higher logic

THE 2025

Association Community Benchmark Report

Contents

In an era shaped by economic uncertainty, shifting member expectations, and the rise of AI-powered tools, associations and nonprofits are under increasing pressure to demonstrate value, retain engagement, and operate efficiently.

Amid this landscape, online communities have emerged as one of the most impactful and resilient strategic investments available. In fact, **MGI's 2025 Membership Marketing Benchmark Report** found that "Increases in one-year and five-year membership growth are positively correlated with increased… participation in members-only online communities."

Every day, members turn to their communities to ask questions, share experiences, find resources, and connect with peers who understand their work. Communities offer something uniquely human: **trusted relationships, shared knowledge, and real-time support and problem solving.**

The 2025 Association Community Benchmark Report analyzes community engagement trends from **June 2024 through May 2025**, drawing on anonymized data from nearly **1,500 associations and nonprofit organizations** that use Higher Logic community products. The data paints a clear picture: **community remains a vital hub of member engagement**, and associations that invest in it continue to see returns in the form of participation, content creation, and loyalty.

This report goes beyond broad averages. We explore how engagement varies by community size and age, examine how tools like **automation and gamification** scale results, and highlight the measurable impact of connecting programs like **volunteering, mentoring, job boards, and marketing** directly to the community. We also show how community-generated content—especially when delivered via digest emails—**outperforms standard email campaigns by a wide margin**, offering another avenue to cut through inbox noise and stay top of mind.

In a time when standing out matters more than ever, your online community isn't just a tool—it's a **differentiator**. It's where your members experience your mission in action.

Whether you're just getting started or refining a mature strategy, these benchmarks offer context, inspiration, and a roadmap for building a thriving community in 2025 and beyond.

Key Findings

Here's the "too-long; didn't read" (TLDR) summary of what we learned in this year's report:

Online Community Engagement Is Strong and Stable

Community activity held consistent year over year despite broader digital disruption, with monthly login and contributor patterns mirroring 2024 metrics. This underscores the durability and ongoing value of online communities even as AI reshapes how people find information.

Community Digest Emails Outperform Standard Campaigns

Average open rates for community digest emails (44–56%) far exceed the industry benchmark (35.64%), proving that community-generated content is more relevant, timely, and engaging for members.

Smaller Communities See Stronger Relative Engagement

While XL communities lead in volume, small and mid-sized communities (especially those under 10k users) show significantly higher contributor rates—up to 36% for small communities—demonstrating that intimacy and visibility drive deeper engagement.

Mature Communities Generate More Value

Communities older than five years average 673 monthly logins and over 200 new discussions per month, proving that investment in community strategy and growth pays off long term.

Resource Libraries Deliver Tangible Value

With an average of 293 new resources uploaded and 539 downloads annually, communities clearly serve as scalable, self-serve knowledge centers for members and staff alike.

Automation and Gamification Drive Results

Communities using automation and gamification outperform their peers in every major metric—seeing 2x the logins and higher contribution rates. These tools help scale outreach and reward participation without requiring more staff time.

Integrated Programs Multiply Impact

Communities that integrate volunteering, mentoring, job boards, chapters, and marketing tools see significantly higher engagement—proving that community thrives as a hub, not a silo.

- Organizations that incorporate volunteering and mentoring in their online community see 2.4x more logins, nearly 2x more contributors, 2x more discussions.

- Organizations that incorporate job boards in their online community see nearly 2x more logins and contributors, with 60% more discussion activity.

- Organizations that support their chapters and groups with their online community see 2.6x more logins, 88% more contributors, and 73% more discussions.

- Organizations that integrate their marketing automation software with their community see 28–39% more logins and up to 44% more discussion activity.

Customer Spotlight

"Our Higher Logic community takes ACHP staff out of the middle when it comes to members sharing learnings and making connections with their peers. Members are able to have real-time conversations with their colleagues about pain points and challenges, allowing them to make informed decisions, or at least share thoughts and ideas."

MOLLY EDELMAN HAUBER

Senior Manager of Membership, Alliance of Community Health Plans (ACHP)

→ **Learn How ACHP Improves Efficiency and Engagement with Community**

AI IS CHANGING THE GAME

AI presents both opportunities and challenges for associations. When someone can ask ChatGPT a question and get an immediate answer, how do you ensure members still come to your association for information?

- Lean into your unique, extensive industry expertise.

- Use your community to position yourself as a more reliable resource - it's a goldmine for connection, collective problem solving, and new knowledge and content.

- Strategically apply AI and automation to make your member experience better (for example with AI-powered search in your online community and automated, personalized communication).

- Explore our AI Toolkit to learn more.

Definitions

To help you understand the data in this report, we've defined key terms below. Throughout this report, we refer to the following:

- **Community Members, Community Users, and Community User Accounts** are used synonymously throughout this report to refer to the number of community user accounts an organization has.

- **Users with Activity** in this report refers to contacts who logged in within a 120-day period.

- **Users Subscribed to At Least One Community, or Users In At Least One Community** refers to users who have signed up for at least one of their organization's communities within the community platform. Some organizations may have only one community discussion in their community, but others may have several subcommunities.

- **Monthly Unique Logins** refers to unique community users who logged in within a given month (if one person logs in 20 times, they only count once).

- **Monthly Unique Contributors** refers to unique community users who either started or replied to a discussion within a given month, either when logged into the community or via the community email digest.

- **Discussion Activity** includes new discussion threads, replies to discussion threads, and replies to sender (original poster).

- **Age of Community or Time on Community** is determined by the time since customer launch.

- **Annual Revenue Numbers** are approximate and represent the total annual revenue of the organizations we pulled data from, NOT revenue specifically from the community or membership dues.

Benchmark
Data

Community-at-a-Glance

ENGAGEMENT METRICS JUNE 2024 – MAY 2025

When measuring community performance, two main areas come to mind: the people and the activity in the community.

How many people have accounts in your online community? And of those with accounts, how many users read the community email digest, log in on a regular basis, contribute to discussions, and/or download resources from the community resource library?

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

This year's benchmark data reflects steady engagement, in line with previous years' data. The figure above provides a snapshot of how association communities are performing in terms of user activity, participation, and content generation.

USER BASE:

- On average, organizations had **69,982 total community user accounts**, with a **median size of 12,040**, highlighting the wide variance in community sizes—from smaller, niche associations to large-scale membership organizations.

- Out of these, **8,439 users subscribed to at least one (sub)community**, and **9,346 users** showed activity in the past 120 days, indicating a strong level of ongoing interest and utility across the user base.

LOGIN AND PARTICIPATION RATES:

○ Communities averaged **1,156 total logins per month,** with **563 unique users logging in monthly**. This suggests that around **two-thirds of monthly activity** is generated by returning users—pointing to sustained engagement over time.

○ The average of 68 monthly contributors reveals a healthy, though smaller, core of content creators—those posting, replying, or sharing resources.

COMMUNITY CONVERSATION AND CONTENT FLOW:

○ On average, communities saw **163 new discussion threads per month,** indicating a steady and meaningful flow of peer-to-peer interaction and member knowledge exchange.

KEY TAKEAWAY

Taken altogether, these numbers illustrate a stable, scalable community model: broad member reach, active recurring engagement from a strong subset, and a steady pipeline of new content. Communities that invest in contributor growth, onboarding, and visibility tactics are well-positioned to deepen value and grow influence over time.

Why is there a big difference between total users and users with activity?

You might have noticed there's a big difference between total user accounts (69.9k), users with activity in the last 120 days (9.3k or 13%), and monthly unique logins (563) and contributors (68). Why does this happen?

1 It's likely that **many organizations do not deactivate users** (nor is that necessary). So, the average number of online community user accounts is probably higher than "real" users. We'd estimate the number of real users is probably somewhere between the number of total user accounts and the number of users with activity in the last 120 days. As such, it's helpful to consider the total number of user accounts alongside other metrics like users with activity, logins, digest open rates, and activity for added context.

2 **Sometimes online community users just read the email digest.** They're still getting value from your online community, but they might not be logging in. The average open rate for community digest emails was between 44-56% (which we discuss in the next section) – so half your members are gaining value from the community every day or week via email!

3 **Not everyone who logs into your online community needs to contribute** every time. Community members still get value when observing the community without posting or replying. At Higher Logic, we've noticed three distinct **online community personas:** consumers (who read posts, watch videos, download resources, but don't actively participate), contributors (who comment, ask questions, share their experience, and keep the conversation flowing), and creators (who generate original content like templates and resources).

4 The fact that the average number of users with activity in 120 days (4 months) is much larger (9.3k) than the number of average monthly unique logins (563) suggests that **different members log in each month** – so while you may have a smaller percentage of online community users logging in during any given month, you're engaging a wider percentage over time.

Community Size

Reviewing community size reveals a **diverse mix of associations** represented in this year's benchmark data, with the largest segment being organizations with **over 50,000 user accounts (XL communities).**

Community Size
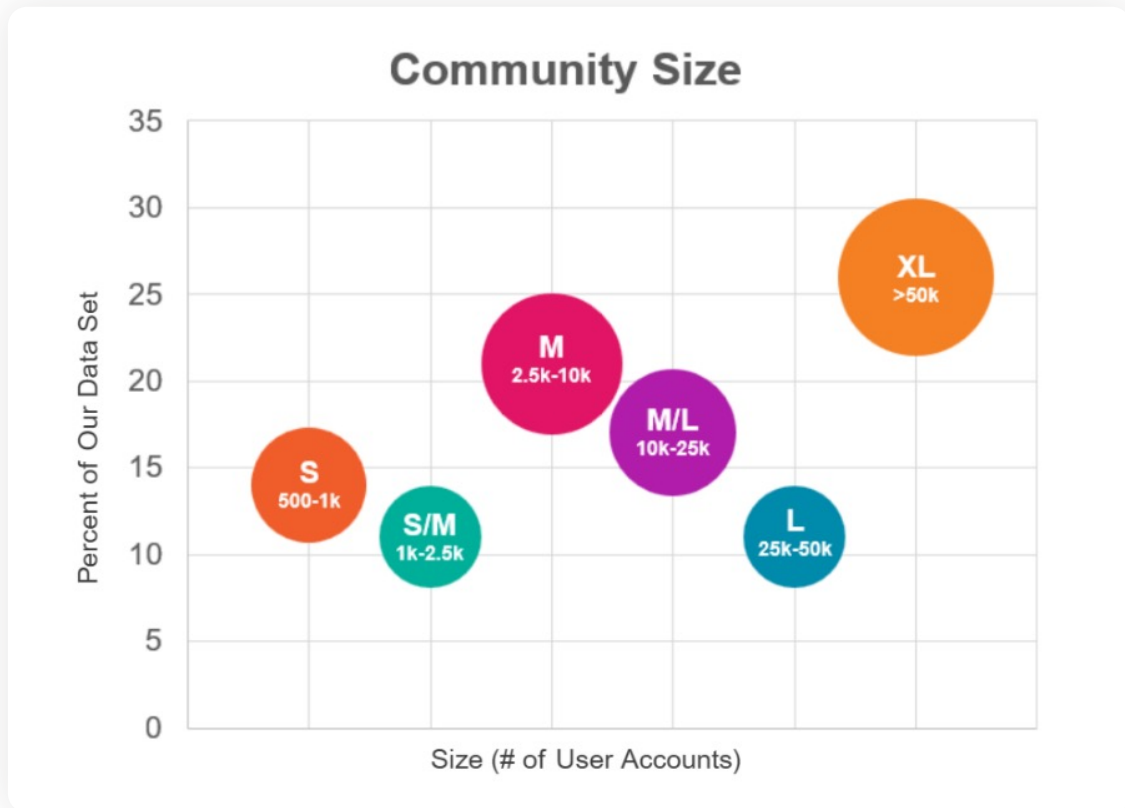
○ XL communities make up the **largest portion of the data set (~27%).**

○ Organizations with **2,500–10,000 user accounts (M communities)** represent the **second largest share (~22%)** of the sample, underscoring that many associations in the Higher Logic ecosystem operate at a mid-market scale.

○ **Smaller communities remain well-represented.** While **S (500–1k)** and **S/M (1k–2.5k)** communities make up a smaller portion individually (~15% and ~11%, respectively), together they reflect a meaningful base of emerging or niche communities—a sign that community-building is not limited to large associations.

○ **L and M/L communities (10k–50k users combined)** account for a moderate slice of the dataset (~13% each), suggesting that many associations have matured into sizable communities but have not yet reached XL scale.

○ (From the Community-at-a-Glance chart) While the **average number of total user accounts is 69,982, the median (middle) number of total user accounts is 12,040**, indicating that the average number of community accounts skews higher because of the larger communities in our data set.

KEY TAKEAWAY

With representation across small-, mid-, and large-sized associations, the findings in this report are applicable to a wide range of organizations. However, readers should consider their community size when interpreting performance metrics—particularly login rates and contribution volumes—as community scale significantly influences engagement behavior.

Understanding what size is healthy for your community depends on the size of your audience. If you have 5,000 members, then having 5,000 users in your community would be excellent and you wouldn't expect to see your community grow to 50,000.

From there, online community engagement should be the strategic priority, not just for large associations, but across the spectrum of sizes and stages.

