

THE ASSOCIATION IMPACT ON AMERICAN ECONOMY AND SOCIETY



62,000

501(c)(6) associations nationwide¹



205,000

Association professionals



\$18 BILLION

In 2018 salaries²

501(c)(6) organizations, such as business, trade, professional and membership associations, are major drivers of our economy and champions of a fruitful society.



ASAE RESEARCH SURVEY ON COVID-19 IMPACT

70%

of respondents anticipate using up to **half of reserves** to offset revenue loss due to COVID-19. 5.5% anticipate insufficient reserves.

86%

of respondents estimate a loss of up to **half of annual revenue** just to in-person event cancellations.

77%

of respondents estimate they will lose up to **\$1,000,000** just from in-person event cancellations.³

ABOUT ASAE

ASAE is celebrating 100 years of making society smarter, better and safer. The Centennial anniversary represents ASAE's role as a leader and supporter of progress and innovation in the association industry. ASAE is a membership organization of more than 48,000 association executives and industry partners representing 7,400 organizations. Since it was established 100 years ago, its members have and continue to lead, manage, and work in or partner with organizations in more than a dozen association management disciplines, from executive management to finance to technology. With the support of the ASAE Research Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession and provides resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community. Visit ASAE at asaecenter.org

¹ IRS Data Book 2018; North American Industry Classification System (NAICS); U.S. Census Bureau

² Bureau of Labor Statistics; 2018 Annual Averages; Quarterly Census of Employment and Wages (QCEW)

³ ASAE Research Foundation Association Impact Snapshot for May 22, 2020.