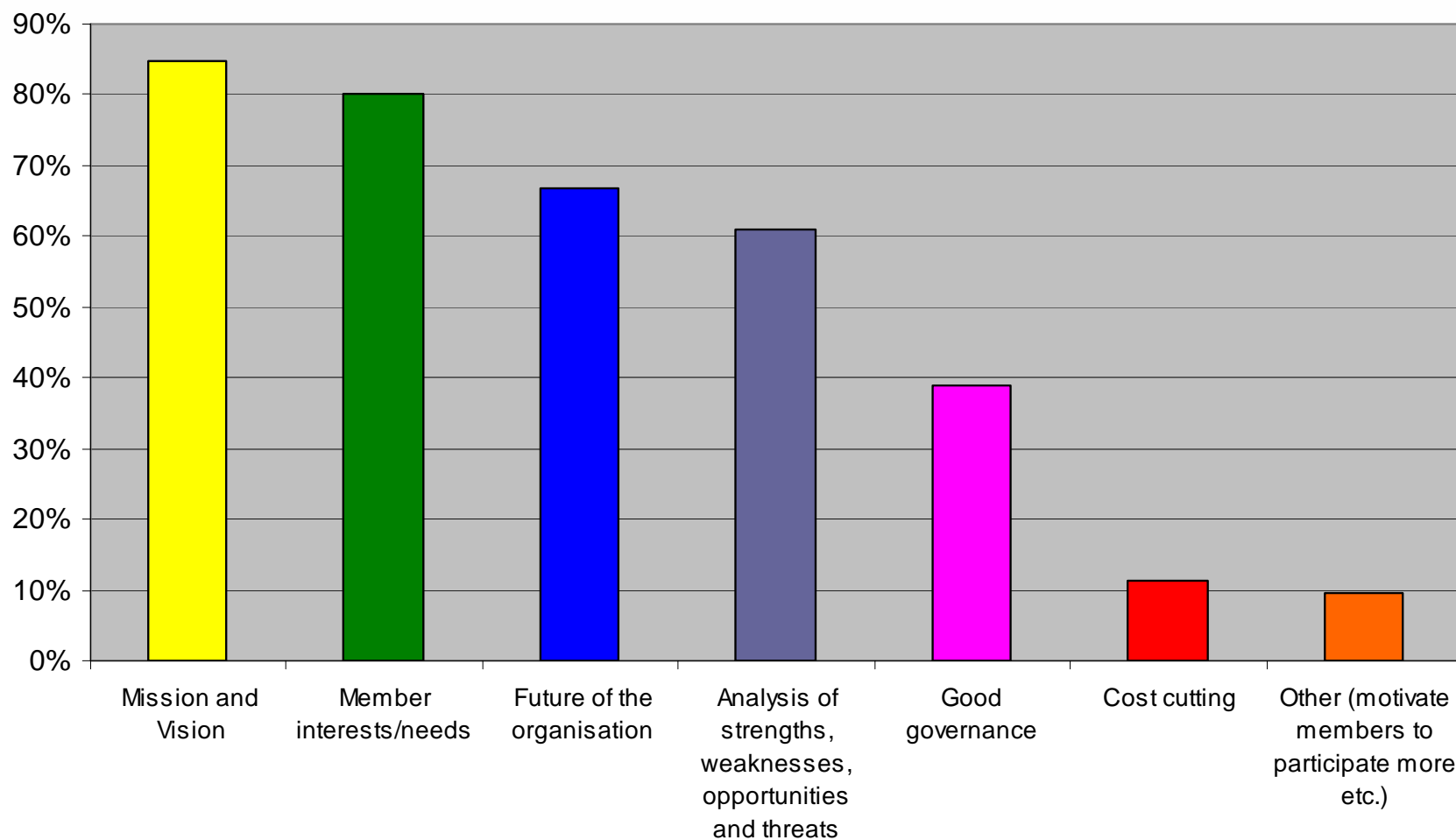
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EFFECTIVENESS MEASUREMENT, COST/BENEFIT

Which type of issues did the strategic planning session deal with?





