

# AI Usage in Associations: Trends and Findings



How Association Professionals Are Exploring and  
Implementing AI Technologies

## **Survey on AI Usage by Associations**

### **Executive Summary**

The survey highlighted that the landscape of artificial intelligence (AI) in associations is evolving rapidly, with many organizations just beginning their journey into this transformative technology. The majority of association professionals report being in the "discovery" or "planning" phases of AI adoption, while only a few have integrated AI into their operations. For example, only 13% reported having adopted an organizational AI policy. This highlights both the potential of AI and the significant room for growth within the association sector.

#### **Findings: AI Uses, Barriers & Potential**

Marketing and communications emerge as the most common areas where AI is being used (75%). Associations are increasingly turning to AI for personalized communications (54%), as well as content/resource development and curation (37%) and administrative support (31%). However, adoption of advanced tools remains relatively limited.

Associations also plan to increase their investment in AI tools, with 35% reporting they are "very likely" to invest more next year, and 34% being "somewhat likely".

Despite its promise, associations face notable challenges in integrating AI. Many individuals cite insufficient training or simply a lack of time in exploring AI solutions and uses. Privacy and data security concerns top the list of barriers, alongside skepticism about the accuracy and reliability of AI outputs.

Opportunities for associations to harness AI are substantial. Respondents foresee personalized communications as having the greatest potential, but also see potential in using AI-powered tools for member engagement, such as chatbots and personalized learning platforms, which present a compelling opportunity to enhance the member experience. Predictive analytics and task automation also offer a chance to streamline administrative processes, enabling staff to focus on higher-value work.

#### **Samples of AI Policies and Processes**

Several examples are being shared to assist with those that are seeking to develop policies and processes around AI. Please be advised that these documents are not intended as advice and best practices, but are simply examples. Each association should develop their own policies and process and seek legal advice based on their own circumstances.

- [Sample AI Policy](#)
- [Sample AI Policy](#)
- [Sample AI Plan](#)
- [Sample work group feedback](#) (a simple "what's next" exercise to add clarity to the policy)

## **Actionable Takeaways**

### **Start Small and Build Confidence**

With many associations still in the early stages of AI adoption, it's wise to begin with manageable, high-potential projects. Consider automating meeting notes with tools like Otter.ai or using AI for personalized member communications.

### **Address Privacy and Security Concerns Early**

Data privacy and security remain significant barriers to AI adoption. To tackle these concerns head-on, associations should develop and communicate clear policies around data usage and protection. Proactively educating staff and stakeholders about how data will be securely managed can help alleviate fears.

### **Invest in Education and Training**

A lack of expertise is a common challenge among associations venturing into AI. To overcome this, prioritize education and hands-on training for staff. Organize workshops or webinars on AI basics and provide opportunities for team members to experiment with tools relevant to their roles.

### **Focus on High-Impact Use Cases**

AI's potential can be leveraged in areas like member engagement, task automation, and strategic forecasting. Associations should identify use cases that align with their most pressing needs. Tools that predict member trends, automate scheduling, or handle routine inquiries through chatbots can deliver quick wins while freeing up staff for higher-value work.

### **Create a Long-Term AI Strategy**

AI can be more than just a tool. Integrating AI into your strategic plan ensures alignment with broader organizational goals. Set clear objectives for AI implementation over the next 1–3 years and allocate resources to support this journey.

## **Methodology, Respondents and Disclosure**

Seven different Societies of Association Executives collaborated in this survey, capturing insights from over 300 association professionals across the United States, and providing a detailed look at how associations are using AI tools. The survey was conducted in November, 2024, with over 60% of the participants being senior leaders. Directors made up 22% of respondents and managers and support staff comprised 15%.

Organizational sizes also ranged broadly, with 33% of associations having budgets under \$1 million and 16% representing those with budgets exceeding \$5 million, ensuring a mix of perspectives from both small and large associations.

We also disclose that AI was used in developing the survey and writing this report. In addition, no personal details of respondents (such as IP addresses or names) were disclosed to the AI platform.

