



THE POWER OF ASSOCIATIONS

An Objective Snapshot of the
U.S. Association Community

Updated January 2015



as·so·ci·a·tion

A GROUP
of people
banded
together
—— for a ——
PURPOSE



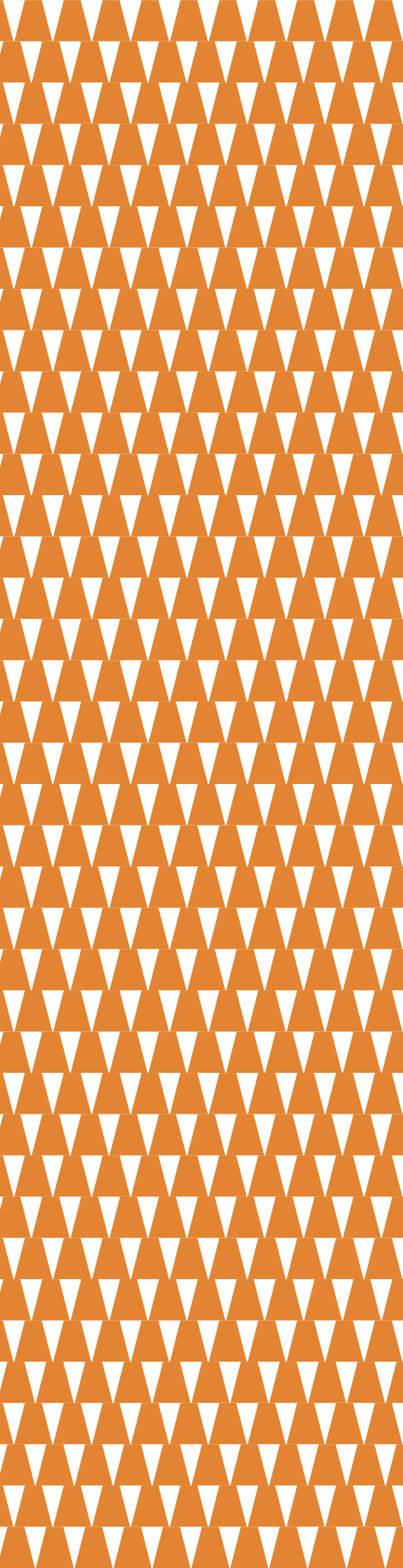
FOREWORD

The Power of Associations is intended to provide an objective snapshot of the U.S. association community—a diverse, vibrant sector and powerful contributor to the United States economy and quality of life. Associations are frequently regarded individually in the context of the industry, profession, or cause they represent. Rarely are they thought of in a collective sense as a broad sector that is enmeshed in the daily patterns of American life and community. The purpose of this updated report is to give an overview of the size and scope of association activity in the United States and illustrate its relative importance to society.

Part of the difficulty in getting a handle on the size of the association community and its unique contribution to the larger society stems from the complexity of the tax code and the different types of nonprofit organizations that are granted tax exemption by the federal government. While there were nearly 1.6 million tax-exempt organizations recognized by the Internal Revenue Service (IRS) in 2013, most associations fall under two tax classifications: Section 501(c)(6) and Section 501(c)(3). In 2013, the IRS recognized about 67,000 501(c)(6) associations and nearly 1.1 million 501(c)(3) groups.

Although associations are formed for a wide range of purposes, the IRS—the federal agency tasked with oversight and enforcement of the tax-exempt sector—broadly defines associations as “a group of persons banded together for a specific purpose.”

A strong sense of community and coordinated activity is at the heart of the profession of association management. People join and volunteer for associations because they want to work together on a common cause or interest. America’s associations have deep roots in our history. The first American settlers formed “guilds,” patterned after British trade groups, to address common challenges and support each other’s work and lifestyle. This distinctive pattern of coordinated



FOREWORD

continued

activity in the private sector has shaped and advanced the United States, and has historically set the country apart from many other nations (although associations, or “non-governmental organizations,” are now growing in number internationally as well). While the complexity of associations and their role has evolved, today’s associations still share the purpose of coming together to produce positive results.

The Power of Associations relies on United States government statistics and tax-exempt returns (Form 990s) to provide a statistically precise overview of the association community. These statistics focus primarily on employment, wages, revenues, and assets. Where possible, we also cite recent ASAE studies that document trends in associations that are relevant to this report. By no means is this report a comprehensive assessment of the association sector and its many contributions to America’s economy and quality of life. But it begins to fill the information gap about associations as employers, businesses, membership organizations, and unique contributors to the American experience.