IPA INSTITUTE OF PUBLIC ACCOUNTANTS®

Customer Spotlight

"Higher Logic Thrive Platform has significantly enhanced member value by giving us the ability to offer a tangible space where members can come together to ask questions, share knowledge, and connect. We've observed impressive member engagement results in a short period, with a consistently high volume of new discussions being posted in the community each month, and each discussion receiving numerous replies. And our weekly email digest open rates are notably above benchmarks – averaging around 57%!"

ALEXANDRA ANDREWS
Group Executive – Marketing
Institute of Public Accountants (IPA)

→ **Learn How IPA Personalizes Engagement with Community**

Recommendations for Growing Community:

1   **Auto-subscribe new members:** Automatically enroll new members in the online community upon joining the association and highlight it in onboarding. This reduces the number of steps a member needs to take to get involved and ensures everyone gets immediate exposure to conversations, digests, and resources allowing members to immediately recognize value. Even though MGI found community participation correlates with increases in one-year and five-year membership growth, they also found that only 33% of associations include an invitation to the online community in member onboarding.

2   **Promote the community across channels:** Feature your online community prominently in member onboarding emails, website navigation, newsletters and event emails, and member renewal emails. This increases visibility and reinforces community as a central member benefit.

3   **Leverage events for real-time promotion:** Whether in-person or virtual, use events to drive momentum and invite attendees to join the community. You might consider creating a discussion thread tied to a session or speaker, posting event materials in your community resource library, and encouraging session attendees to continue the conversation online.

4   **Encourage staff and volunteer champions:** Ask chapter leaders, committee chairs, or active members to personally invite others to join the community or participate in specific discussions. Peer-to-peer invitations carry more weight and foster a sense of belonging.

5   **Highlight success stories:** Showcase examples of members who found solutions, connections, or opportunities through the community. Consider highlighting popular discussion threads on your non-logged in Community home page, in your newsletter or on your blog (with permission from participants). Social proof and examples reinforce the value of participation.

Users, Logins & Contributors

UNDERSTANDING THE ENGAGEMENT FUNNEL

This graph illustrates the average monthly activity across all communities in the dataset and highlights a familiar pattern seen in digital communities: while many users log in, a much smaller subset contribute content.

Average Monthly Logins & Contributors

Total Logins	1156
Unique Logins	563 (49%)
Unique Contributors	68 (6%)
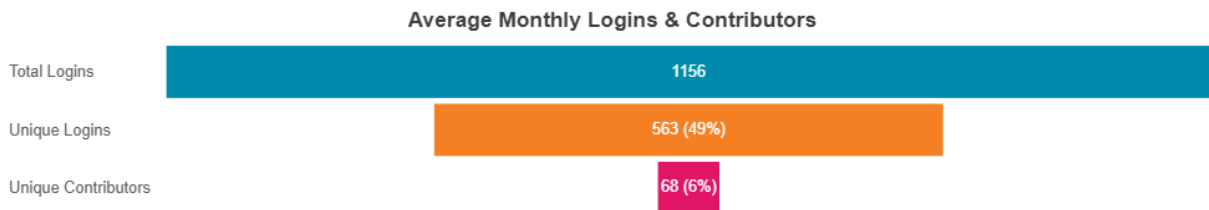
Total Logins (1,156) represent the full volume of sign-ins per month, including multiple logins from the same users. This indicates high interest and repeat access—often driven by email digests, notifications, or habitual community use.

Unique Logins (563) show that about **49% of monthly logins** come from distinct individuals. This means roughly **one in two logins** reflects a returning member, reinforcing the notion of steady, recurring participation among a core base.

Unique Contributors (68) reflect the most active participants—those who post, reply, or share. This group represents just **6% of the average monthly login base**.

KEY TAKEAWAY

Most engagement in online communities comes from a small but mighty group of contributors. While half of logged-in users engage passively—reading or browsing—a much smaller percentage actively post or interact.

Associations seeking to grow engagement can benefit from recognition programs, automation nudges, and low-barrier prompts to encourage more members to move from passive to active participation.

A Yearlong Look at Community Logins & Contributors

The monthly engagement data from June 2024 through May 2025 highlights consistent community participation throughout the year.

2024-2025 Average Monthly Engagement Overview
● Unique Logins ● Unique Contributors
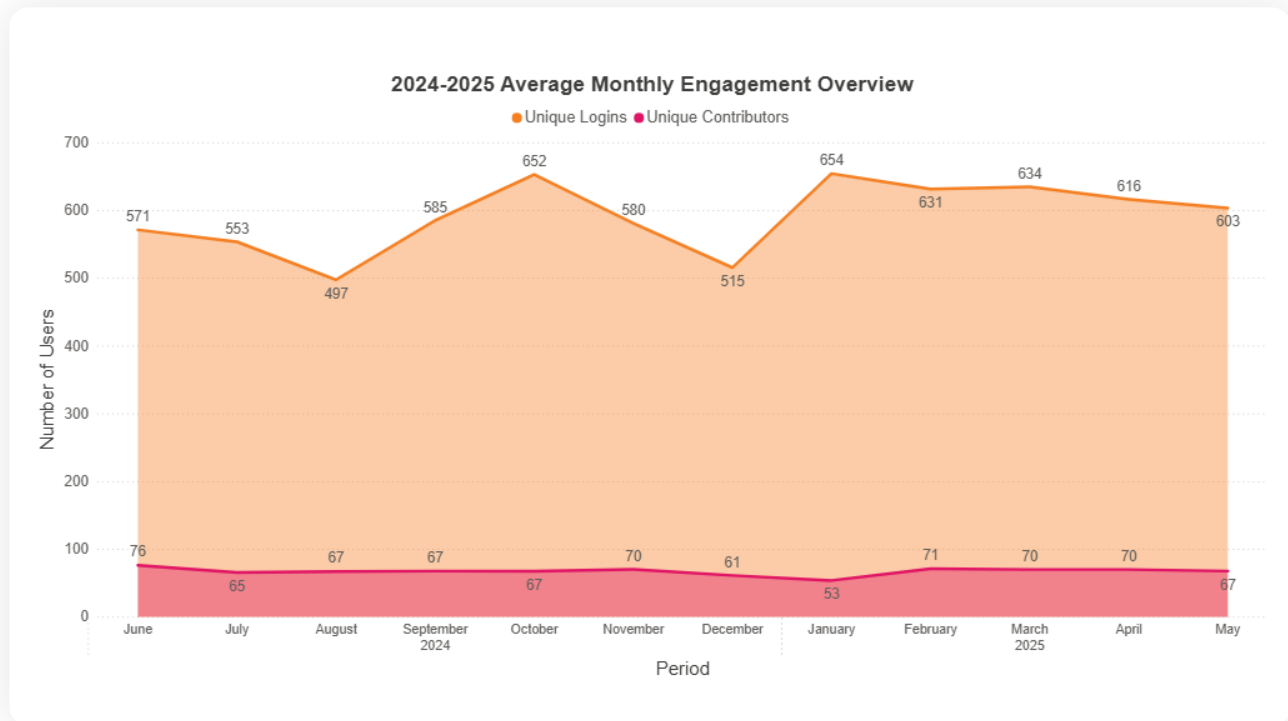
The highest performing months are October and January, perhaps explained by organizations that support members going back to an academic school year; and members looking for resources and tips as they plan for the new year. **The lowest performing months are August and December,** likely syncing up with holidays and time out of the office.

Recommendations to Drive Logins:

1 **Help existing users mature:** Remember to <u>nurture *all* your online community personas</u> to encourage users to get more and more involved and improve overall community engagement.

**2** **Give members reasons to log in regularly:** Drive traffic by posting fresh, timely content that aligns with what members care about right now. Share quick tips or thought-provoking questions, post summaries or follow-ups from recent events, or highlight trending industry news and invite discussion. Topical content creates a reason to check in and positions the community as the go-to source for insights and updates.

3 **Use community digests strategically:** Ensure your email digests are enabled, well-configured, and sent at a good frequency (daily or weekly consolidated digests often perform best). With open rates above 50%, digests are a powerful and automated way to bring members back into the community regularly.

4 **Automate engagement reminders:** Set up <u>automation rules</u> to help you remind users to log in. This could include welcoming new members with instructions and content to help them get started, nudging members after 30 days, and re-engaging members who haven't logged in in a while. Automated reminders can encourage reactivation without manual staff effort.

5 **Recognize and reward contributors:** Use <u>gamification</u> to acknowledge and reward desired behavior. Consider celebrating first-time posters, rewarding top contributors with badges, leaderboards, and shoutouts, and featuring popular content and member generated solutions in your newsletter. Recognition reinforces behavior and shows others how they can follow suit.

6 **Make login seamless:** If you're not already using Single Sign-On (SSO), consider integrating your community with your AMS and implementing SSO so members can access the community with the same credentials they use for your website or AMS. <u>Higher Logic supports integrations</u> with a variety of best-in-class solutions.

7 **Consider seasonality:** Monitor your community engagement to see which months you have the most momentum and which represent a lull. Then consider timing your own content to make the most of high engagement or to solve for low engagement. For example, based on the seasonality shown in the data from this report, you might test beginning-of-year and back-to-school content for your community if it aligns with your members' needs.

Check Your Data: Users, Logins, Contributors

If you're a Higher Logic customer, here's how you can check your own User and Login data...
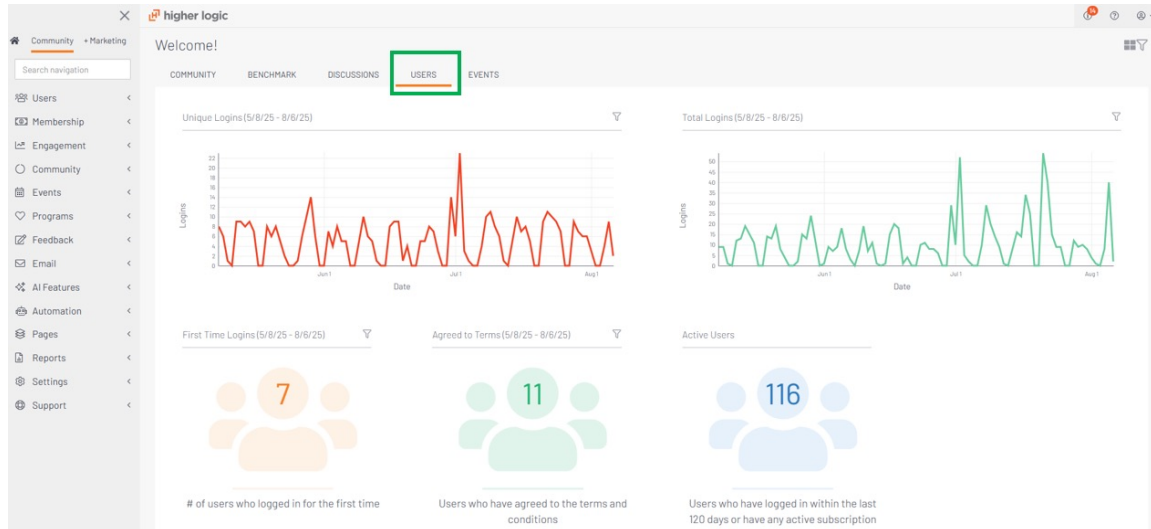
On the homepage of the Admin view of your community, click the "Users" tab to view a dashboard that includes Unique Logins, Total Logins, Active Users, First Time Logins, Users Who Have Agreed to Terms, and New Users. The filters on the top right of each graph allow you to set your desired date range.

If you want to dive deeper, you can also explore reports in the lefthand sidebar. For example, to view Unique Contributors you can click "Community" in the left sidebar, then click "Reports." On the Report page, click the "Discussions" tab, and view the "Discussion Contributors – All Contributors" report.
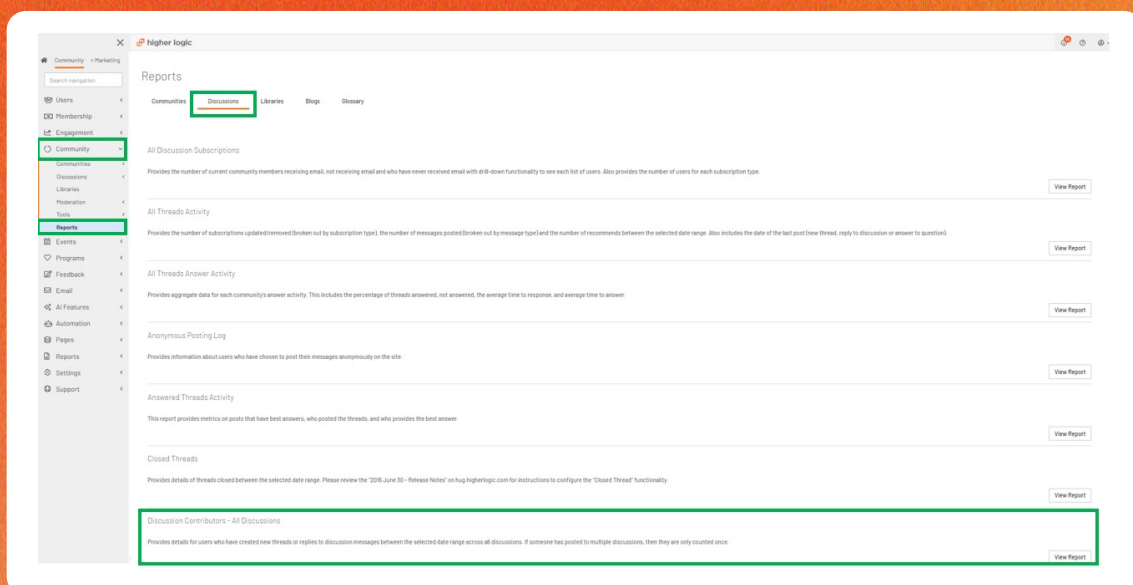
Discussion Activity

A HEALTHY CYCLE OF CONVERSATIONS

Diving deeper into average monthly discussion activity, we saw an average of 163 total discussion-related actions per month. Discussion activity in Higher Logic communities is broken down into three key types:

- **Replies to Discussions** represent the majority of activity at **66%,** highlighting strong member response and interaction.