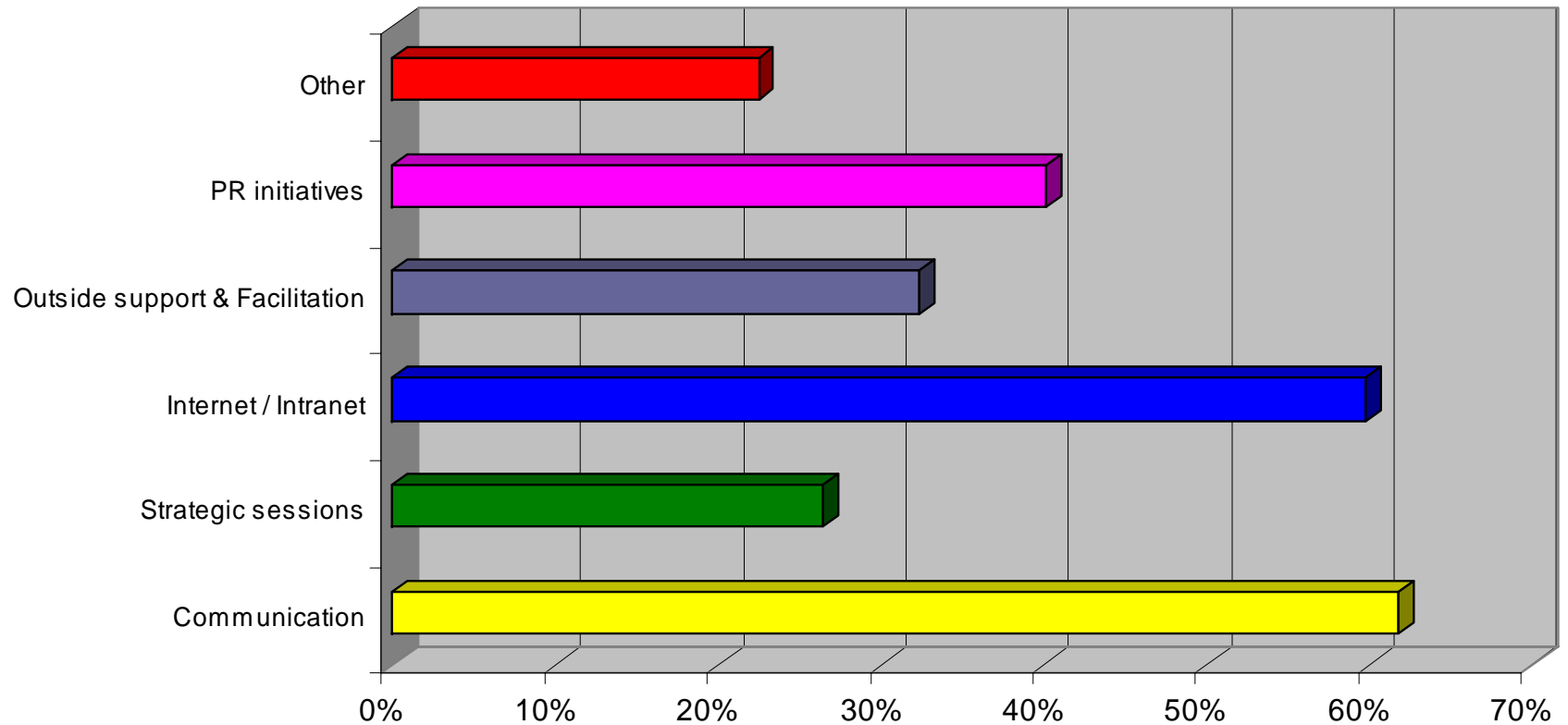
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EFFECTIVENESS MEASUREMENT, BUDGETS

For which of the following areas do you have standard budget lines?