Part of ASAE’s mission is to promote a deeper understanding of associations and their role in American society. This report is intended to help those who are perhaps familiar only with certain associations gain a better picture of the size and scope of the broader sector. It may also be interesting reading for the members and employees of associations who may see themselves as specialists and not part of a larger, resourceful, and influential community.

association

BY THE NUMBERS

an overview

SIZE IN 2013

Source: IRS Data Book

The IRS recognized
66,985
trade and professional
associations

The IRS recognized
1,052,495
charitable and philanthropic
organizations

There were
1,524
new applications for 501(c)(6) status and
45,289
applications for 501(c)(3) status filed with the IRS. The
vast majority of these applications were approved.

EMPLOYMENT IN 2013

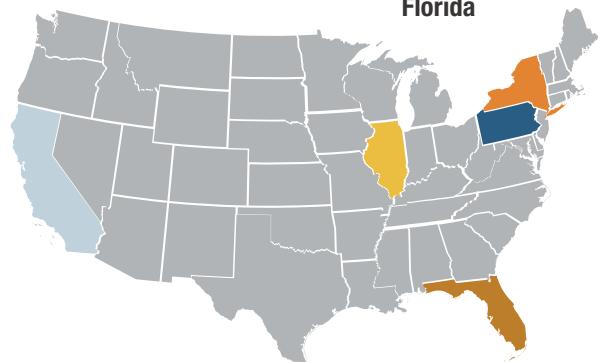
Source: Bureau of Labor Statistics, Quarterly
Census of Employment and Wages (QCEW)

Membership organizations*
employed more than
1.3 million

*includes religious organizations,
grant making and giving services,
social advocacy organizations,
civic and social organizations,
and trade and professional
associations.

States with the
highest membership
organization
employment were:

California
New York
Illinois
Pennsylvania
Florida



If it were a state, the Washington, DC
metropolitan area would rank

third

behind California and New York in total
membership organization employment
(89,158 employees).

association

BY THE NUMBERS

an overview

WAGES

IN 2013

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW)

Payroll

Membership organizations generated a payroll of nearly

\$51 billion

Annual Wages

The average annual wages for employees of business associations and professional societies combined was

\$73,490

REVENUE AND ASSETS

IN 2013

Source: IRS Business Master File, ASAE Foundation Association 990 Database

Trade and professional associations generated

\$142 billion

in revenue, up 13.8 percent over the last five years (\$112 billion in 2008)

California
Washington, DC
New York
Massachusetts
Texas

lead in association revenue

Membership associations hold an estimated

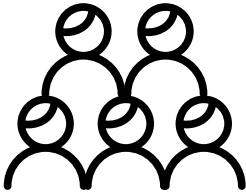
\$306 billion

in assets. Massachusetts-based associations hold the most assets (nearly \$82 billion), followed by California, New York, Pennsylvania, and Washington, DC

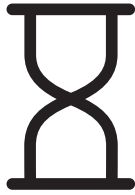
OTHER BENEFITS

IN 2013

Volunteer Service



Nearly
63 million
Number of Americans
who volunteered through a
membership organization



Nearly
7.7 billion
Number of hours Americans
volunteered altogether



Nearly
\$174 billion
Estimated value of this volunteer
service

Meetings Industry

Associations represent a major piece of the meetings and conventions industry in the United States.

1.8 million
Number of jobs the meetings
industry supports

\$280 billion
Amount of money accounted
for direct spending by
attendees

Job Training

57 million
Adults in America who take
formal work-related courses
or training each year

69%
Individuals who receive
those training programs from
either a private business or a
professional association.

THE IMPACT OF ASSOCIATIONS

a summary

*The Power of Associations documents the unique contributions of membership organizations to America's economy and civic life. Their economic benefits include more than **1.3 million jobs**; a total payroll of nearly **\$51 billion**; and tangible contributions to national, state, and local economies.*

A Brief History

Associations are a unique segment of the nonprofit sector in the United States. The broad nonprofit sector also includes colleges and universities, hospitals, churches and religious organizations, fraternal societies, veterans' organizations, labor unions, and more.

The first integrated federal income tax statute enacted in 1913 provided exemptions for business leagues, as associations were known at that time. The Revenue Act of 1913 also provided exemptions for charitable, scientific, and educational organizations. Subsequent revenue and tax reform acts in 1950 and 1969 created the contemporary structure under which associations operate today. There are currently nearly 30 different subsections of tax-exemption in the United States tax code.

Congress first gave associations favored tax treatment largely to recognize the public benefits derived from their activities. In simple terms, associations earn their tax-exempt status by satisfying many of the needs of various industries, professions, and the general public that the government would otherwise have to address.