- **New Discussion Threads** account for **40%**, showing that new questions and topics are being introduced at a steady pace.

- **Replies to Sender** make up **12%**, indicating some use of private replies—but not at the expense of broader community visibility.

Average Monthly Discussion Activity

Discussion Activity	163
Replies to Discussions	66%
New Discussion Threads	40%
Replies to Sender	12%
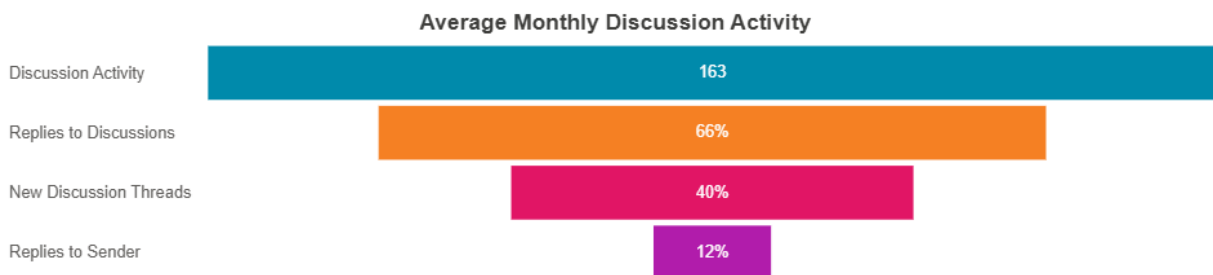
One area for improvement, though, is replies to discussions. This chart illustrates that 59% of total posts don't receive a reply, which could impact member satisfaction and perceived value. This is a significant opportunity for communities to increase engagement and responsiveness.

KEY TAKEAWAY

Communities thrive when members feel seen and heard. Increasing the reply rate—even modestly—can significantly improve the sense of connection and perceived value for members.

Average Number of Community Discussions With and Without Replies

- Posts WITHOUT Replies
- Posts WITH Replies

41%

59%
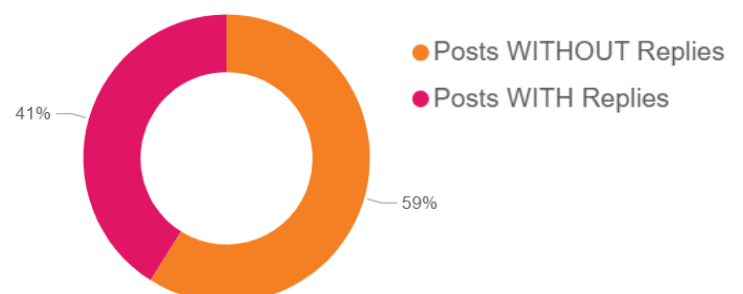
A Yearlong Look at Discussion Activity

Over the course of the year, discussion activity followed a generally stable pattern:

○ **Replies to Discussions** remained the dominant behavior each month, peaking at **121 in February** and dipping to **84 in December**—a predictable slowdown during the holiday season.

○ **New Threads** were most frequent in **January (71),** likely aligned with renewed member energy, goal-setting conversations, or conference follow-ups.

○ **Replies to Sender** remained low and consistent, never exceeding **22 per month**, ensuring most community dialogue remained public and searchable.

KEY TAKEAWAY

The consistency of replies month to month highlights reliable engagement. Communities can capitalize on January–February momentum by launching prompts, surveys, or campaigns when participation naturally surges.

2024-2025 Average Monthly Discussion Activity

● Replies to Discussions ● New Discussions ● Replies to Sender

Period	Replies to Discussions	New Discussions	Replies to Sender
June	102.48	59.10	18.06
July	106.28	63.43	19.20
August	110.16	63.50	19.65
September 2024	104.48	65.72	19.00
October	110.18	69.35	19.87
November	92.93	57.82	16.64
December	84.07	50.14	14.57
January	118.92	71.17	21.28
February	121.39	70.41	20.95
March 2025	119.54	71.92	19.80
April	110.22	68.82	19.20
May	110.54	66.67	18.99

Number of Actions

Recommendations To Get People Talking:

1 **Post easy content:** Make it easy for members to contribute with simple questions and polls. Not everyone wants to write a unique post, but most people can answer a one-line question. Ask things like "What's one tool you couldn't live without in your day-to-day work?" or "What's been your biggest challenge this quarter?"

2 **Close the loop on unanswered posts:** Assign staff or volunteer moderators to pull a report of threads without replies (or use automation) and respond. Encourage member champions or ambassadors to welcome new contributors and seed replies. Use automation rules to notify staff or members when posts remain unanswered after a set time. Showing members that they're heard encourages them to keep posting.

3 **Plan your content:** Have a content calendar and prompt discussions. Ask staff, board members, or committee chairs to start relevant discussion threads, ask questions they know members will want to answer, or share templates, tips, and lessons learned. When members see others posting, or new prompts that get them thinking, they're more likely to join in.

4 **Tie discussions to events and programs:** Start threads tied to educational programs you're already hosting. Ask members what their biggest takeaway was from a keynote or session. Invite speakers to post discussion threads in the online community. Giving members relevant and timely hooks gets them to contribute and ties your community to broader association programming.

5 **Pay attention to discussion topics:** Online communities are a data goldmine. Your members' questions and discussions can tell you a lot about what they care about and what their pain points are. You can use these insights to inspire the content and programs you develop to support them.

Check Your Data: Discussion Activity

If you're a Higher Logic customer, here's how you can check your own Discussion Activity data...
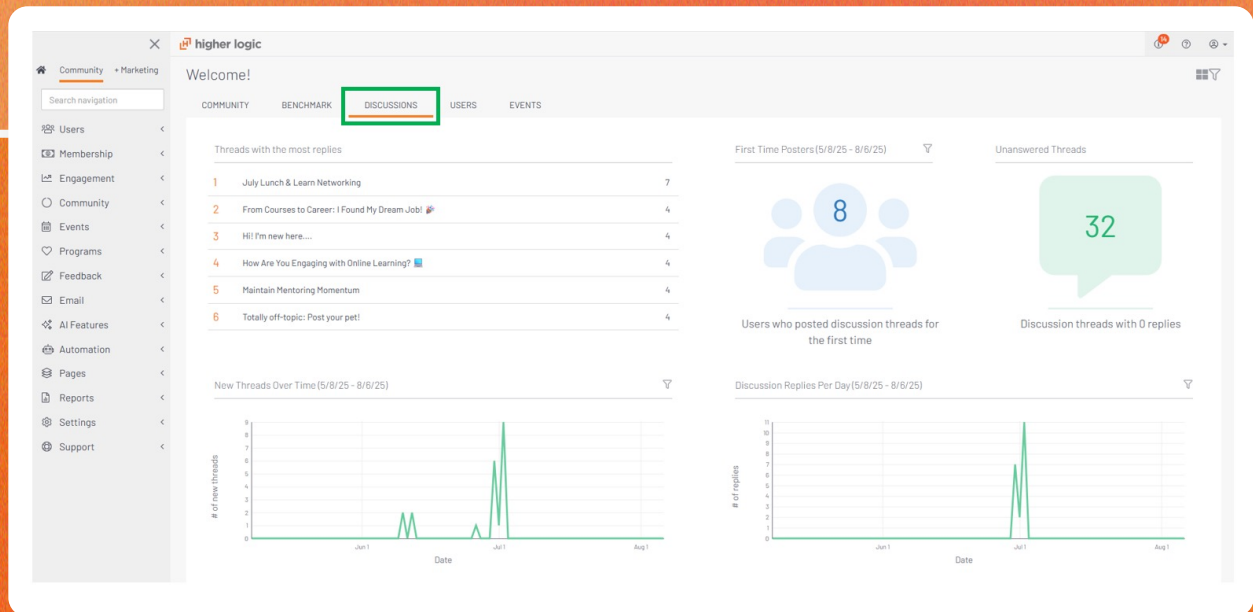
On the homepage of the admin view of your community, click the "Discussions" tab to view a dashboard that includes New Threads, Unanswered Threads, Replies, and more. **The filters on the top right** of each graph allow you to set your desired date range.

To dive deeper, you can also explore reports in the lefthand sidebar under Community > Reports > Discussions tab.

Community Digest Open Rate

YOUR MOST-READ EMAILS

Community digests continue to outperform standard email campaigns by a wide margin

- Daily Consolidated Digests achieve the highest open rate at 56%

- Weekly Consolidated Digests follow closely at 54%

- Even standard Daily Digests maintain a strong 44% open rate

To put these numbers into context, the average open rate for all association emails—from Higher Logic's most recent *Association Email Benchmark Report*—is just 35.64%. That means **consolidated community digests outperform typical emails by 50% or more.**

These results reinforce the idea that community-generated content is inherently more timely, personalized, and relevant to members than traditional outbound messaging. Digests highlight live conversations from members' peers and fresh resources—providing immediate value without association staff needing to manually build newsletters.

Average Community Digest Open Rates

44%	56%	54%
Daily Digest	Daily Consolidated Digest	Weekly Consolidated Digest

Recommendations For Community Digests:

1 **Let members choose digest frequency:** Give members the ability to set their preferred cadence—daily or weekly—based on their needs. Personalization increases satisfaction and engagement, while reducing unsubscribes or disengagement from inbox fatigue

2 **Tie digest content to broader campaigns:** Associations looking to boost email engagement should consider sharing announcements and updates in the community and having them show up in the community digest. It's a powerful way to keep members informed, drive traffic back to the community, and maintain top-of-mind visibility.

3 **Curate and feature personalized content:** Tools like Higher Logic's Smart Newsletter help you send members what they're most interested in based on their past behavior. Promoting highly targeted content increases click throughs and drives more traffic back to the community.

4 **Test and optimize timing:** If possible, experiment with sending digests at different times (morning vs. afternoon, weekdays vs. weekends) to see what drives the best open and click rates. Even small changes can yield big engagement lifts, depending on your audience.

NEW FEATURE COMING SOON!

In addition to Smart Newsletter and our other AI-powered features, Higher Logic will soon offer Smart Campaigns. Smart Campaigns use member behavior to identify members who need a nudge to engage. They then provide a tailored series of pre-written, automated emails. Just activate the Smart Campaigns that align with your goals, review, (optionally edit the copy,) and launch! Smart Campaigns will be included with Higher Logic Thrive Platform or available as an add-on to Community. Stay tuned!

Check Your Data: Community Digests

If you're a Higher Logic customer, here's how you can check the performance of your own community digest and/or smart newsletter...
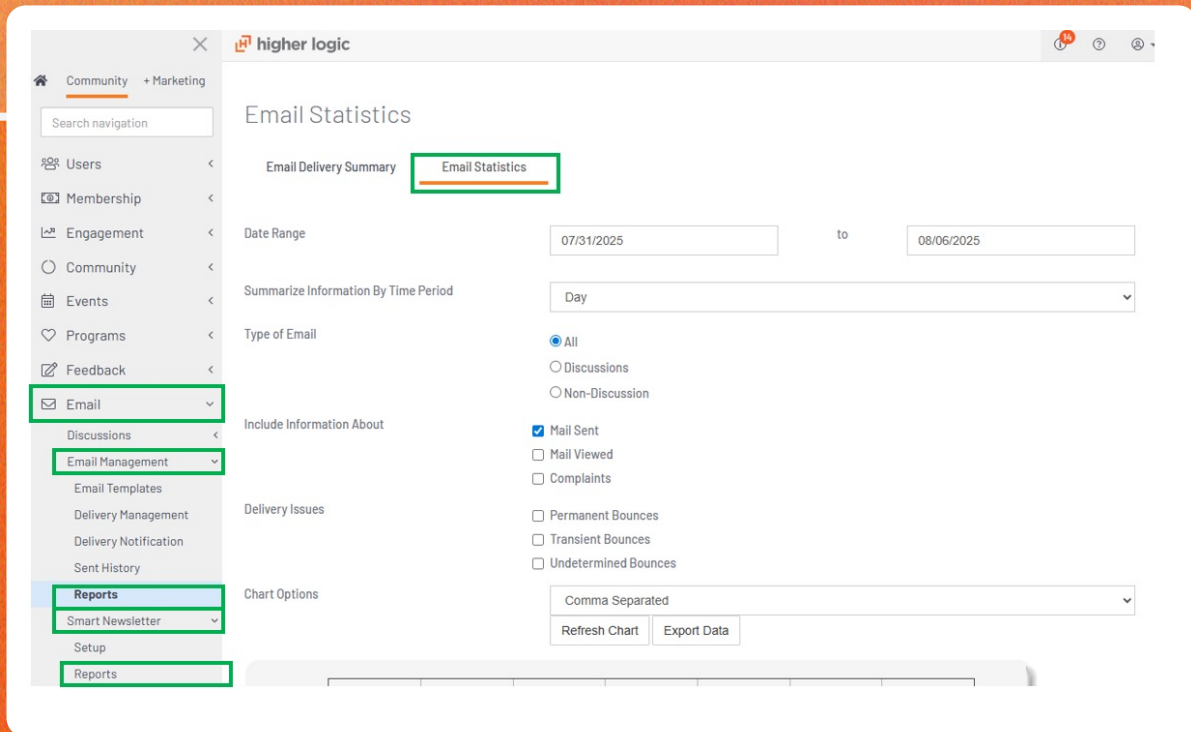
In the admin section of your online community, click on "Email" in the lefthand sidebar, then click "Email Management" and choose either "Reports" or "Smart Newsletter" then "Reports" and choose the parameters you'd like to review.