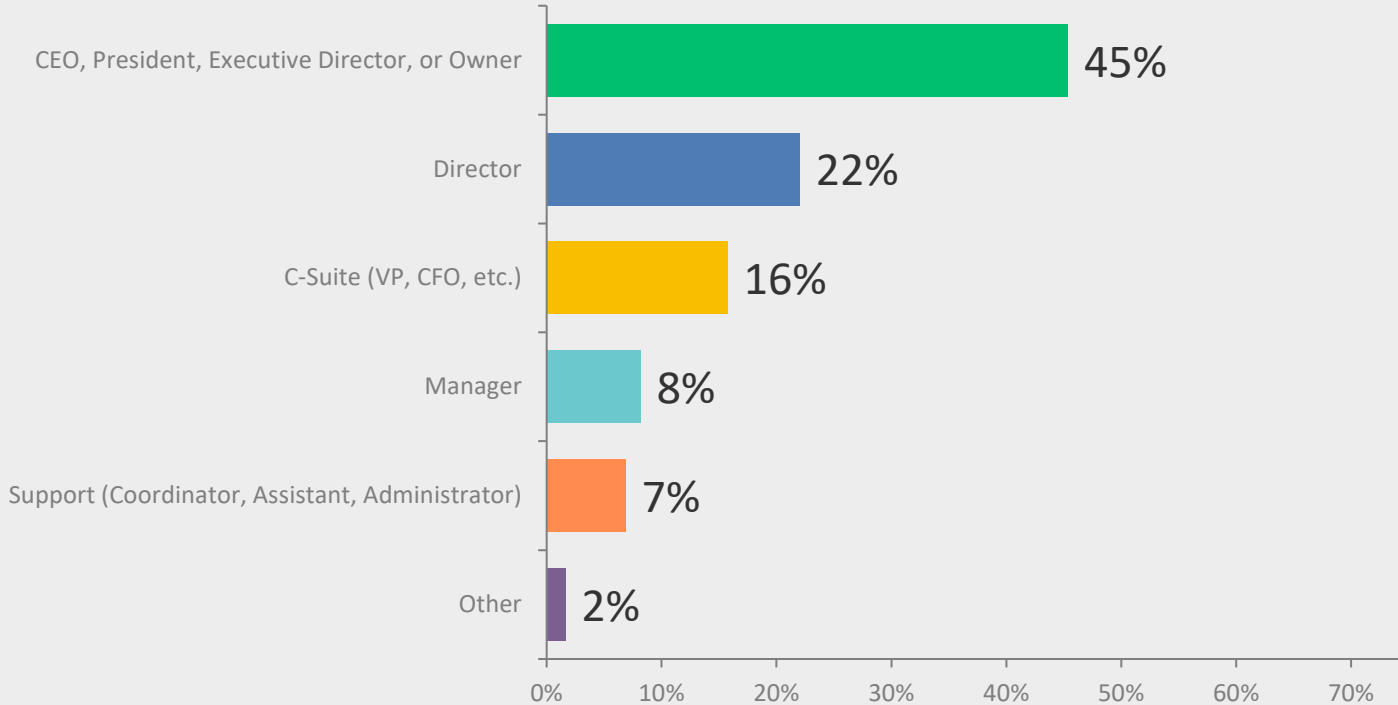
# AI Usage in Associations Survey Results