Unlike corporations, associations are barred from accumulating equity appreciation for private benefit. Instead, these organizations undertake programs or initiatives to benefit members and the public rather than private individuals. Their earnings, therefore, are either

dedicated to furthering the primary purpose for which they were organized or are subject to unrelated business income tax.

While some professional societies fall under the 501(c)(3) tax classification, in general, the IRS recognizes trade and professional associations under the same tax classification, Section 501(c)(6), because they are organized around either a common business or professional interest. Trade and professional associations may engage in political activity that relates to accomplishing and protecting their exempt purpose.

Section 501(c)(3) organizations are generally publicly supported charities or private foundations, though some membership associations are classified under 501(c)(3). Public charities and private foundations are not completely restricted from political activity, but attempts to influence legislation cannot be a substantial part of their activities. These groups are permitted to engage in certain voter education activities that are carried out in a non-partisan manner, but they are restricted from participating in any campaign activity for or against a specific political candidate.

Section 501(c)(4) organizations are operated exclusively for the promotion of social welfare. This means that the organization must operate primarily to further, in some way, the common good and general welfare of the people of

The Impact of Associations: A Summary

continued

the community (such as by bringing about civic betterment and social improvements). These groups may further their social welfare purposes through political activity without jeopardizing their exempt status. However, the IRS is currently considering new rules that more clearly define how much political activity is allowable for 501(c)(4) groups.

Size and Scope of the Association Community

While the nonprofit sector remains vast and diverse, its numbers have declined in the last five years, mostly due to a new law requiring the IRS to begin automatically revoking the tax-exempt status of nonprofit groups that do not file information returns for three consecutive years. Before this change (included in the Pension Protection Act of 2006), smaller tax-exempt organizations with annual revenues of \$25,000 or less were not required to file an annual return. While the law successfully cleared many defunct organizations from the IRS's books, hundreds of thousands of smaller groups that were unaware of the change in law had their tax-exemption automatically revoked and had to apply for reinstatement. Despite this situation, thousands of new associations are formed each year. A look at some of the fastest-growing industries in the world today—such as alternative energy, biotechnology, electronic commerce, and construction — provides strong clues about where we will see new trade and professional associations forming in the years ahead.

The 501(c)(3) tax classification is by far the largest subsection of the tax-exempt community. The IRS had 1,052,495 Section 501(c)(3) organizations on file in 2013. This is a very broad subsection of organizations that includes everything from public charities and cause-related groups to supporting organizations and grant-making organizations (including private foundations). This subsection also includes educational institutions, museums, and religious organizations (which are not required to register with the IRS and are not included in the numbers referenced above.)

The second-largest subsection is 501(c)(4) social welfare organizations. In 2013, there were 91,056 501(c)(4) organizations registered with the IRS. Campaign finance experts have attributed the growth in 501(c)(4) registrations to their ability to conduct political activities related to their primary purpose without disclosing their donors. The IRS has said 501(c)(4) groups are playing an increasing role in American politics by using anonymous corporate donations to finance political ads before elections. Campaign finance law underwent a significant shift in 2010 when the Supreme Court ruled in the Citizens United case that the government cannot restrict corporate spending in elections, and corporations, unions, and special-interest groups can use general treasury funds to pay for issue ads running just before an election.

Section 501(c)(6) organizations are the third-largest type of tax-exemption, according to the IRS. In 2013, there were 66,985 501(c)(6) organizations on file with the IRS. This subsection includes chambers of commerce and the majority of the trade associations and professional societies operating in the United States today.

Geographic Focus

Primarily due to the presence of the federal government, the Washington, DC metropolitan region is home to a large concentration of trade and professional associations, as well as charities and philanthropic organizations. Nearly 3,000 associations and 36,000 other nonprofit groups call the nation's capital home. Other metropolitan areas with significant numbers of associations include Chicago and New York City. Looking at data by state, however, shows that associations are active in communities across the country.

The Impact of Associations: A Summary

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Top States for Registered 501(c)(3) Organizations, 2014

California	123,242
Texas	77,979
New York	77,072
Florida	60,999
Illinois	44,707
Washington, DC	35,661

Source: IRS Business Master File

Top States for Registered 501(c)(6) Organizations, 2014

California	5,979
Texas	5,063
Illinois	4,036
Florida	2,890
New York	2,883
Washington, DC	2,916

Source: IRS Business Master File

Employment

Associations are found in every state and territory in the country. They are significant job creators, particularly in concentrated metropolitan regions across the country such as Washington, DC, Chicago, New York, Boston, and Philadelphia.