Resource Libraries

A POWERFUL MEMBER VALUE ENGINE

The data confirms that resource libraries are a cornerstone of value within online communities, playing a critical role in knowledge sharing, content access, and professional development.

539	293
Average Number of Resource Library Downloads	Average of # of NEW Library Entries

On average, communities see **539 resource downloads per year**, demonstrating strong member demand for peer- and organization-shared content. In tandem, communities also **created an average of 293 new resource library entries in the last year**, reflecting a vibrant cycle of content contribution and content consumption.

KEY TAKEAWAY

With hundreds of downloads and contributions annually, the resource library is one of the most tangible ways communities deliver ongoing member value. They represent a scalable, self-serve knowledge center:

- Staff can reduce inbound requests by directing members to existing documents.

- Members can contribute thought leadership, increasing their visibility and sense of belonging.

- Archived materials (like past event slides or committee toolkits) gain new life as persistent, searchable assets.

And the balance of supply and demand shows that members aren't just joining communities to converse—they're also actively **seeking tools, templates, examples, and documents** that help them do their jobs better and stay informed.

Associations that curate, promote, and expand their libraries not only increase engagement, but also reinforce their role as a hub of professional support and shared expertise.

Not to mention, the more content that's in your online community, the better responses your members will get from tool's like Higher Logic's AI-powered Search Assistant because it will have more knowledge to pull from.

Recommendations For Resource Libraries:

1 **Seed the library:** If you're just starting out your online community's resource library, or your library is underused, make sure you upload high-value resources to kickstart momentum. This could include event slide decks, handbooks, how-to's, checklists, or member contributed templates. Seeing helpful content in the resource library encourages others to download and contribute.

2 **Organize resources:** Make it easy for users to find what they're looking for by categorizing and tagging content (by things like use-case and topic). Clear organization reduces friction and helps members immediately see what's useful. Higher Logic's AI-suggested tagging can help make this process easier.

3 **Recognize and promote contributors:** Publicly thank members who upload content—via badges, shoutouts, or spotlight posts. Tie recognition to gamification if enabled. Recognition reinforces behavior and motivates others to share their expertise.

4 **Create a "Most Downloaded" or "Editor's Picks" section:** Highlight high-performing resources so members know what's popular or recommended. Social proof and staff curation increase trust and download activity.

5 **Educate Members on How to Use It:** Make sure new members (and even long-time users) know how to access the library, how to search for resources, and how to upload their own files. Include instructions in onboarding emails, community guides, or pinned "How to Use the Library" posts. Clear guidance reduces friction and increases confidence—especially for newer members. Higher Logic's AI-powered Search Assistant can help here too – pulling insights from both discussions and resources in your community.

6 **Learn from Downloads:** Your community gives you insights into what members care about. What they're downloading regularly might inspire you to create an educational program or additional resources.

Check Your Data: Resource Libraries

If you're a Higher Logic customer, here's how you can check the performance of your own resource libraries...
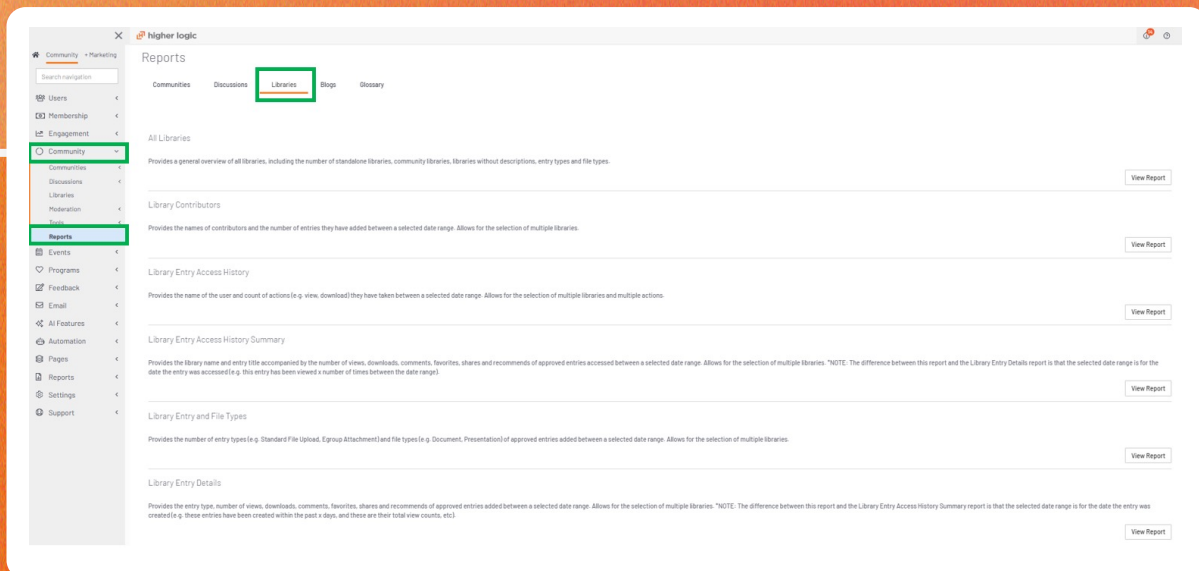
In the admin section of your online community, click "Community" in the lefthand sidebar, then click "Reports." On the report page, click the "Libraries" tab to view a collection of reports that will help you learn more about Library Contributors, Library Entries, Library Statistics, and more.

Trends over Time

2023-2025 Monthly Engagement Overview

● Avg Monthly Unique Logins   ● Avg Monthly Discussion Activity   ● Avg Monthly Unique Contributors

(Line chart showing monthly engagement from Jul 23 through May 25, with Y-axis from 0 to 700. Avg Monthly Unique Logins range roughly 450-650, Avg Monthly Discussion Activity range roughly 110-210, and Avg Monthly Unique Contributors range roughly 50-75.)
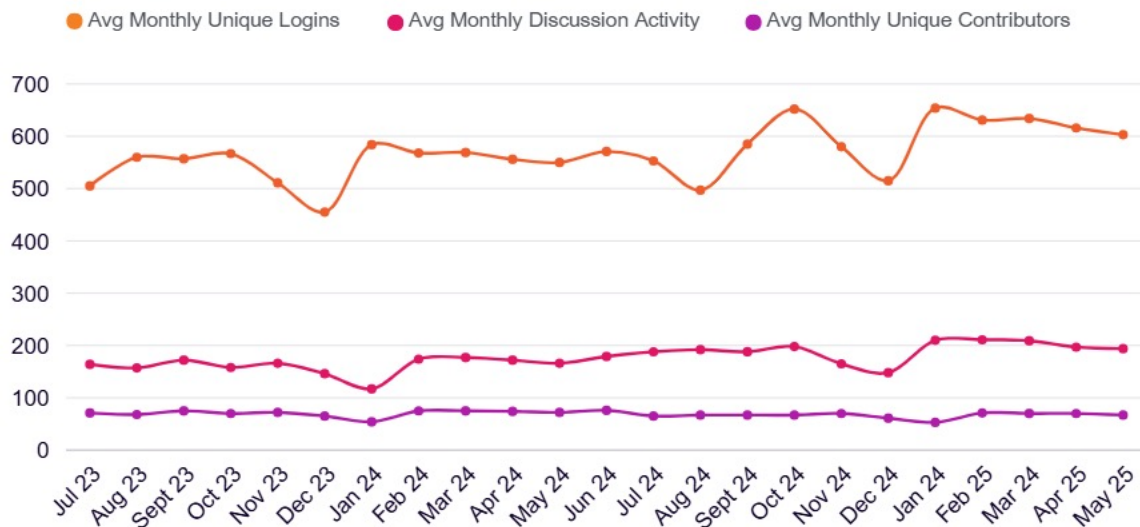
Despite rapid shifts in the digital landscape—particularly the rise of AI chatbots, content aggregators, and summary tools that often divert traffic away from websites and traditional content hubs—the data in this year's report remained strikingly consistent with last year's community performance.

○ **Logins remained steady,** with expected dips around holidays (Dec) and notable spikes tied to seasonal cycles (Jan, Oct).

○ **Discussion activity trended slightly upward year over year,** peaking in Q1 2025.

○ **Contributor counts held reliably,** with no major declines—a sign of strong community health and sustained participation.

This **stability underscores the enduring strength of online communities** as a reliable, high-engagement channel and a durable piece of digital infrastructure for modern associations.

Unlike web content, communities are dynamic, relationship-driven, and deeply personalized—qualities that AI tools can't replicate. They're also an ongoing source of new insights and innovation. When new challenges emerge, members often turn to their community for ways to solve them.

In a time when many organizations are questioning how to keep members engaged amid algorithm-driven change, online communities stand out as a **resilient and human-centered asset,** providing real-time value, peer-to-peer support, and a trusted space that keeps members returning.

★asae®

Customer Spotlight

"When we analyze community data and review what members are searching for, it can provide valuable insights for our staff to determine how best to support our members. This could involve organizing meetings or learning events tailored to their needs. Our goal is to regularly leverage this data to better understand our members' requirements and enhance their overall experience and our community plays a key role in achieving that goal."

PRIYA VISWANATHAN

Director of Application Development
American Society of Association Executives (ASAE)

→ **Learn How ASAE Uses Community to Understand and Support Members**

Future-Looking Community Recommendations:

The window to establish your association as a go-to resource may be closing. As AI continues to reshape how people find information and interact online, smart community investments NOW will help you solidify your position as a go-to resource for your industry.

1   **Focus on content creation, not just content distribution:** Encourage members to generate original discussions, share lessons learned, and post resources. This member-generated content becomes your most defensible SEO and AI-surfaced asset.

2   **Strengthen your community's role as your digital front door:** Connect your events, job board, volunteer opportunities, and marketing automation directly to your community. Make it the place where everything happens.

3   **Invest in findability:** Tag content, highlight most-used resources, and surface popular threads through digests and automation. AI models are more likely to pull from structured, visible, and frequently engaged content. And consider incorporating AI-powered search functionality in your community, like Higher Logic's AI Search Assistant, to help members get the answers they're looking for in a fast, conversational format.

4   **Use your community to build long-term habits:** Encourage repeat logins through nudges, badges, and meaningful recognition. If your members get used to asking their peers before asking external AI tools like ChatGPT, you've won.

COMPARISONS:

Performance by Country

Analyzing community performance by geography reveals regional nuances in how association members engage online. While the United States leads in both scale and participation, Canadian and Australian communities demonstrate strengths of their own—especially in mid-sized cohorts and discussion engagement.

Australia: Size vs. Monthly Logins and Contributors

- Unique logins
- Unique Contributors

Size Category:

XS (<500 User Accounts)
S (500-1k User Accounts)
S/M (1-2.5k User Accounts)
M (2.5-10k User Accounts)
M/L (10-25k User Accounts)
L (25-50k User Accounts)
XL (>50k User Accounts)

Australia: Size vs. Monthly Discussion Activity

Size Category:

XS (<500)
S (500-1k)
S/M (1-2.5k)
M (2.5-10k)
M/L (10-25k)
L (25-50k)
XL (>50k)

Canada: Size vs. Monthly Logins and Contributors

● Unique logins ● Unique Contributors

XL — 1811 | 20 | *1%*
L — 1075 | 136 | *13%*
M/L — 594 | 44 | *7%*
M — 188 | 28 | *15%*
S/M — 53 | 14 | *27%*
S — 33 | 6 | *18%*

Community Size (y-axis), x-axis: 0, 500, 1,000, 1,500

Size Category:

XS (<500 User Accounts)
S (500-1k User Accounts)
S/M (1-2.5k User Accounts)
M (2.5-10k User Accounts)
M/L (10-25k User Accounts)
L (25-50k User Accounts)
XL (>50k User Accounts)

Canada: Size vs. Monthly Discussion Activity

L — 314
M/L — 102
M — 85
S/M — 71
XL — 32
S — 11

Community Size (y-axis), x-axis: 0, 50, 100, 150, 200, 250, 300

Discussion Activity

Size Category:

XS (<500)
S (500-1k)
S/M (1-2.5k)
M (2.5-10k)
M/L (10-25k)
L (25-50k)
XL (>50k)

United States: Size vs. Monthly Logins and Contributors

● Unique logins ● Unique Contributors

Community Size	
XL	1310 / 128 / 10%
L	667 / 85 / 13%
M/L	341 / 52 / 15%
M	304 / 53 / 17%
S/M	137 / 30 / 22%
S	49 / 18 / 38%

Size Category:

XS (<500 User Accounts)
S (500-1k User Accounts)
S/M (1-2.5k User Accounts)
M (2.5-10k User Accounts)
M/L (10-25k User Accounts)
L (25-50k User Accounts)
XL (>50k User Accounts)

United States: Size vs. Monthly Discussion Activity

Community Size	Discussion Activity
XL	299
L	210
M	125
M/L	115
S/M	76
S	66

Size Category:

XS (<500)
S (500-1k)
S/M (1-2.5k)
M (2.5-10k)
M/L (10-25k)
L (25-50k)
XL (>50k)

While size and scale matter, regional member engagement patterns, cultural preferences, and strategic use of platform features play a vital role in driving community success. Associations in every country can benefit from looking at peer regions to adopt proven strategies for increasing participation, contributor depth, and content richness.