**305**

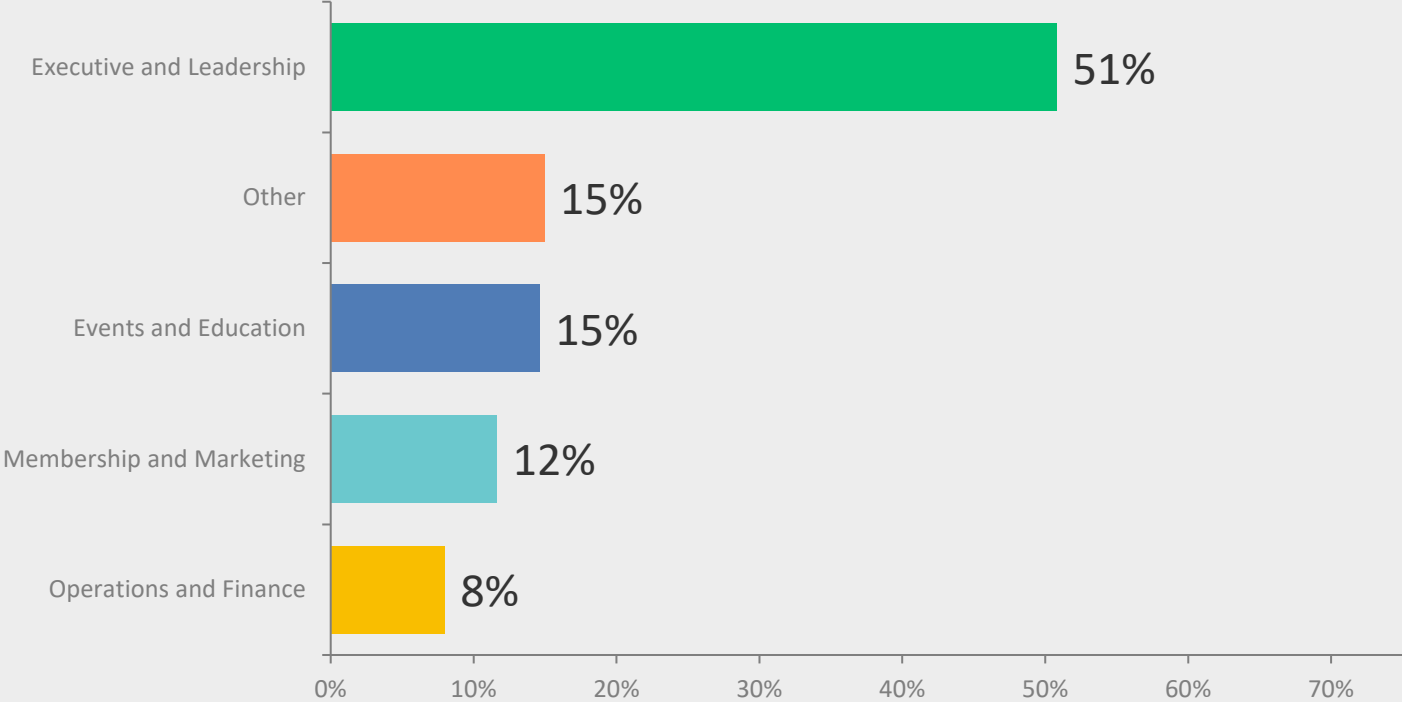
Total Responses

Conducted in Fall 2024

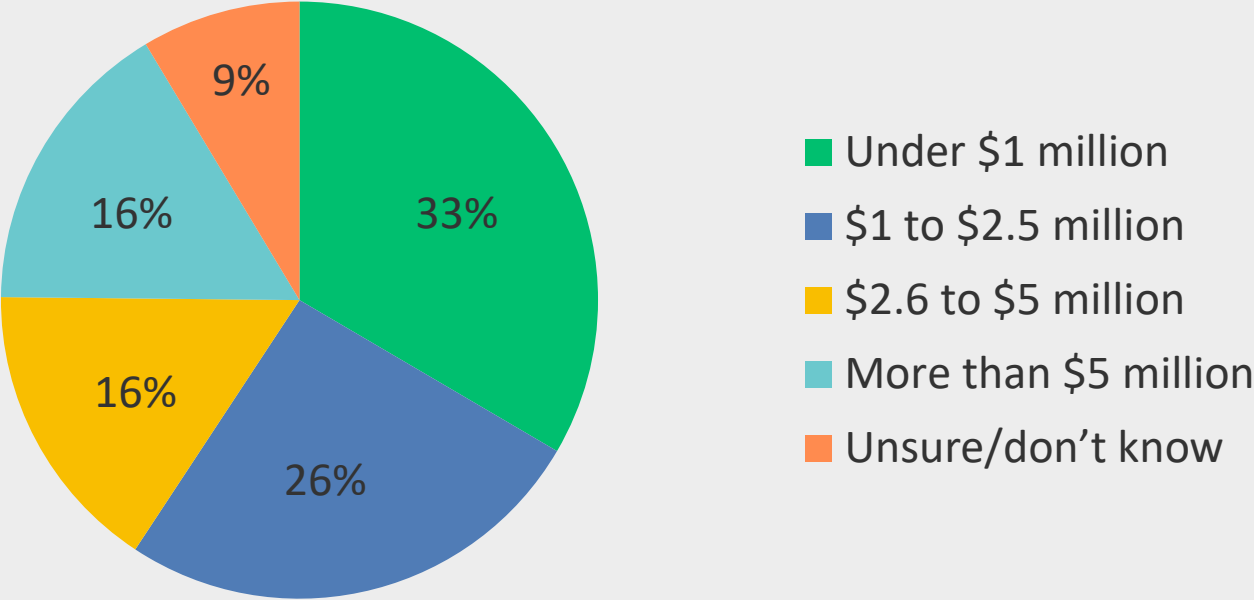
# What is your title or role?