The entire nonprofit sector accounts for 9.2 percent of all wages and salaries paid in the United States. The nonprofit sector's share of gross domestic product (GDP) was 5.5 percent in 2012.

Bureau of Labor Statistics data shows that membership organizations alone employ more than 1.3 million people (1,331,923). Again, trade and professional associations are just one segment of the membership organization community as defined by the federal government (which also includes religious organizations, grant making and giving services, social advocacy organizations, and civic and social organizations).

The leading states for association employment were the District of Columbia metro region (36,939 jobs), Illinois (20,167), California (15,057), Virginia (14,736) and Texas (12,115).

Top States for Association Employment, 2013

Washington, DC	36,939
Illinois	20,167
California	15,057
Virginia	14,736
Texas	12,115

Source: Bureau of Labor Statistics

The Impact of Associations: A Summary

continued

Association HQ

Nearly 37,000 residents of the Washington, DC metropolitan area (including northern Virginia and parts of Maryland) are employed by business associations or professional organizations. There are many reasons why the nation's capital is home to such a dense concentration of trade and professional associations. Chief among those reasons is proximity to Congress, the presidential administration, federal agencies and other associations that work on domestic and international issues of interest to many associations' members.

Largest Associations in the Washington, DC Metropolitan Area

AARP

Mission: Founded in 1958, AARP is a nonprofit, nonpartisan membership organization for people age 50 and over. AARP is dedicated to enhancing the quality of life for all as we age. AARP leads positive social change and delivers value to members through information, advocacy, and service.

Number of Members:	Budget:
More than 37 million	\$1.4 billion

American Chemical Society

Mission: Founded in 1876, the American Chemical Society (ACS) is the world's largest scientific society and one of the world's leading sources of authoritative scientific information. A nonprofit organization, chartered by Congress, ACS is at the forefront of the evolving worldwide chemical enterprise and the premier professional home for chemists, chemical engineers and related professions around the globe.

Number of Members:	Budget:
More than 161,000	\$523 million

National Education Association

Mission: Founded in 1857, the National Education Association is the nation's largest professional employee organization, representing 3.2 million elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators and students preparing to become teachers.

Number of Members:	Budget:
3.2 million	\$371 million

National Rifle Association

Mission: Founded in 1871, the National Rifle Association advocates for the protection of the Second Amendment of the U.S. Bill of Rights and the promotion of firearm ownership rights as well as marksmanship, firearm safety, and the protection of hunting and self-defense in the United States.

Number of Members:	Budget:
4.5 million	\$256 million

American Diabetes Association

Mission: The mission of the American Diabetes Association (ADA) is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. To fulfill this mission, the ADA funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health professionals and the public. The ADA is also actively involved in advocating for scientific research and for the rights of people with diabetes.

Number of Members:	Budget:
N/A	\$228 million

The Impact of Associations: A Summary

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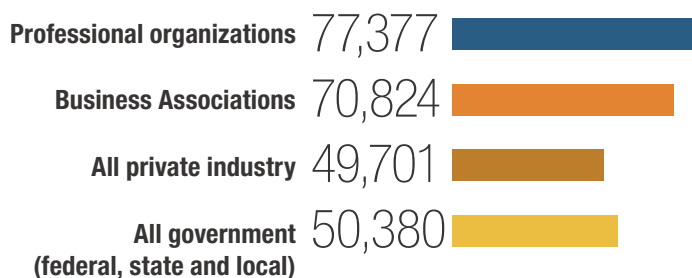
Wages

For years, the prevailing assumption about working in the nonprofit sector was that nonprofit employers generally paid lower wages than their for-profit counterparts, but were more likely to compensate employees with other benefits or favorable job conditions such as a flexible work schedule. People who work for nonprofits might also obtain satisfaction from being part of an organization that has an altruistic mission or purpose.

Over the past several years, however, employment and wage data compiled by the federal government suggest that full-time workers in certain subsets of the nonprofit sector are earning more on average than their counterparts in private industry and government. While that may be a reflection of fewer minimum-wage jobs in trade and professional associations, it nevertheless speaks to the quality of opportunities available in certain segments of the tax-exempt sector.

According to the 2013 annual average data from the Bureau of Labor Statistics' Quarterly Census of Employment and Wages (QCEW,) full-time workers employed by professional organizations and business associations earn more than private industry and government employees.