For example, organizations in Australia (and elsewhere) who support spread out rural members may find that online communities help them bridge the geographic divide.
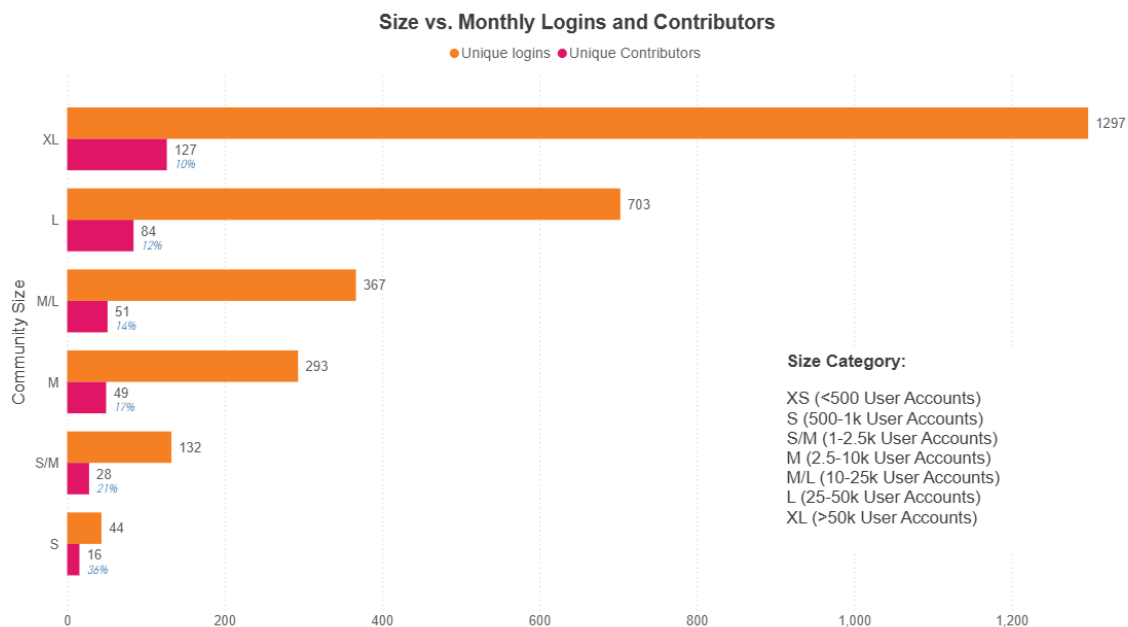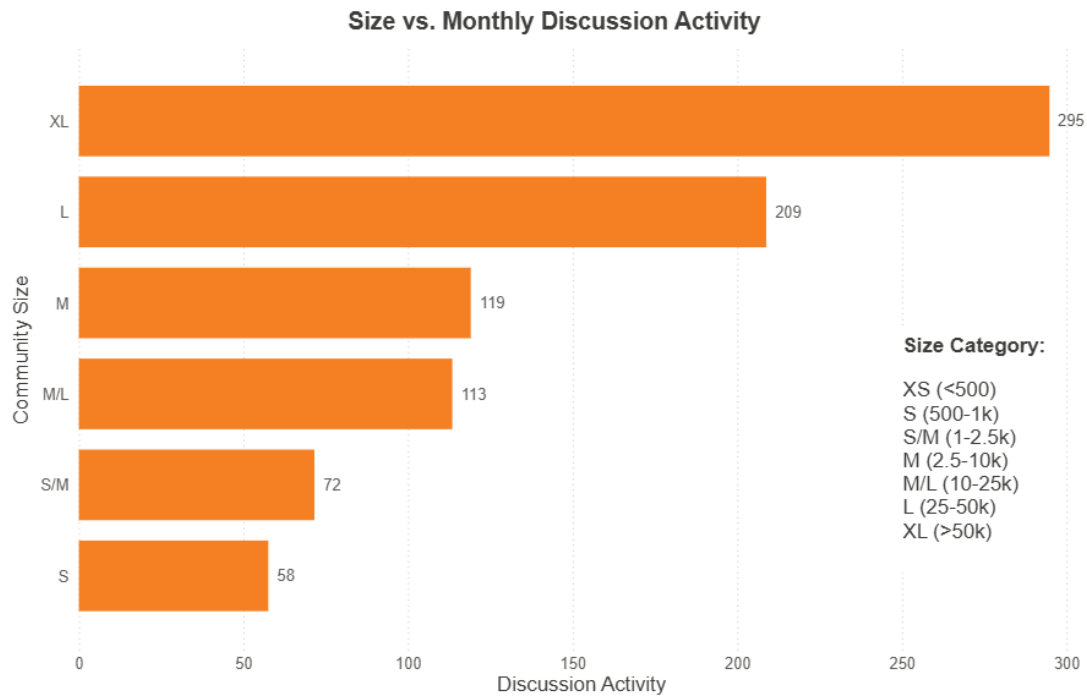
COMPARISONS:
Performance by Size

BIGGER ISN'T AUTOMATICALLY BETTER

When examining how community size correlates with user activity, an interesting pattern emerges: while larger communities naturally have higher total engagement volumes, smaller communities often see higher relative participation rates.

- **XL communities** (over 50,000 user accounts) boast the highest absolute numbers with an average of **1,297 unique logins** per month, **127 contributors**, and **295 average monthly discussion activities**. But those logins represent only **10% of users logging in** and even fewer actively contributing.

- **Small to midsize communities (S, S/M, M)**, by contrast, show smaller total volumes but stronger per-user engagement:

    - **S communities (500–1k users)** average just **44 logins**, but 36% of those are contributors—the highest contributor ratio across all segments.

    - **S/M and M** communities maintain contribution rates of **21% and 17%**, respectively.

This inverse trend between size and participation percentage may reflect the tighter social cohesion and more visible recognition that smaller communities provide. Members are more likely to feel seen, heard, and motivated to contribute.

Size vs. Monthly Logins and Contributors

● Unique logins ● Unique Contributors

Size Category:

XS (<500 User Accounts)
S (500-1k User Accounts)
S/M (1-2.5k User Accounts)
M (2.5-10k User Accounts)
M/L (10-25k User Accounts)
L (25-50k User Accounts)
XL (>50k User Accounts)

Size vs. Monthly Discussion Activity

Community Size (y-axis), Discussion Activity (x-axis)

Community Size	Discussion Activity
XL	295
L	209
M	119
M/L	113
S/M	72
S	58

Size Category:

XS (<500)
S (500-1k)
S/M (1-2.5k)
M (2.5-10k)
M/L (10-25k)
L (25-50k)
XL (>50k)

KEY TAKEAWAY

While large communities excel in total reach, smaller communities are often more vibrant on a per-user basis. Strategies that scale intimacy and visibility—such as personalized outreach, micro-communities, and automation rules—may help bridge this engagement gap in larger communities.

COMPARISONS:

Performance by Age

GROWTH FOLLOWS TIME—AND INVESTMENT

When it comes to community maturity, the data reveals a compelling relationship between **community age and engagement performance**: more mature communities tend to exhibit higher volumes of activity, both in member engagement and in content generation.

- Communities **older than 5 years** are the most active, averaging **673 unique logins**, **86 unique contributors**, and a remarkable **203 new discussion threads per month**. This indicates not only consistent participation but also a high rate of peer-to-peer knowledge exchange.

- Communities in the **3–5 year** range also show solid engagement and content creation: **5-year-old communities** average **149 monthly discussions**, while **3-year-old communities** maintain a strong 99. These groups also retain steady contributor rates (7%–10%), suggesting they've moved past the "initial build" stage and into a rhythm of sustained growth.

- **Newer communities** (especially those under 2 years) are still finding their momentum. Despite having **higher contributor rates (16%)**, their **monthly discussion volumes remain low**, with **under 55 discussions/month on average**, and fewer logins overall.

- Communities **less than a year old** predictably lag in volume (**13 logins, 2 contributors**) but match the **16% contributor rate**, reflecting the energy and involvement of core stakeholders during the launch phase. But they generate an average of just **8 discussions monthly**—highlighting the need for focused early-stage content seeding and structured engagement strategies.
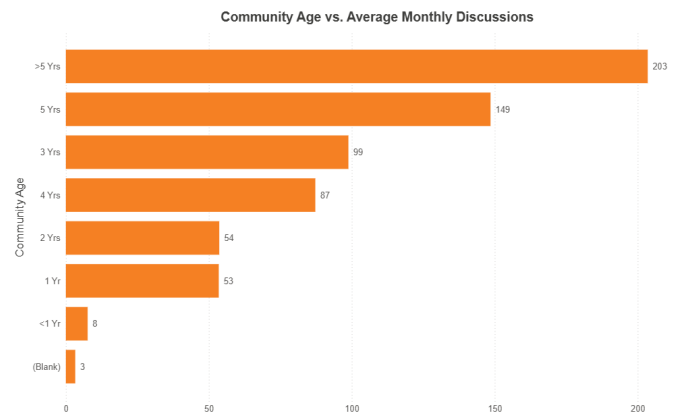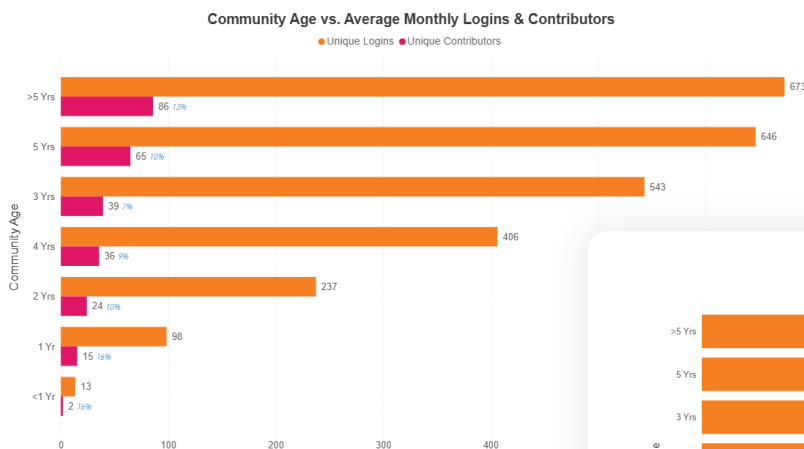
This trend supports the idea that community success compounds over time—the longer you have a community, the better staff get at managing that community and the more your members begin to see it as a resource. This trend also underscores the importance of nurturing engagement early on to build momentum that can scale.

KEY TAKEAWAY

Community performance—especially discussion activity—increases significantly with age, particularly after the 2-year mark. Mature communities not only engage more users but also generate exponentially more content, which becomes a long-term asset for the association. Discussion threads, resource libraries, and Q&A exchanges form a growing, searchable knowledge base that supports members, reduces staff workload, and drives year-round member value.

For younger communities, building this momentum takes time and intention. Early investments in discussion prompts, staff engagement, and member onboarding can accelerate the journey toward becoming a high-performing, content-rich community.

