

Software Advice BuyerView: Association Software Report

Insight into today's small-business software buyer

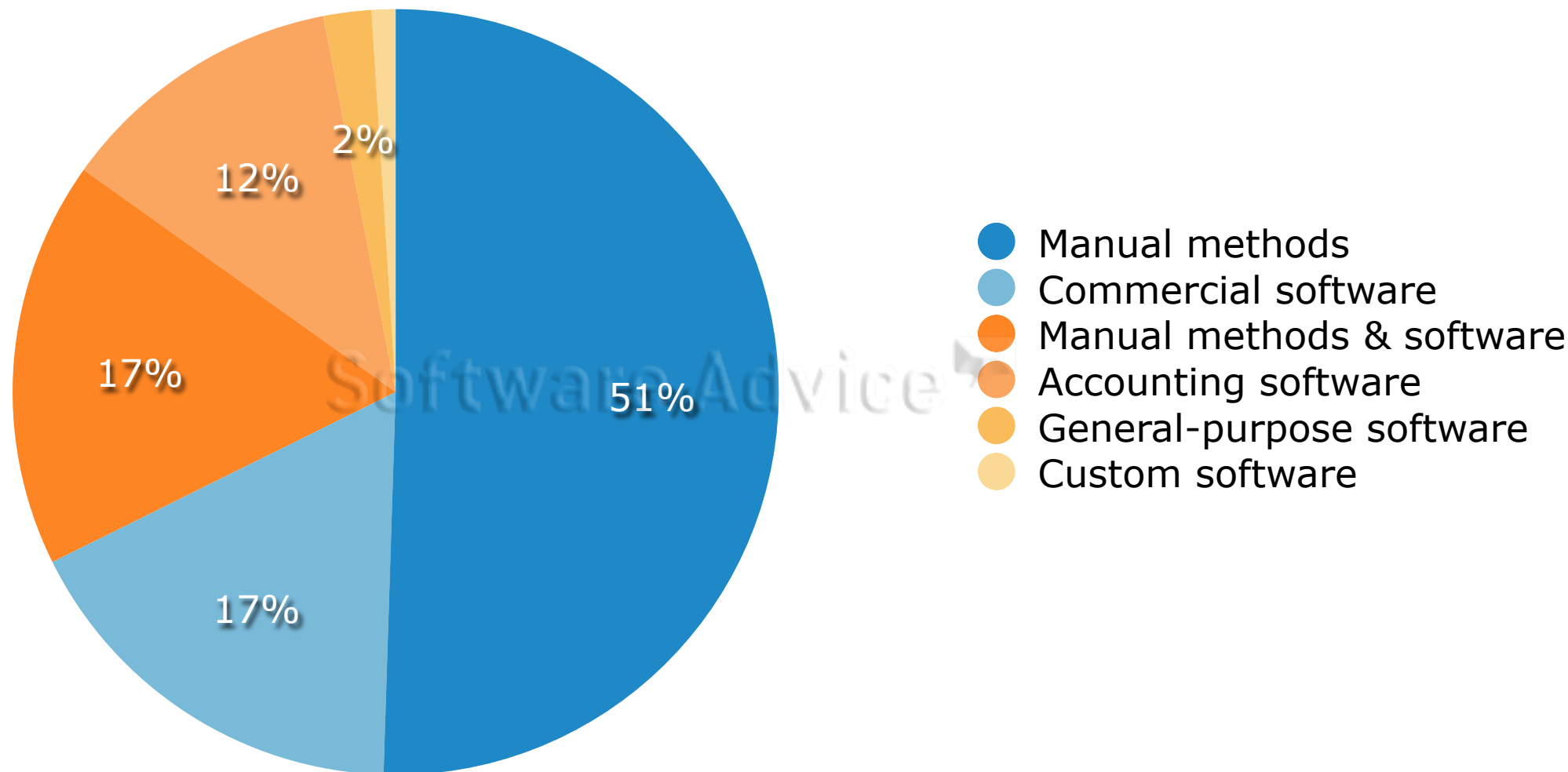
Abstract

Every year, Software Advice speaks with hundreds of associations looking for the right management software, giving us unparalleled insight into the needs of today's software buyers. We recently analyzed a random sample of these interactions with small-business buyers, to uncover their most common pain points and reasons for purchasing new software.