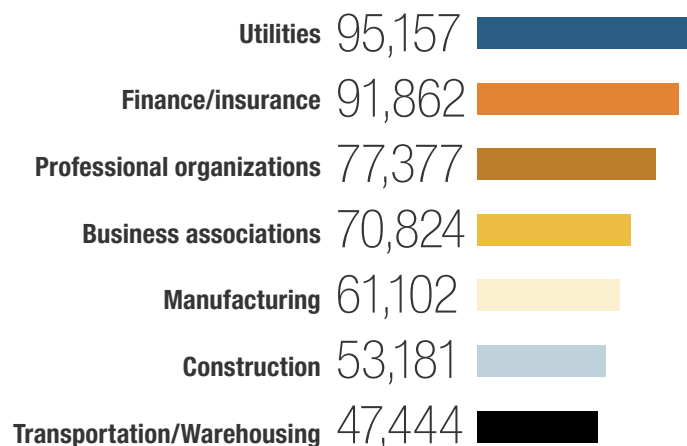
2013 Annual Averages Quarterly Census of Employment and Wages by six-digit NAICS code.



Source: Bureau of Labor Statistics

Wages in business and professional associations also compare very favorably to other industries. For example, employees of professional associations earned an average annual wage of \$77,377 in 2013, which is 21 percent higher than the annual average wage for the nation's manufacturing workforce in 2013 at \$61,102.

Business and Professional Associations' Average Wage Compared to other Industry Wages, 2013



Source: Bureau of Labor Statistics

Revenue and Assets

As evidenced throughout this publication, associations and the larger nonprofit sector are substantial contributors to the economy at the national, state, and local levels. In 2012, nonprofit organizations reported more than \$1.65 trillion in total revenues and over \$3 trillion in assets.

More than half of all nonprofit organizations are registered as tax-exempt under Section 501(c)(3) of the tax code. This broad subsection of tax-exempt organizations includes public charities, educational institutions, tax-exempt hospitals, museums, and more.

Registered associations and public charities with more than \$25,000 in total revenues are required to file a Form 990 return annually with the IRS. In 2013, membership associations reported \$142 billion in total revenue. Total revenue includes revenue from contributions, grants, program services, and investment income.

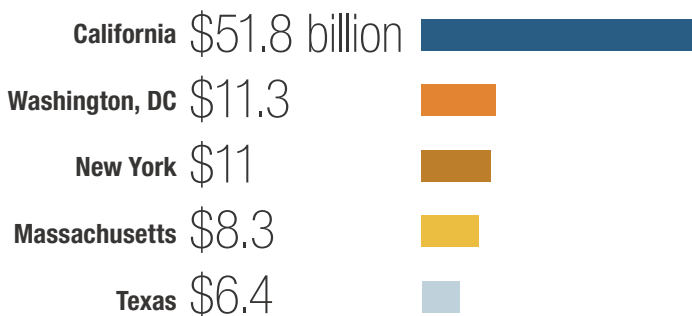
Membership associations also held an estimated \$306 billion in total assets.

The Impact of Associations: A Summary

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The top-ranked states by association revenue in 2013 were California, Washington, DC, New York, Massachusetts and Texas.

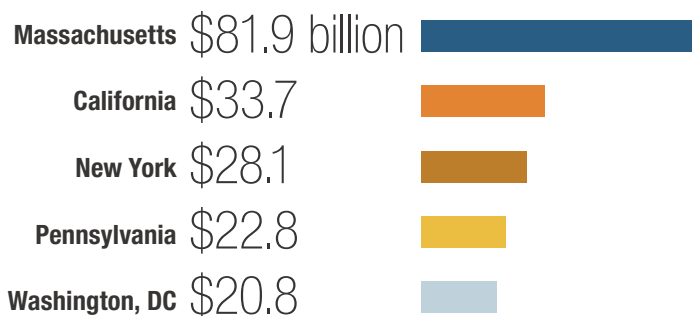
Top States by Membership Association Revenue, 2013



Source: IRS Business Master File

The top states by association assets in 2013 were Massachusetts, California, New York, Pennsylvania, Washington, DC, and Michigan.

Top States by Membership Association Assets, 2013



Source: IRS Business Master File

Economic Impact

Beyond their role as employers, associations make tangible contributions to national, state, and local economies. With their focus on professional development and training, associations host a wide range of meetings, seminars, conventions, trade shows, and other events in cities across the United States and abroad.

These meetings are big business for their host cities. Meetings boost hotel room occupancy, generate direct spending by attendees, and lead to future business. In 2014, the Convention Industry Council released an updated study, *The Economic Significance of Meetings to the U.S. Economy*, revealing that the United States meetings industry directly supports 1.8 million jobs, a \$115 billion contribution to the GDP, \$280 billion in direct spending, \$67 billion in labor revenue, and \$28 billion in federal, state and local tax revenue.

