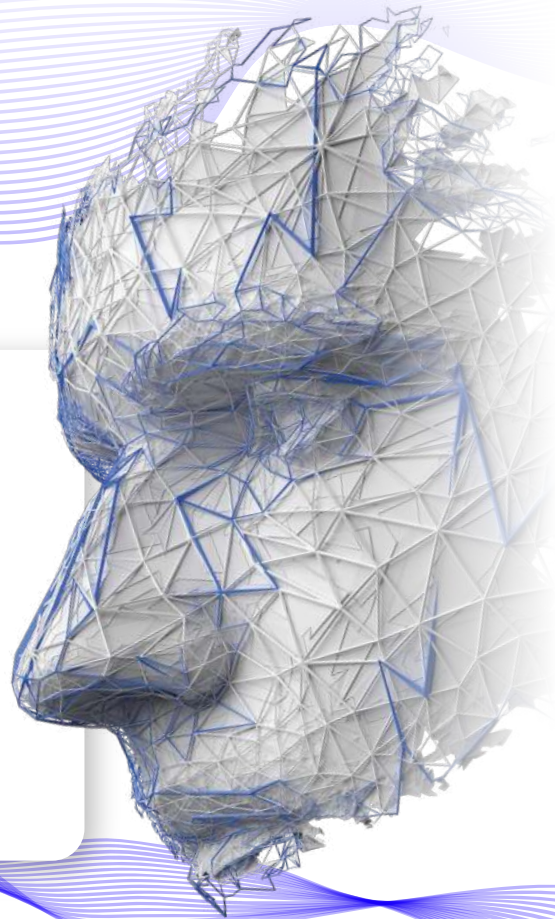
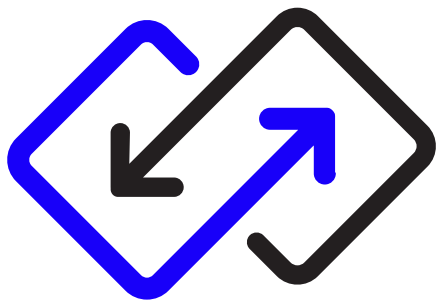


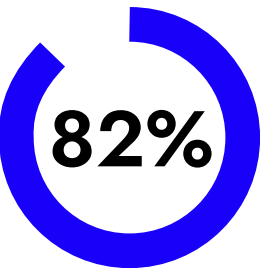


Associations' Adoption of AI

The AI for Associations survey garners insights from 167 association executives.



Other 21%



An overwhelming majority of respondents have not integrated AI into their operations and services at all or in a very minor way only.

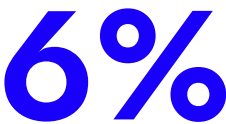


Of respondents are either not at all or barely started using AI to enhance customization.

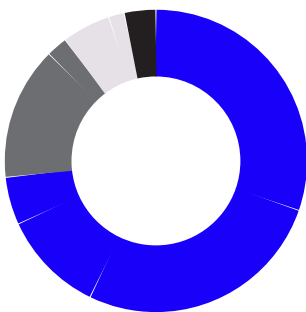


- #1 Content Creation
- #2 Marketing
- #3 Meeting Minutes
- #4 Customer Service
- #5 Member Management
- #6 Financial Management
- #7 All of the above

Content Creation and Marketing are the most common usages already adopted.

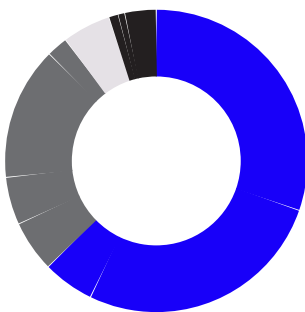


Only 6% of respondents are measuring the effect of AI on member engagement.



Published an AI ethics statement?

- 3%: Yes
- 71%: No
- 8%: Unsure
- 18%: We're working on it



Produced an internal policy for the use of AI?

- 6%: Yes
- 60%: No
- 7%: Unsure
- 27%: We're working on it



MCI can help you unlock the potential of AI and identify opportunities to help your association improve its processes, increase efficiency and enhance member experience. For more information contact: associations@wearemci.com | association.wearemci.com