Community Age vs. Average Monthly Logins & Contributors
● Unique Logins ● Unique Contributors

Community Age	Unique Logins	Unique Contributors
>5 Yrs	673	86 13%
5 Yrs	646	65 10%
3 Yrs	543	39 7%
4 Yrs	406	36 9%
2 Yrs	237	24 10%
1 Yr	98	15 16%
<1 Yr	13	2 16%

Community Age vs. Average Monthly Discussions

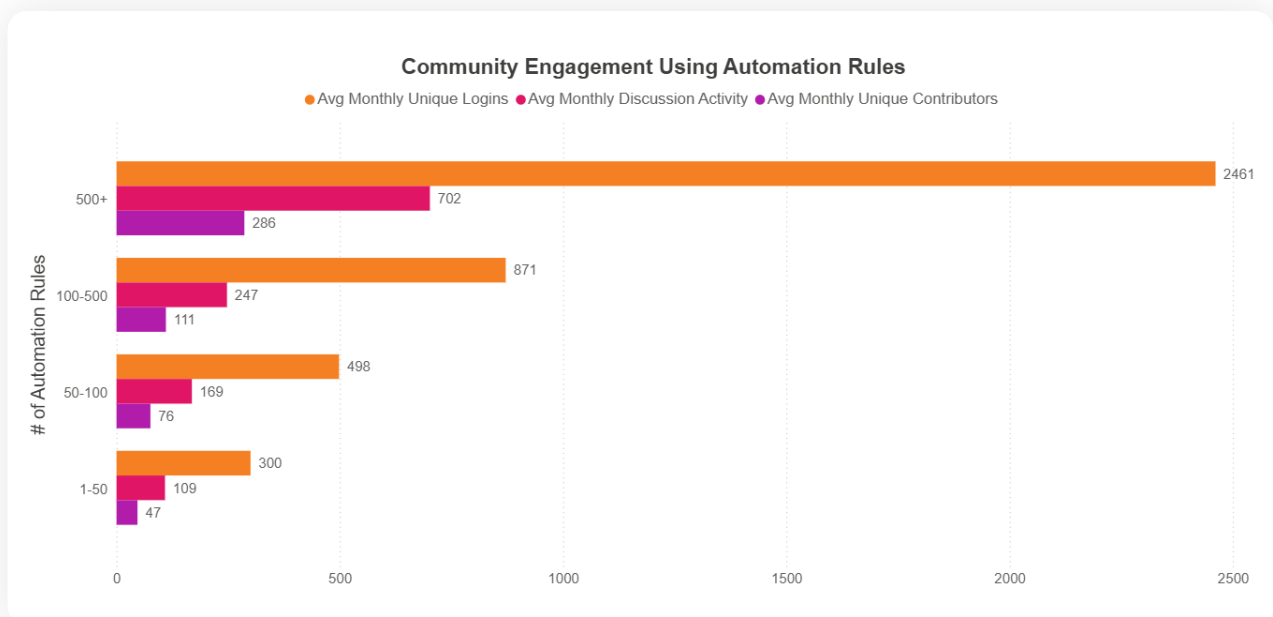| Community Age	Value
>5 Yrs	203
5 Yrs	149
3 Yrs	99
4 Yrs	87
2 Yrs	54
1 Yr	53
<1 Yr	8
(Blank)	3

Use Your Community Tools: Automation Rules & Gamification

As associations strive to meet the evolving expectations of their members with limited staff resources, automation and gamification have emerged as powerful tools for boosting engagement at scale—without requiring manual intervention for every interaction.

EMBRACING AUTOMATION IMPROVES ENGAGEMENT

A vast majority of communities using Higher Logic's community platform leverage automation rules to automate repetitive tasks like reminders, re-engagement messages, welcome emails and more: **75% of communities in our dataset have over 500 automation rules in place.**

Community Engagement Using Automation Rules

● Avg Monthly Unique Logins ● Avg Monthly Discussion Activity ● Avg Monthly Unique Contributors

500+
- 2461
- 702
- 286

100-500
- 871
- 247
- 111

50-100
- 498
- 169
- 76

1-50
- 300
- 109
- 47

# of Automation Rules (y-axis) — x-axis: 0, 500, 1000, 1500, 2000, 2500

And the data shows that using these automation rules has the intended effect—associations that automate repeatable tasks like nudging members to log in, reply to unanswered posts, or contribute consistently see higher engagement. Across all engagement metrics—**average monthly unique logins, discussion activity, and unique contributors**—organizations using more automation rules far outpaced those with fewer.

KEY TAKEAWAY

Automation makes scalability possible, which is the key to sustaining engagement across large or complex communities. They act behind-the-scenes to help community managers ensure that members are:

- **Added to (sub)communities** that most align with their interests
- **Prompted to return** if they haven't logged in recently
- **Encouraged to participate** in discussions or events
- **Recognized or rewarded** for contributions
- **Guided through onboarding** or key journeys

This type of consistent, personalized outreach helps build habits, drives connection, and reduces manual staff workload.

## GAMIFICATION USERS OUTPERFORM NON-USERS ON EVERY METRIC

The data revealed that 69% of communities have gamification enabled, demonstrating that most associations are already using elements like badges, points, or leaderboards to motivate member participation.

Gamification

31%

69%

Gamification Enabled?
- Yes
- No
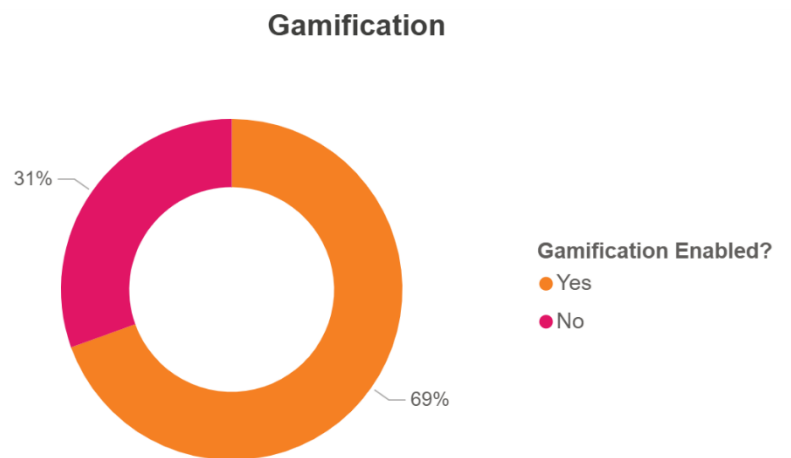
This feature is especially useful for:

- **Encouraging repeat behavior** (like logging in or contributing)

- **Recognizing top contributors** publicly

- **Guiding newer members** toward deeper involvement

While 31% of communities have not yet adopted gamification, the data suggests it may be an untapped opportunity for those looking to enhance interaction with minimal configuration effort, because **communities that enable gamification experience over 2x the login activity** and significantly higher levels of conversation and contribution!

Community Engagement Using Gamification

● Unique Logins ● Monthly Discussions ● Unique Contributors
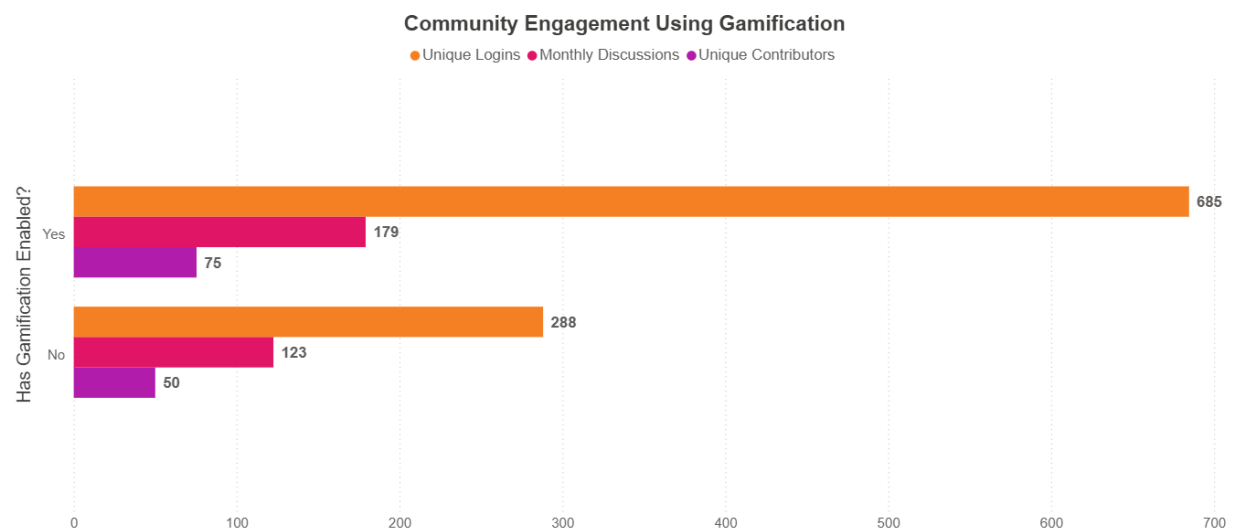
Gamification doesn't just add flair—it delivers results. When combined with automation, it helps create a dynamic, responsive, and rewarding community experience that keeps members coming back.

KEY TAKEAWAY

Together, automation rules and gamification offer a strategic one-two punch for associations: automation drives smart, scalable outreach and nudges, while gamification makes the experience fun and rewarding. Communities that embrace both are better equipped to build momentum, retain attention, and empower members to participate more fully—all while reducing the manual lift on staff.

Recommendations:

1 Use <u>automation rules</u> to proactively guide and re-engage members—without the manual effort. Here are some ideas!

- **Welcome new members** with a personalized email introducing them to the community and linking to a "Getting Started" post.
- **Trigger a follow-up nudge** if new members haven't logged in after 7 days.
- **Send a reminder** to members who haven't logged in or posted in the past 30 days.
- **Invite users to rejoin a conversation** they previously engaged in but haven't returned to.
- **Notify members** when a new resource has been added to a library they follow.
- **Promote upcoming webinars or events** based on group/topic interest tags.
- **Congratulate members** when they reach a milestone (e.g., first post, first reply, 100 logins).
- **Send a badge alert** when a member earns a new gamification level.

2 Embrace <u>gamification</u> in a way that's visible, meaningful, and aligned with member goals. Here are some ideas!

- Tie badges to **desired community behaviors**: posting a question, replying, uploading resources, completing a profile, etc.
- Offer badges for **engagement longevity** (e.g., "1-Year Member") to highlight commitment.
- Feature top badge earners or point leaders in a **"Member Spotlight"** section or leaderboard.
- Use automated emails to let members know **when they've earned a badge** and how to level up.
- Include a "What Are Badges?" section in your onboarding email or help menu.
- Post a **monthly leaderboard update** to encourage friendly competition.
- Reward behavior that **drives strategic value**: completing surveys, joining committees, or attending virtual events.

PRO TIP

Go for the combo! Pair gamification with automation to power up your efforts. And remember to tie gamification and automation touchpoints to your organization's values and goals. <u>Learn how ASIS International uses ribbons and badges</u> celebrate member wins and member engagement.

Check Your Data: Automation Rules

If you're a Higher Logic customer, here's where you can check how your Automation Rules are performing...
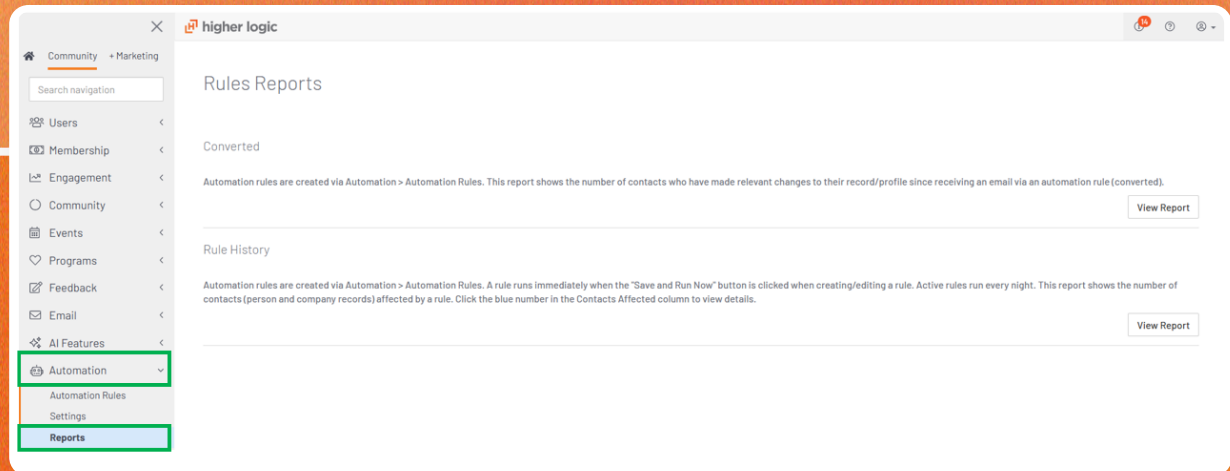
In the admin section of your online community, click "Automation" in the lefthand sidebar, then click "Reports."