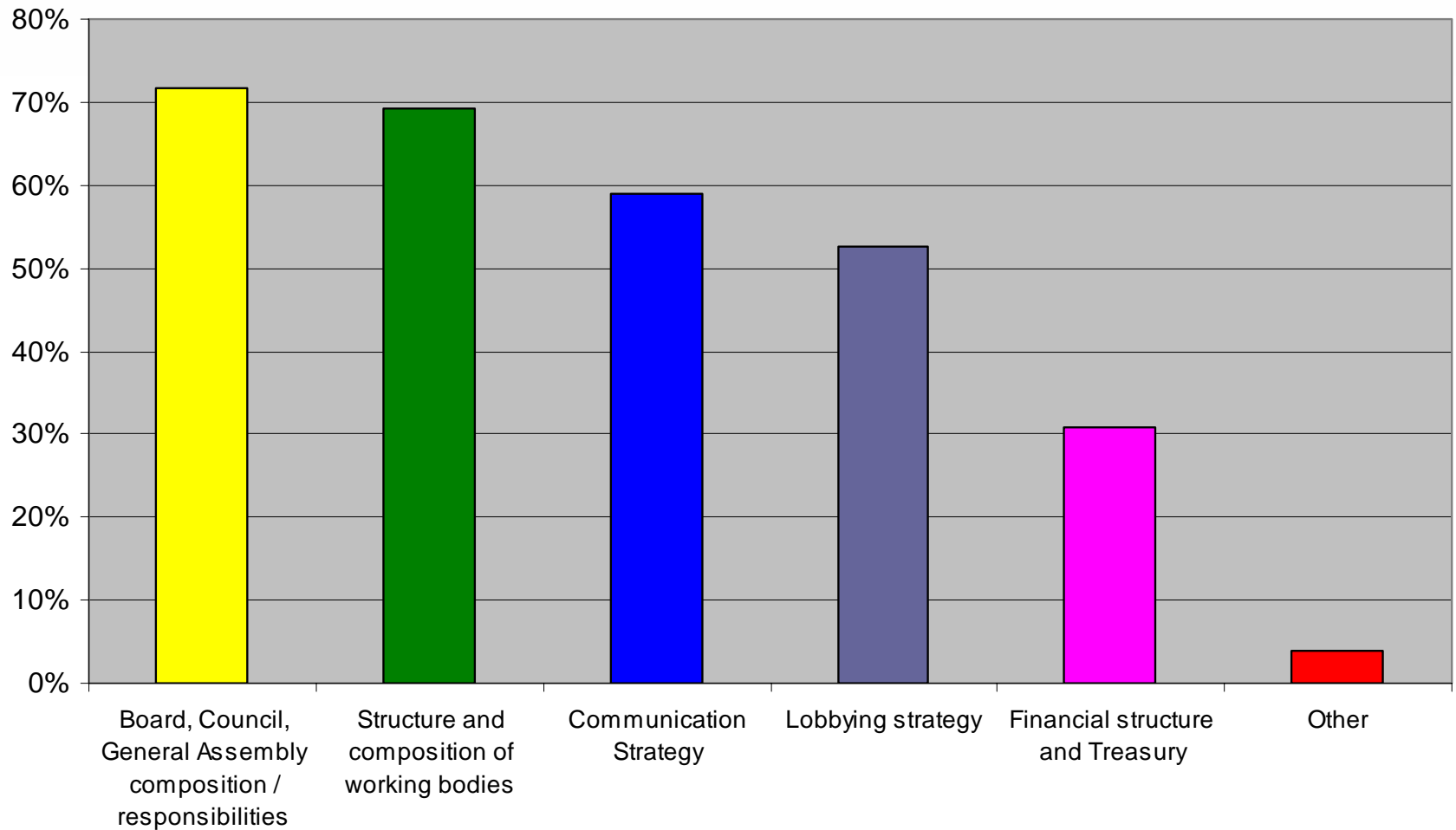
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EFFECTIVENESS MEASUREMENT, STRUCTURE

What type of governance issues did you deal with?





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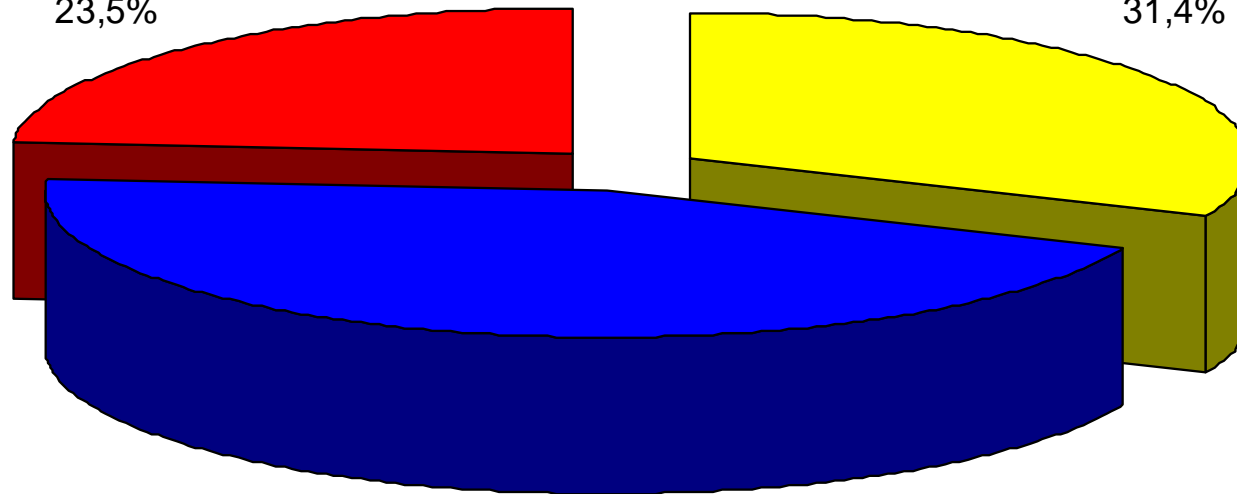
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ENLARGEMENT IMPACT, NOW ADAPTING

Did the enlargement of your membership towards the Eastern European countries cause a change in your lobbying priorities?

