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

**THE ASSOCIATION IMPACT ON AMERICAN ECONOMY AND SOCIETY**

- **62,000** associations nationwide¹
- **205,000** Association professionals
- **$18 BILLION** In 2018 salaries²

**ADVOCACY**
As lead advocates, associations build awareness for important societal issues.

**EDUCATION**
Associations are the nation’s largest source of post-college education.

**DIVERSITY & INCLUSION**
The association community strives to incorporate the experience and backgrounds of all Americans in its collective mission to benefit society.

**SAFETY & STANDARDS**
Associations promote industry safety and help create comprehensive standards for products, programs and services across society.

**WORKFORCE DEVELOPMENT**
Across industry, associations provide professional development that enables Americans to more fully access the economy.

**DYNAMIC MARKETPLACE**
Associations promote competition and help build consumer choice through robust certification and economic development programs.

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**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.

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**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.

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