The CIC study quantifies the economic contributions made by the 1.8 million meetings, trade shows, conventions, congresses, incentive events, and other meetings that take place across the country. The meeting industry's contributions to GDP in 2012 were almost 9 percent higher than they were in 2009, providing more than \$115 billion to fuel the U.S. economy. Meetings contribute more to the nation's economy than air transportation, motion pictures, performing arts and spectator sports.

A total of 225 million people, representing domestic and international delegates, exhibitors, and organizers, attend those 1.8 million meetings. The meetings are vehicles for job training and education, generate sales revenue, link domestic and foreign buyers, and foster lasting relationships in personal environments that build trust and unity. Of the 1.8 million meetings, 1.3 million are classified as corporate or business meetings, 273,700 are conventions, conferences or congresses, 10,900 are trade-shows, and 67,700 are incentive meetings. The vast majority of meetings (85 percent) were conducted at venues with lodging. Meetings generate more than 275 million overnight stays by attendees.

Other Benefits of Associations

Beyond their direct impact on the economy, associations provide numerous other benefits that can be felt in communities across the United States and worldwide. These public benefits speak to the unique resources and expertise in the association sector and the collective contributions associations make to society.

The Impact of Associations: A Summary

continued

Educating the Workforce

Associations are among the top sources of post-college training and professional development for America's workforce. The most recent "Adult Education Survey" conducted by the National Center for Education Statistics shows that 57 million adults in America take formal work-related courses or training each year, and more than 69 percent of those individuals receive those training programs from either a private business or a professional association.

Also, more than 46 million adults over 18 report that their most recent credential is a license or certification. Credentials are awarded by the government, while certifications are typically offered by professional associations.

ASAE's own compilation of associations' financial data, called the Operating Ratio Report, shows that associations spend far more on average on education programs, trade shows and conventions (28 percent of total revenue) than they do on lobbying activities (6.8 percent of total revenue).

Volunteerism

Nearly 63 million Americans volunteered through or for a nonprofit organization in 2013. That volunteer rate was similar to the rates observed in 2011 and 2012.

During the most recent recession, as millions of Americans found themselves unemployed or saddled with financial uncertainty, there were numerous signs that volunteerism actually increased. Research conducted in 2013 by the Corporation for National and Community Service, an independent federal agency that fosters civic engagement through AmeriCorps, Senior Corps and other service opportunities, shows a strong connection between volunteer rates and economic and community factors. The corporation's study *Volunteering and Civic Life in America* shows that factors such as home ownership, education, and even commute length all contribute to individuals' rate of volunteerism.

Associations often have missions that engage volunteers. Association members are recruited both to serve in leadership capacities within their trade association or

professional society, and to contribute their expertise, skills, and time to community-based efforts.

In 2008, ASAE published *The Decision to Volunteer*, a comprehensive examination of the volunteering behavior of association members. The findings were based on a survey of more than 26,000 respondents who are members of at least one association. The most commonly cited reason for volunteering is a desire to help others and create a better society. While association members expect career benefits from their professional volunteering, they are also interested in contributing to a larger cause, such as building a stronger profession. The top methods for recruiting volunteers to associations were through participation in chapters or annual meetings and a direct ask from staff or other volunteers. While ideally suited for involvement, associations face challenges in retaining volunteers. Association volunteers have strong expectations that they will be involved effectively in an organization and rewarding opportunities to work with other industry professionals on a common cause. The study also showed that the next generation of association leaders (Millennial and Generation X members) believes strongly in the importance of volunteering, but they also have high expectations regarding their experience.

Community Service

One of the unique attributes of associations is their ability to effect positive change in society. Beyond their specific mission or purpose, associations are often able to leverage their members' expertise and other resources to address a social need and improve our collective quality of life. There are countless examples throughout America and the world of associations engaging their members in efforts that enrich lives and positively affect the global economy.

Following are just a few examples of how associations organize and channel resources to address some of America's and the world's most pressing problems:

American Society for Gastrointestinal Endoscopy

Downers Grove, IL

Ambassador Program

Physicians around the world have been provided the equipment and supplies necessary to provide advance

The Impact of Associations: A Summary

continued

endoscopic care to their underserved communities thanks to the efforts of the American Society for Gastrointestinal Endoscopy's (ASGE) Ambassador Program and its dedicated member-volunteers. ASGE partners with institutions and clinics around the world to bring the Ambassador Program to each destination. Equipment and supplies necessary to carry out the program are provided and gastrointestinal endoscopists conduct training on a voluntary basis. Since 2010, nearly 300 physicians have been trained from Nigeria, Kenya, Sudan, Egypt, Vietnam, Ecuador and the Solomon Islands. Up to 10 days of training are provided across a number of ailments and treatments. ASGE's Ambassador Program has provided ready access to advanced medical care techniques to physicians and international centers in developing countries that lack information on therapies in which gastrointestinal endoscopists specialize.