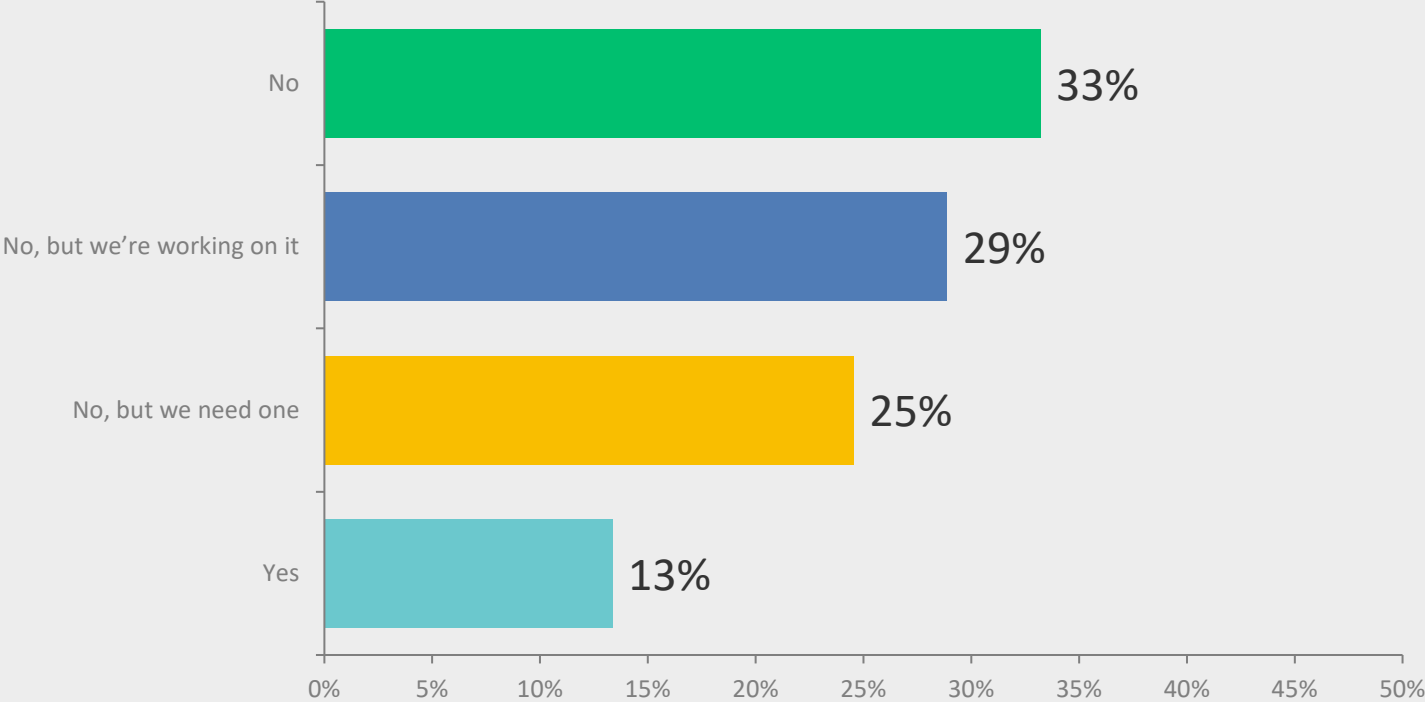
# Primary area of responsibility?