Integrating Association Programs

COMMUNITY AS A CENTRAL HUB FOR ENGAGEMENT

The data clearly shows that **communities perform best when they're connected to broader association functions**—such as volunteering, mentoring, chapters, job boards, and marketing. By transforming the community into a one-stop-shop for engagement, associations increase member interaction, content creation, and program participation.
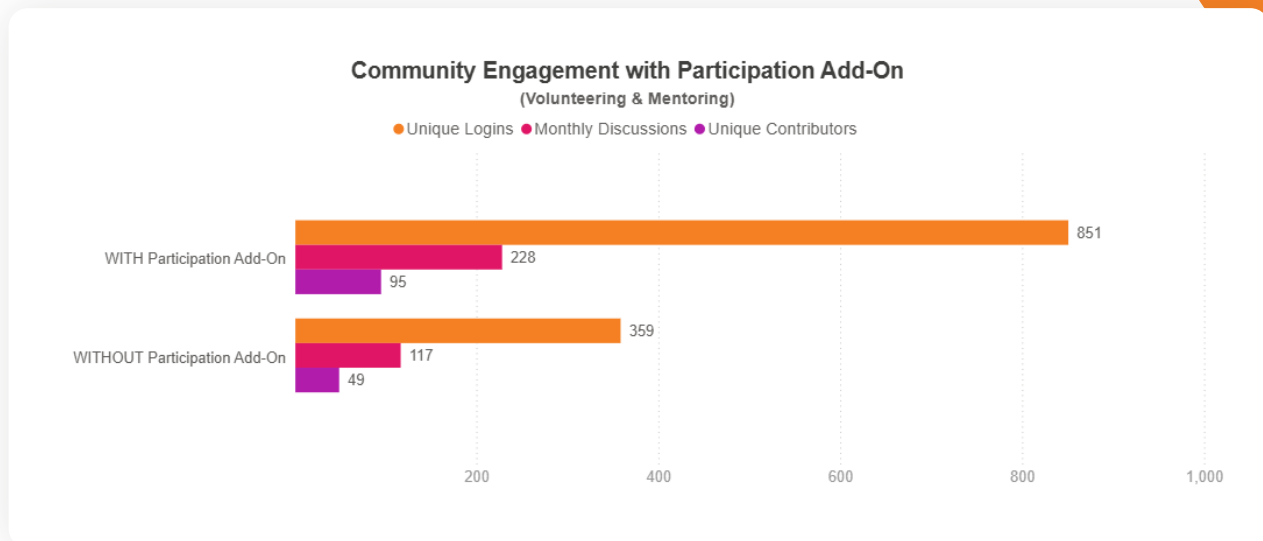
Volunteering and Mentoring

Communities with the **Participation Add-On**—which ties volunteering and mentoring programs directly into the community—see:

- **2.4x more unique logins** (851 vs. 359)

- **Nearly 2x the number of contributors** (95 vs. 49)

- **2x more monthly discussions** (228 vs. 117)

KEY TAKEAWAY

Integrating programs like volunteering and mentoring gives members more reasons to return to the community regularly, while also helping associations promote leadership pipelines, retention, and member connection.

Community Engagement with Participation Add-On
(Volunteering & Mentoring)

● Unique Logins ● Monthly Discussions ● Unique Contributors

WITH Participation Add-On	851 / 228 / 95
WITHOUT Participation Add-On	359 / 117 / 49

(x-axis: 200, 400, 600, 800, 1,000)

Job Board

When associations enable Higher Logic Thrive Jobs to create a career center within their community, they see a dramatic performance lift:

- **829 average monthly logins**, nearly double compared to communities without a job board (453)
- **221 discussions/month** vs. 138
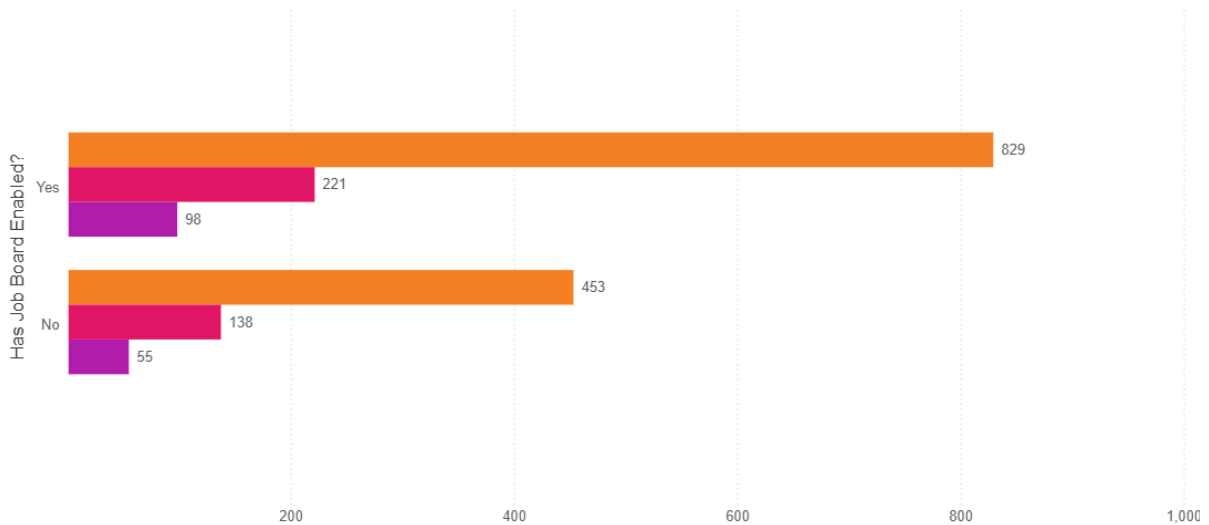- **98 contributors** vs. 55

KEY TAKEAWAY

Career opportunities are a key driver of member engagement—especially among early- and mid-career professionals. Making the job board a visible, interactive part of the community keeps traffic high and drives ongoing value for both members and employers.

Community Engagement with Higher Logic Thrive Jobs Enabled

● Unique Logins ● Monthly Discussions ● Unique Contributors

Has Job Board Enabled?

Yes
- 829
- 221
- 98

No
- 453
- 138
- 55

(x-axis: 200, 400, 600, 800, 1,000)

Microsites, Chapters, and Groups

Communities using our **Component Management Add-On** (which helps associations manage chapters and groups and create microsites) saw:

- **2.6x more logins** (926 vs. 350).
- **88% more contributors**
- **73% more discussions**

KEY TAKEAWAY

Chapter programs thrive when connected to the main community platform. A unified space helps strengthen the chapter network, empower local leaders, and keep conversations accessible across the organization.

Community Engagement with Component Management Add-On
(Group Manager, Microsites, Chapter Management)

WITH Component Management: 926, 213, 94

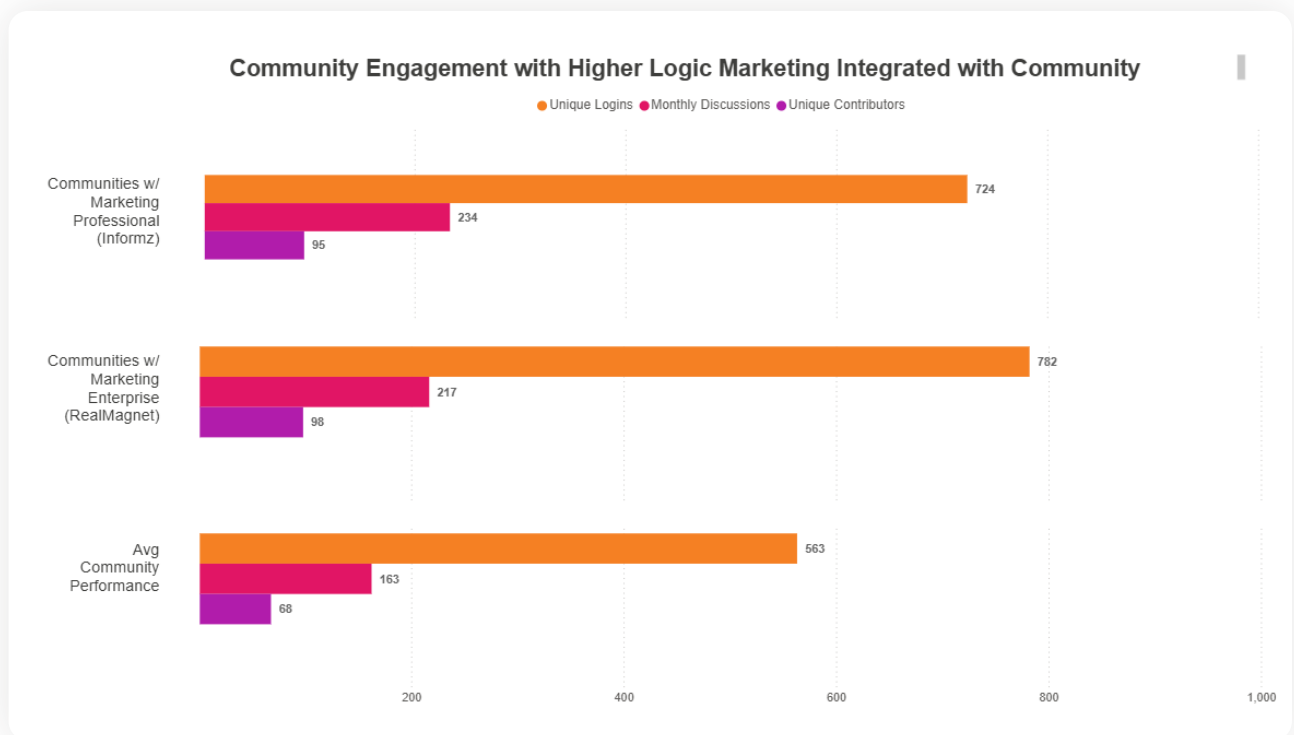WITHOUT Component Management: 350, 123, 50
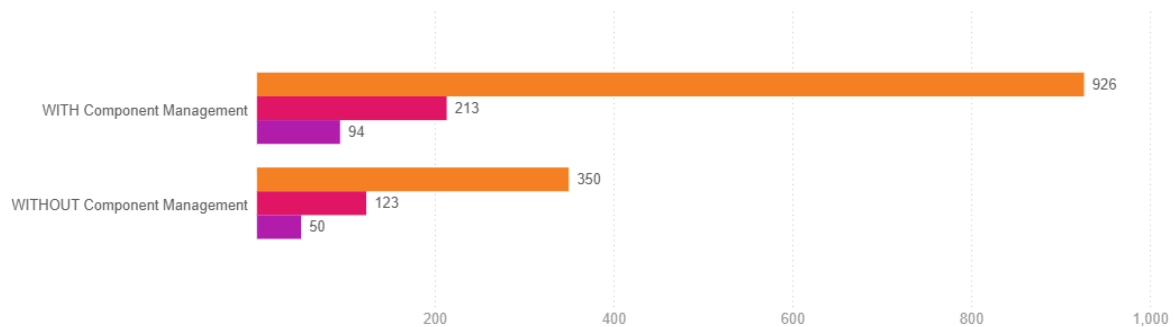
Marketing

Marketing + Community = amplified engagement. Communities with Higher Logic Marketing integrated with their online community (either our Marketing Professional aka Informz configuration, or our Marketing Enterprise aka Real Magnet configuration) also outperform average community benchmarks:

- **724–782 monthly logins** compared to the 563 benchmark
- **234–217 monthly discussions** compare to 123
- **95–98 contributors** compared to 68

KEY TAKEAWAY

Tightly integrating your community with your marketing platform ensures more timely, personalized content delivery and lets you automate campaigns based on member behavior. The result? Higher click-through, more relevant communications, and more activated members.

Community Engagement with Higher Logic Marketing Integrated with Community

● Unique Logins ● Monthly Discussions ● Unique Contributors

Communities w/ Marketing Professional (Informz)
- 724
- 234
- 95

Communities w/ Marketing Enterprise (RealMagnet)
- 782
- 217
- 98

Avg Community Performance
- 563
- 163
- 68

200   400   600   800   1,000

Recommendation:

Associations that treat their online community as a hub—not a silo—see stronger results across the board. The data confirms that when members can access career resources, local chapters, volunteering, mentoring, and marketing touchpoints *within the same digital space,* engagement thrives.

Make your online community your digital front door. Instead of sending members in multiple directions, bring your core programs *into* the community—where relationships already live.

Customer Spotlight

"We're utilizing Higher Logic and our community as a digital ecosystem to truly support our sections and branches. Instead of volunteers having to go to five different systems to manage events and engagement, we want to streamline everything by bringing it all into one place."

TIRZA AUSTIN
Senior Manager of Online Community
American Society of Civil Engineers (ASCE)

→ **Learn How ASCE Empowers Volunteers with Community**

Conclusion

The data from this year's benchmark report tells a clear and encouraging story: **online communities continue to deliver strong, scalable value across associations of all sizes and types**. With consistent contributor activity, healthy content exchange, and digest open rates that far exceed standard email benchmarks, communities are proving themselves as core infrastructure for modern member engagement.

But performance doesn't happen by accident. The most engaged communities are those that **invest in their ecosystem**—by integrating the community with key programs like volunteering, mentoring, chapters, job boards, and marketing. It's important to leverage automation to personalize outreach at scale and use gamification to turn participation into a rewarding experience.

As artificial intelligence (AI) reshapes how people discover content and connect with organizations, associations must act with intention. Your online community is one of the few digital spaces where you control the conversation, the content, and the member experience. Now is the time to reinforce your community as a go-to destination—before members get in the habit of turning elsewhere for answers.

Whether your community is in its first year or its tenth, consider how you **center your community in your member experience strategy**. Use it to connect programs, elevate member voices, and provide self-serve value that drives retention and relevance.

We hope these benchmarks inspire you, challenge you, and support you as you build more connected, thriving communities in the year ahead!

higher logic

Higher Logic is revolutionizing engagement. We combine AI with human insight to help organizations build lasting relationships through personalized, intelligent experiences. Our platform connects community, marketing, learning, events, and more—powered by a centralized data warehouse that learns and adapts with every interaction. It's how we enable smarter, more relevant engagement. Whether helping associations improve retention or enabling businesses to reduce support costs and grow loyalty, our deep expertise and true partnership mindset empower our customers to do more than they ever imagined.