American Speech-Language-Hearing Association

Rockville, MD

ASHA Diversity Recruitment Programs

Through its diversity recruitment initiatives, the American Speech-Language-Hearing Association (ASHA) is helping to ensure a more culturally competent workforce, as well as respond to the growing and changing population with communication disorders. ASHA's Minority Student Leadership Program (MSLP) and Student to Empowered Professional (S.T.E.P.) have greatly enhanced racial and ethnic recruitment and retention in the discipline of human communications sciences and disorders. The MSLP provides students from emerging majorities with opportunities to explore leadership within ASHA, increase their awareness of the association's resources and its governance, and offers networking opportunities with association leaders. The S.T.E.P. mentoring program connects students with experienced mentors in meaningful, one to one mentoring relationships; supports mentoring relationships through guided learning experiences and online resources, information, and inspiration; and facilitates the continued recruitment and retention of racial/ethnic minority students.

Pharmacy Society of Wisconsin

Madison, WI

Wisconsin Pharmacy Quality Collaborative

Pharmacy Society of Wisconsin (PSW)'s Wisconsin Pharmacy Quality Collaborative (WPQC) is an evidence-based approach to ensure that consumers are prescribed and dispensed medications with regular assessment of desired outcomes. Through the WPQC, pharmacists have provided tens of thousands of healthcare services to Wisconsin consumers, more than 1,000 pharmacists in the state have been certified and nearly half of the state's pharmacies are accredited program partners. The WPQC program is organized to improve health care quality and reduce health care costs by improving medication use. Focusing on cost effectiveness improvement alone has yielded a 4:1 return. Providing patients more information about their medications and providing a system that is designed to improve the coordination of their care is a strategy with anticipated long term results. A goal of the WPQC program is to create a standardized care process for patients who take medications.

Professional Ski Instructors of America – American Association of Snowboard Instructors

Lakewood, CO

PSIA-AASI Adaptive Outreach Program

More than 20,000 people with different developmental and physical abilities have been taught snowboarding, alpine and Nordic skiing by professionals who have been provided free training resources and materials by the Professional Ski Instructors of America – American Association of Snowboard Instructors (PSIA-AASI). PSIA-AASI made the strategic decision to provide free access to the materials to dramatically improve volunteer performance and morale to these "adaptive" instructors, as they are known in the industry. PSIA-AASI raised funds through its supporting education foundation to ensure the donations to qualified 501(c)(3) adaptive programs. From June 2012 to April 2014, PSIA-AASI reached 70 organizations in 21 states, impacting 30,853 people, including 10,837 instructors, the vast majority of whom are volunteers. The instructors provided more than 68,000 lessons to each student, with more than 200,000 hours on the snow.

The Impact of Associations: A Summary

continued

Society for Neuroscience

Washington, DC

Neuroscience Scholars Program

Society for Neuroscience's (SfN) Neuroscience Scholars Program (NSP) is dedicated to enhancing the career advancement of underrepresented communities, including emerging majorities and individuals with disabilities, at both the graduate and postdoctoral levels. NSP is a multidimensional two-year training offering fellows access to a mentoring team, career planning, two years of complimentary SfN membership, and more. Since its origin in 1982 as the Minority Traveling Fellowship and then later as the Conference Program for Young Minority Scientists, NSP has evolved from a one-year travel program to the SfN annual meeting to a robust program that has continuously provided participants with unparalleled access to networking, mentoring, and professional development opportunities. SfN's future plans for the program include guiding and supporting more than 80 high-achieving underrepresented neuroscience researchers, engaging 500 others through networking and programming and motivating NSP alumni to continue building the community through resources and discussion.

United Fresh Produce Association/United Fresh Foundation

Washington, DC

Let's Move Salad Bars to Schools

More than two million students in 3,400 schools nationwide are making healthier lunch choices thanks to United Fresh Produce Association's (United Fresh Foundation) Let's Move Salad Bars to Schools program, an initiative to provide salad bar equipment to school districts that lack the funding to purchase the equipment on their own. Through the program, food service directors can request as many salad bars as they need to empower children to increase their fruit and vegetable consumption. Donors from the produce industry, allied businesses and foundations contribute funds to the program, supporting each school's salad bar needs. Recent evaluations found that schools that received salad bars through the program have experienced an increase in student participation in their meal programs, their fruit and vegetable purchases increased, there was an increase in support for salad bars among school administrators, teachers, staff and parents, and schools reported less food waste.