# What is your organization's current budget?

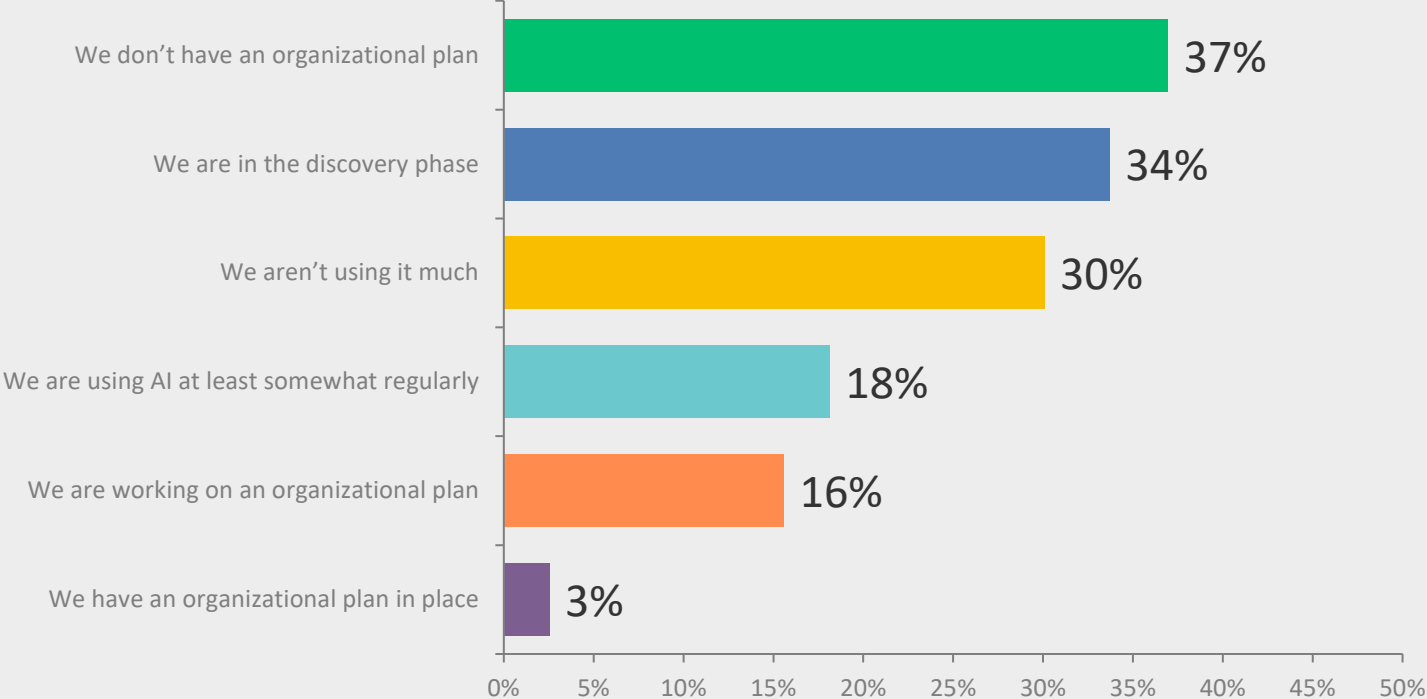


# Does your association have an AI policy?