We did not enlarge
our membership
23,5%

Yes, our priorities
have been adapted
31,4%



No, everything
stayed the same
45,1%



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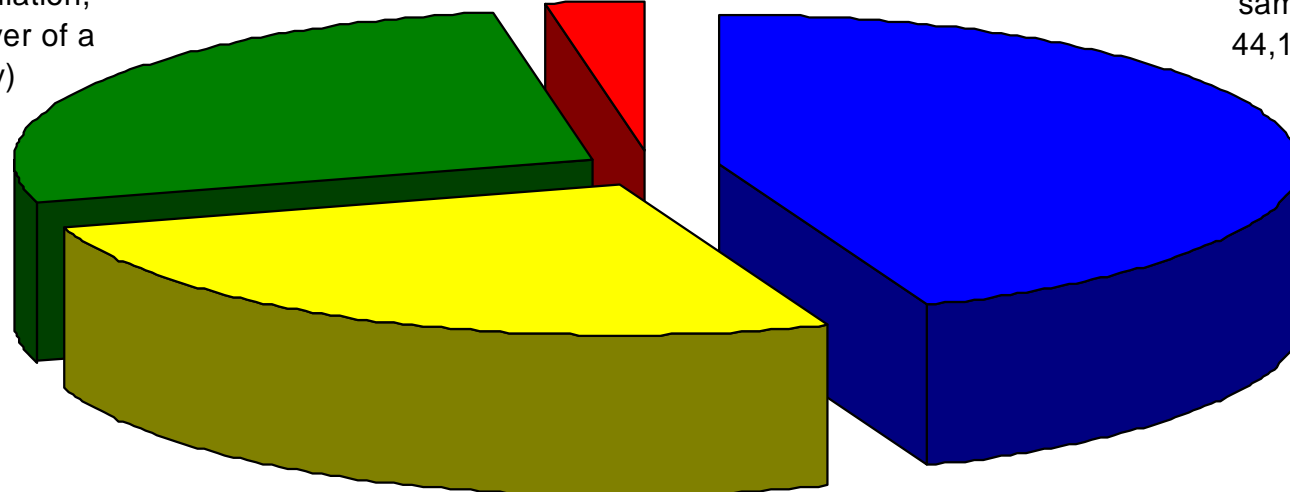
ENLARGEMENT IMPACT, MEMBER FEES

Do your membership fees differ for members from New Member States and members from Old Member States?

Other (other factors important, such as national weight of industry, population, GDP or turnover of a company)
26,5%

New Member States pay more
2,9%

They pay exactly the same
44,1%



New Member States pay less
26,5%



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CHANGES IN LOBBYING EFFORTS BROUGHT BY ENLARGEMENT:

- Wider opportunity to dialogue with new member state MEPs and new allies in civil society
- Sources of funding
- Hope that association budget will grow



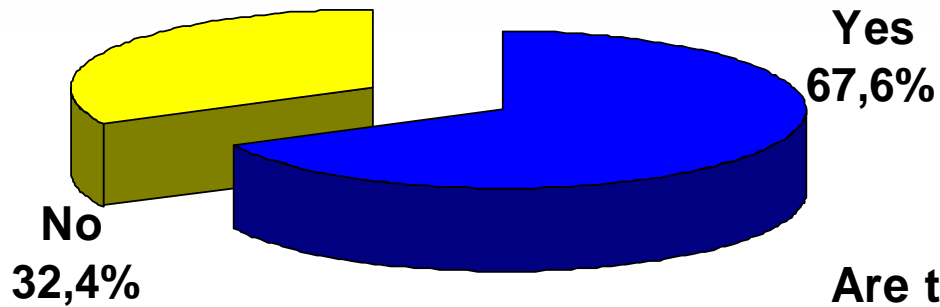
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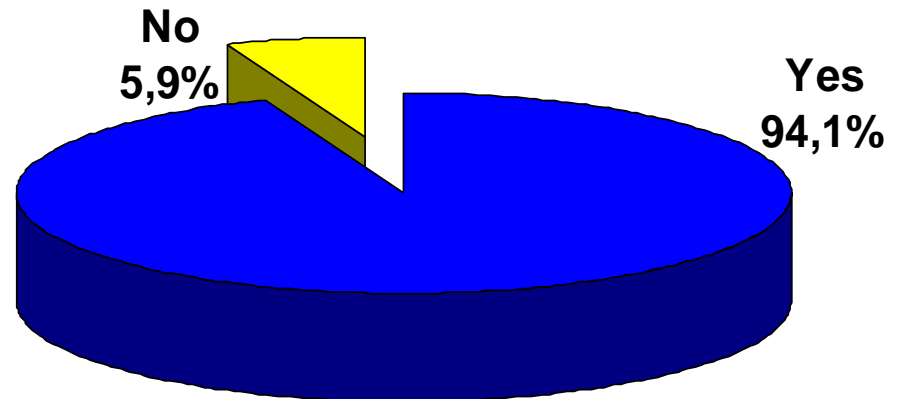
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IMPACT, THREATS & NEW OPPORTUNITIES

Are there threats for the future development of your organisation?



Are there new opportunities for future development in your organisation?





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Questions, comments, criticisms?

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