CONCLUSION

*Associations make broad contributions to American life. They are an essential piece of our national, state, and local economies. They create jobs in every state. Their measurable economic benefits include more than **1.3 million jobs** for Americans and a total payroll of nearly **\$51 billion**. Business and professional associations pay their employees' salaries well above the private sector average. Associations are also a significant part of the **\$280 billion meetings industry** and host a wide range of meetings, seminars, conventions, trade shows, and other events in cities across the United States and abroad. Beyond their direct economic impact, associations play a vital role in enriching communities and creating positive change around the world. With their deep wells of expertise and knowledge, associations are able to address numerous social concerns and enhance our collective quality of life.*

SOURCES

Bureau of Labor Statistics - Quarterly Census of Employment and Wages (QCEW)

The Bureau of Labor Statistics of the Department of Labor is the principal Federal agency responsible for measuring labor market activity, working conditions, and price changes in the economy. Its mission is to collect, analyze, and disseminate essential economic information to support public and private decision-making. The Quarterly Census of Employment and Wages (QCEW) program publishes a quarterly count of employment and wages reported by employers covering 98 percent of U.S. jobs, available at the county, state and national levels by industry.

IRS Data Book

(<http://www.irs.gov/pub/irs-soi/10databk.pdf>)

The Internal Revenue Service (IRS) Data Book is published annually by the Internal Revenue Service and contains statistical tables and organizational information on a fiscal year basis. The report provides data on collecting the revenue, issuing refunds, enforcing the law, assisting the taxpayer, and the budget and workforce.

IRS Business Master File Extract

(<http://www.irs.gov/Charities-&-Non-Profits/Exempt-Organizations-Business-Master-File-Extract-EO-BMF>)

National Center for Charitable Statistics

<http://nccs.urban.org/index.cfm>

The National Center for Charitable Statistics (NCCS) is the national repository of data on the nonprofit sector in the United States. Its mission is to develop and disseminate high quality data on nonprofit organizations and their activities for use in research on the relationships between the nonprofit sector, government, the commercial sector, and the broader civil society.

ASAE Foundation Association 990® Database

Association 990 Database, developed by the ASAE Foundation, is a database that comprises collected information from the IRS Form 990 (Return of Organization Exempt from Income Tax) submissions of organizations reporting membership dues of at least \$200 and at least

one paid staff member. ASAE Foundation is not collecting information on organizations that file a Form 990-PF, Form 990-N, or Form 990-EZ. Report includes returns filed through November 2014.

“The Economic Significance of Meetings to the U.S. Economy”, Convention Industry Council **(<http://www.conventionindustry.org/Files/2012%20ESS/140210%20Fact%20Sheet%20FINAL.pdf>)**

Conducted by PwC US, the research quantifies the economic contributions made by the 1.8 million meetings, trade shows, conventions, congresses, incentive events and other meetings that take place across the country. The study was spearheaded by an alliance of 14 organizations representing the collective meetings, travel, exhibitions and events industries in the United States brought together via the Convention Industry Council.

The Decision to Volunteer

The Decision to Volunteer, published by ASAE, offers a comprehensive examination of the volunteering behavior of association members. The study behind the publication was designed as a comparative examination of association volunteering to understand workplace and professional volunteering in the context of a member's other civic activities and in the context of his or her personal and professional situation.

Note regarding government statistics:

The Power of Associations relies on tools used by the U.S. government to define the American economy. Standard analyses by the U.S. Census Bureau, the U.S. Bureau of Labor Statistics, and the Bureau of Economic Analysis use the North American Industry Classification System, or NAICS.

Under the NAICS system, associations are comprised of seven distinct segments: social advocacy organizations, civic and social organizations, business associations, professional organizations, labor unions, political organizations, and other similar organizations.

Sources

continued

While the study references the broader nonprofit sector, the focus is on business associations (81391) and professional organizations (81392) because these segments constitute the core of the association community.

NAICS ASSOCIATION INDUSTRY SEGMENTS

- 813 Membership Organizations
- 8133 Social Advocacy Organizations
- 8134 Civic and Social Organizations
- 81391 Business Associations
- 81392 Professional Organizations
- 81393 Labor Unions and Similar Labor Organizations
- 81394 Political Organizations
- 81399 Other Similar Organizations

Business Associations

Business associations are those associations primarily engaged in promoting the business interests of their members and include chambers of commerce and trade associations.

Professional Organizations

Professional organizations are those organizations that seek to advance the interests of their members and their profession.

thepowerofa.org

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