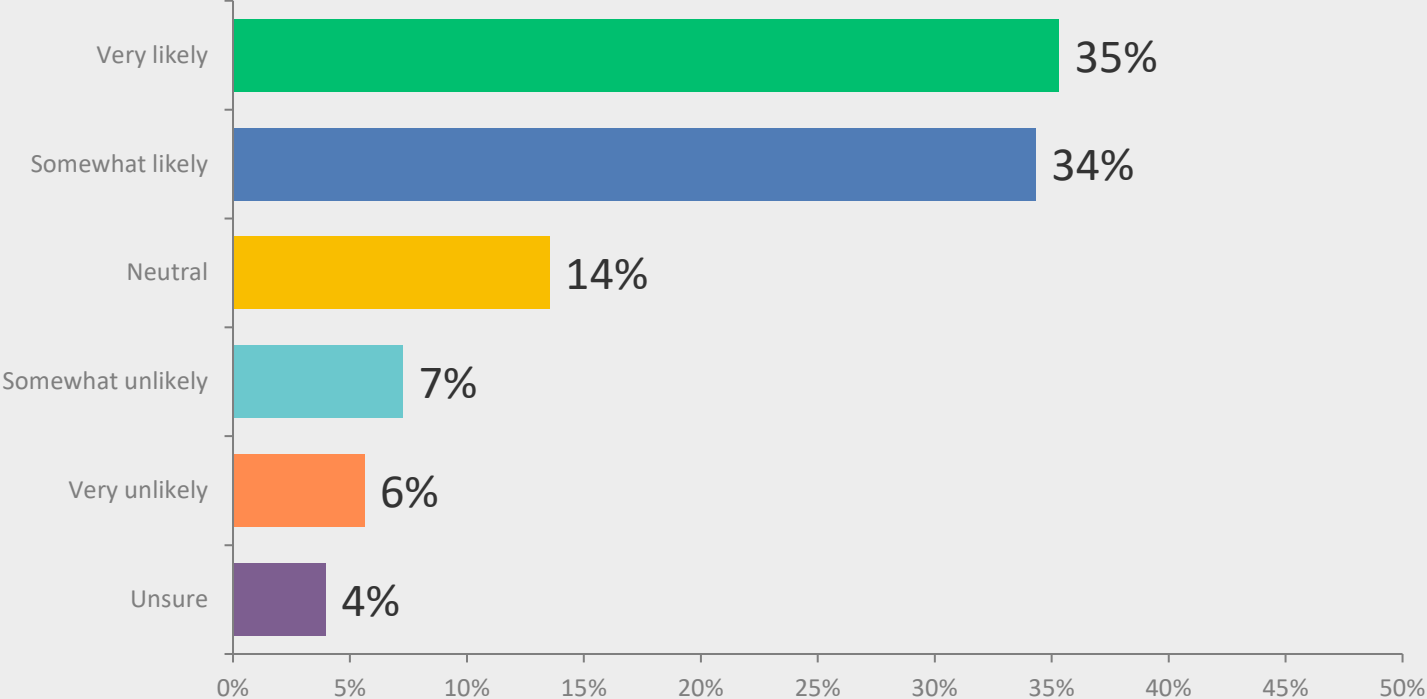




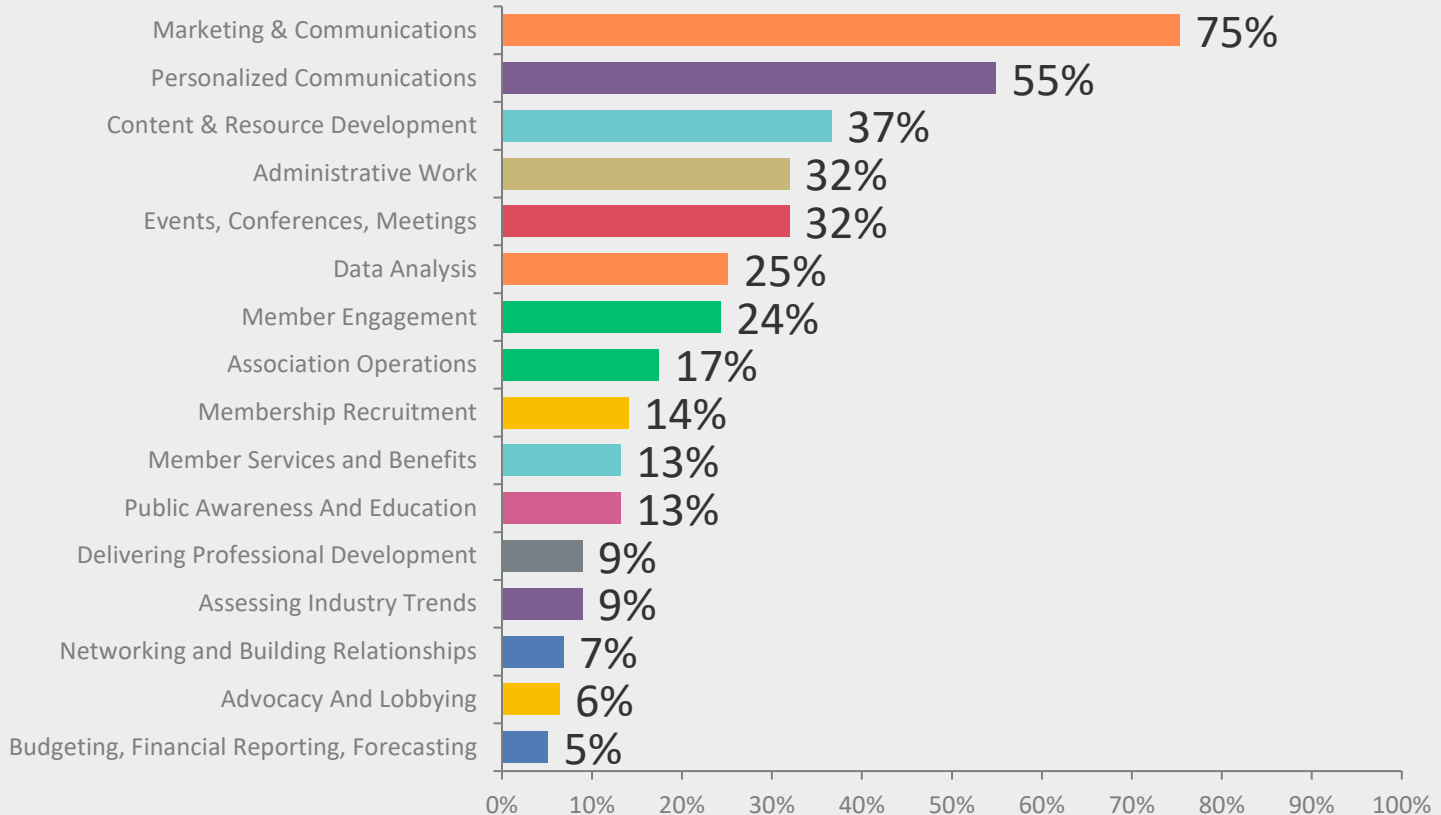
# How well organized do you feel your association is regarding AI?