LEARN MORE AT HIGHERLOGIC.COM OR SCHEDULE A DEMO!

Need Help?

Get extra support launching your community or tackling a project that's been on your to-do list for longer than you'd like to admit with **Higher Logic Services!** Our services packages connect you with dedicated industry expert Advisors to help you achieve your association's goals. Free up staff time, get things done without adding to payroll, and quickly maximize the ROI of your Higher Logic investment.

Appendix:
Our Data Set

Marketing

Higher Logic has almost 3,000 customers in the United States, Canada, and the Asia-Pacific region. Higher Logic's 2025 Association Community Benchmark Report collects anonymized data specifically from ~1,500 associations and nonprofit customers who use Higher Logic Community (Original), Higher Logic Thrive Community, or Higher Logic Thrive Platform (Community + Marketing).

The following section outlines some defining characteristics of the customer data set we analyzed for this report.

Time Period Reviewed

The report's data set is from June 1, 2024 to May 31, 2025. All graphs and figures are based on this timeframe unless otherwise noted.
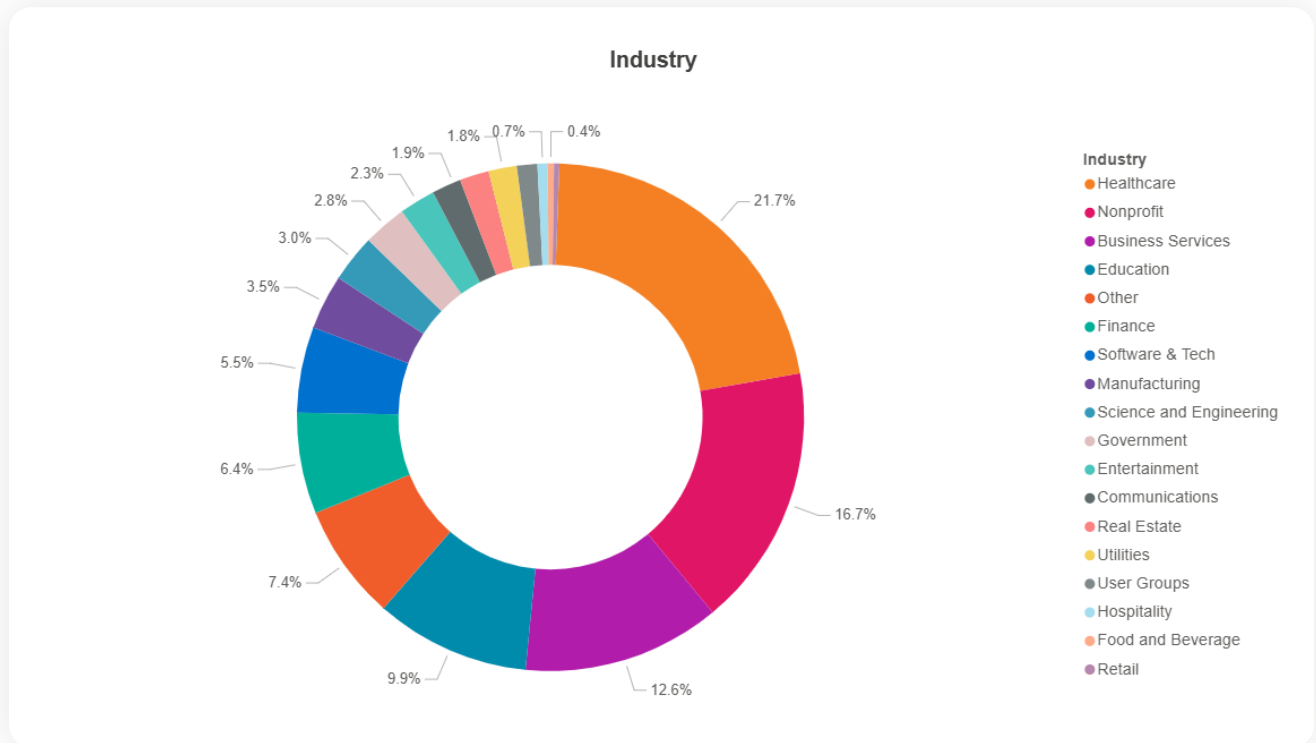
Organizational Revenue

Our community customers represent varied annual revenue brackets, with most landing in the $1M-10M revenue category.
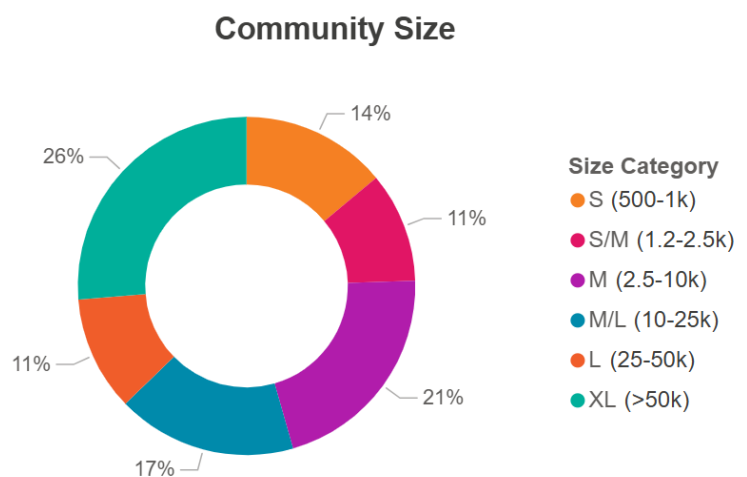
Annual Organizational Revenue

7%
27%
12%
54%

Business Revenue Size
- $1-500k
- $1M-10M
- $500k-1M
- >$10M
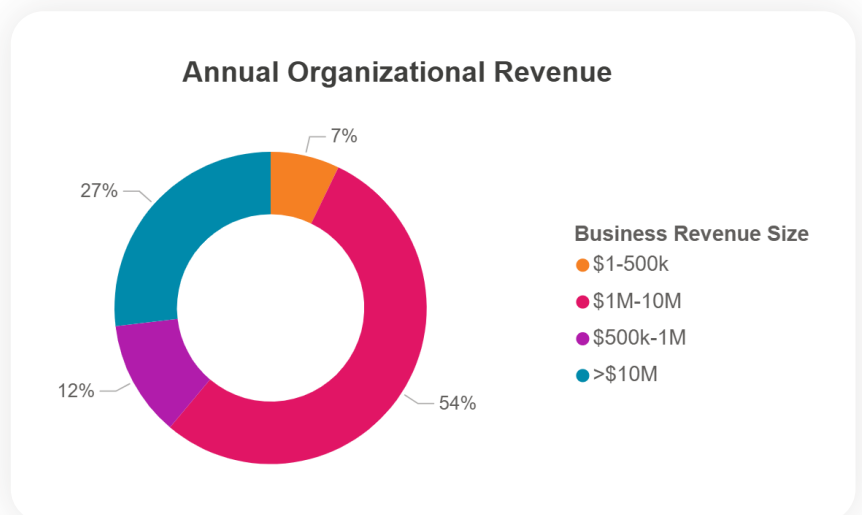
Industries

We have community customers from a wide variety of industries, with our biggest defined cohorts being Healthcare and Nonprofits.

Industry

Industry
● Healthcare
● Nonprofit
● Business Services
● Education
● Other
● Finance
● Software & Tech
● Manufacturing
● Science and Engineering
● Government
● Entertainment
● Communications
● Real Estate
● Utilities
● User Groups
● Hospitality
● Food and Beverage
● Retail

Pie chart values: 21.7%, 16.7%, 12.6%, 9.9%, 7.4%, 6.4%, 5.5%, 3.5%, 3.0%, 2.8%, 2.3%, 1.9%, 1.8%, 0.7%, 0.4%

Community Characteristics

COMMUNITY SIZE

Communities come in all sizes. In 2024-2025, the largest percentages of our customers had Extra Large (>50k) or Medium (2.5k-10k) communities.

Community Size

Size Category
● S (500-1k)
● S/M (1.2-2.5k)
● M (2.5-10k)
● M/L (10-25k)
● L (25-50k)
● XL (>50k)

Pie chart values: 14%, 11%, 21%, 17%, 11%, 26%

COMMUNITY AGE

Over half of our customers have communities over 5 years old, with the rest falling throughout the 1–5-year range.

Time on Community

Community Age
- >5 Yrs
- 5 Yrs
- 4 Yrs
- 1 Yr
- 3 Yrs
- 2 Yrs
- <1 Yr

63%
8%
8%
7%
6%
6%
2%
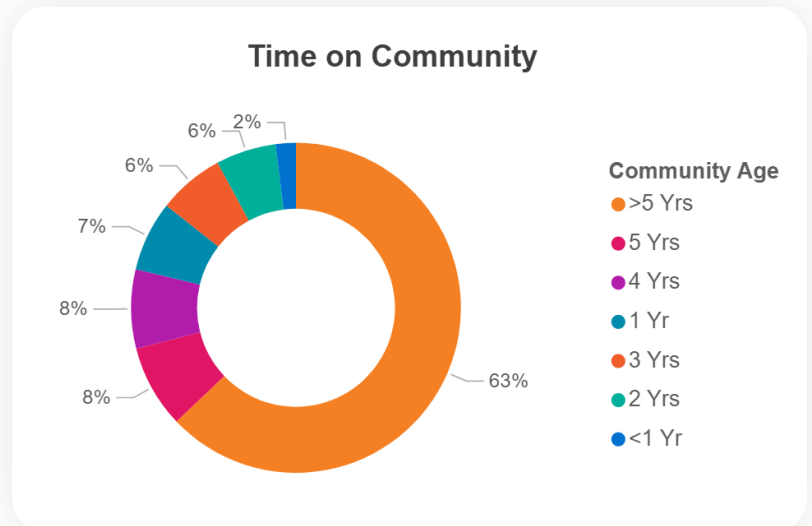
Community Admin Accounts

47
Avg Community Admin Accounts

9
Avg Community Super Admin Accounts

COMMUNITY ADMINISTRATORS

Within our data set, organizations had an average of 47 community user accounts with admin permissions. These are likely association staff and group leaders.

Organizations had an average of 9 community user accounts with super admin permissions. These may be association staff who are more involved in running the community like community managers or IT.

Recommendation:

Having staff dedicated to managing your community and fostering engagement is important to ensuring your community's success.

But how many staff manage your community and how much time they dedicate to the community will differ depending on your organization - if you don't have 47 staff working on your community (or even 47 people TOTAL working at your organization), that's okay!

Some organizations have a dedicated community manager, and some share responsibility for the community across several departments. The important part is making sure you have buy-in and a plan – staff throughout your association should understand how the community can help achieve the organization's goals and mission.

COMMUNITY INTEGRATION

Higher Logic's community and marketing software is designed to seamlessly integrate with your existing technology to help you get the most out of your member engagement solutions. We can easily connect your community to association management systems (AMS) like re:Members (formerly Impexium), Nimble AMS, YourMembership, and CRM systems like Salesforce. We can also connect the community to a ton of other solutions.

Most of our customers integrate their community with at least one other system or solution.

Community Integrated with At Least One Other System

16%

84%

Integration Indicator
- Integration
- No Integration
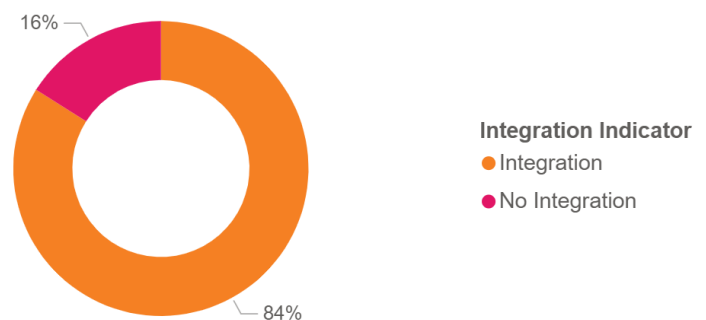
Plus, we've partnered with the following industry leaders to power some of our **Higher Logic Thrive Add-Ons!**

- **Higher Logic Thrive Learn** (powered by Path LMS, formerly BlueSky eLearn)
- **Higher Logic Thrive Mobile 365** (powered by Results Direct)
- **Higher Logic Thrive Jobs** (included with Higher Logic Thrive Community and powered by Web Scribble)
- **Higher Logic Thrive Submissions and Review** (powered by OpenWater by ASI)
- **Higher Logic Thrive Credentialing** (powered by Cloud Generation)

iUG
MIS USERS GROUP
WE EMPOWER iMIS USERS

Customer Spotlight

"Something I really like about Higher Logic Thrive is you can set up your IQAs (queries) from iMIS to target specific groups...Being able to automate that is huge for us – we only have two staff – so that really scales our ability to bring in new members and reengage lapsed members."

MICHELE L. MORGAN, DES, CMP
Executive Director
iMIS Users Group (iUG)

→ **Learn How iUG Uses Community and Marketing Together**