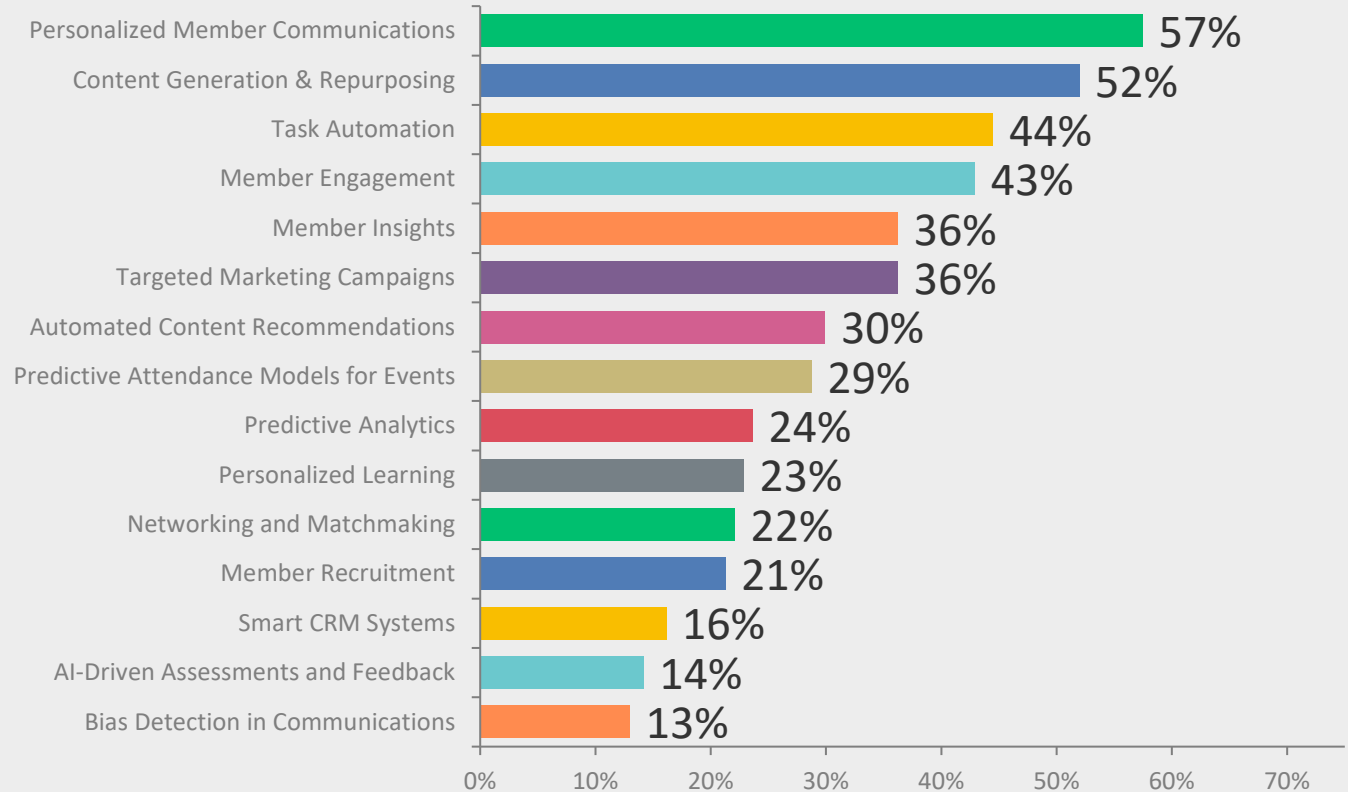
# How likely are you to invest more time or money in AI tools in the next year?



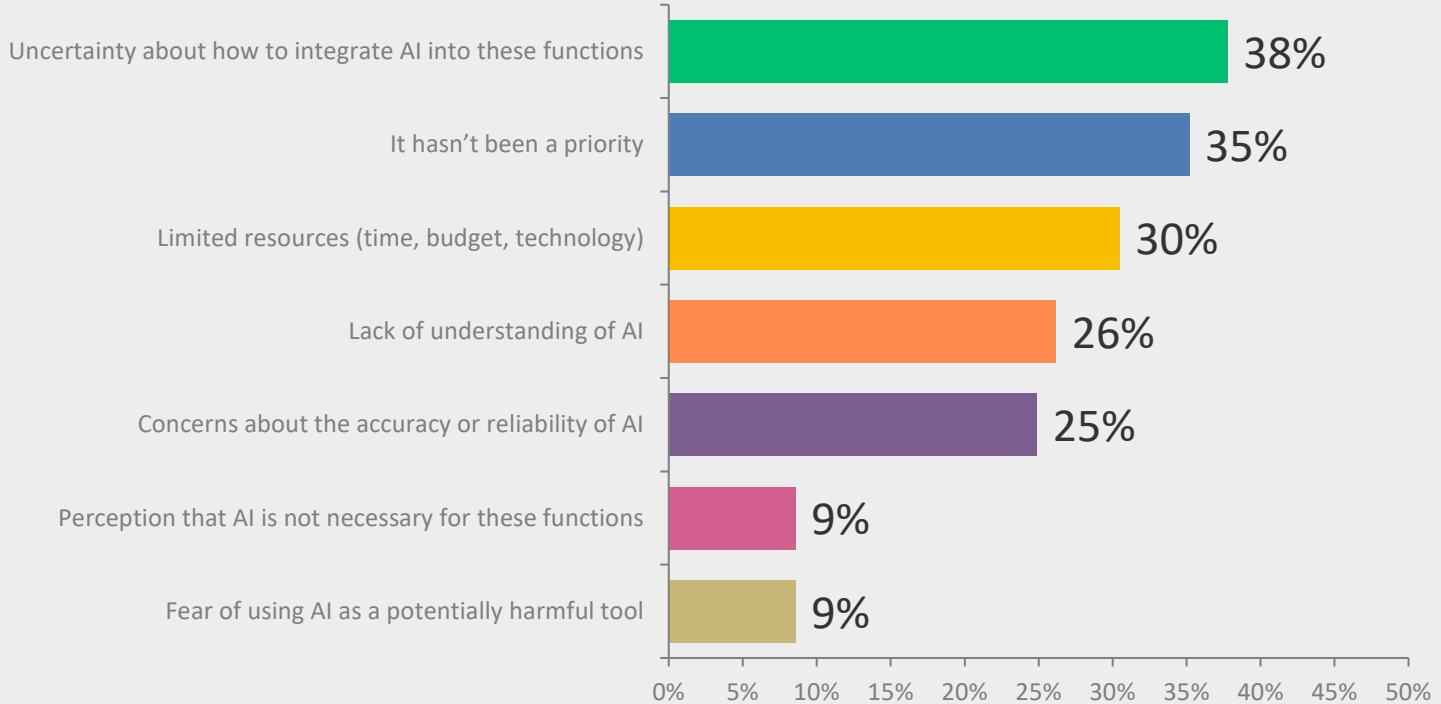
# What areas of operation are you using AI for?



# Which of these potential AI uses do you find most compelling or believe have the most potential to benefit you or your organization?



## If you do not use AI in the functions listed previously, what are the reasons?





## About ASA

The Association Societies Alliance is the association for chief executives and staff of the state societies of association executives (SAEs) across the country.

ASA fosters a collaborative environment where SAE staff can connect, share insights, and elevate their organizations. We are committed to being a trusted resource, providing a space where leaders can find support, exchange ideas, and collectively enhance the value they deliver to their members.

Collectively, ASA’s members represent the interests and needs of more than 4,000 trade, professional, and individual membership associations in 40 U.S. states and around the world.