Key findings included:

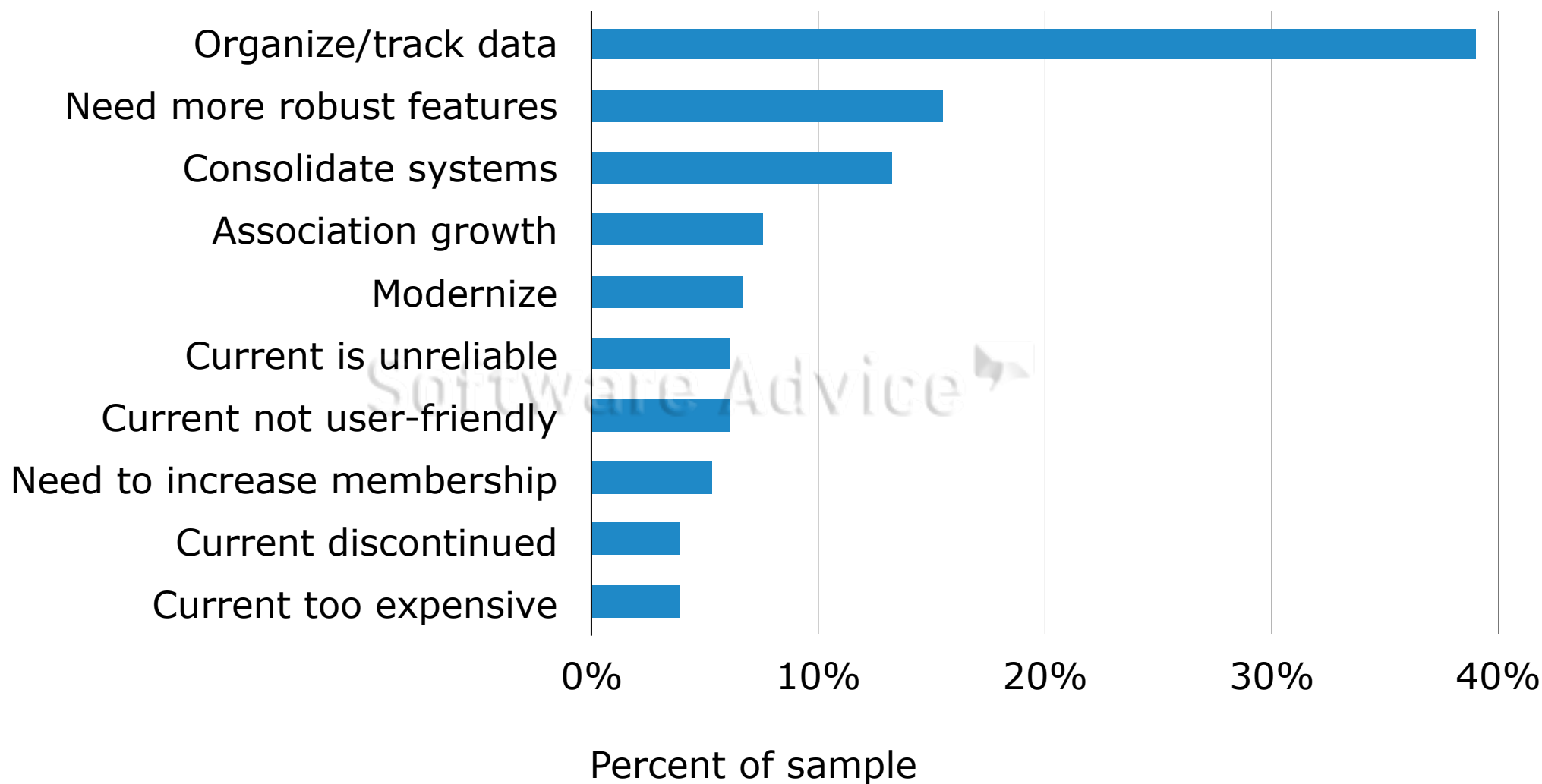
- Fifty percent of buyers were tracking membership and financial data manually.
- Online features—member portals, fundraising support and event registration—were requested by 5 percent of buyers.
- Fundraising and donor management applications were needed by 74 percent of buyers.

Half of Buyers Used Manual Methods to Track Data



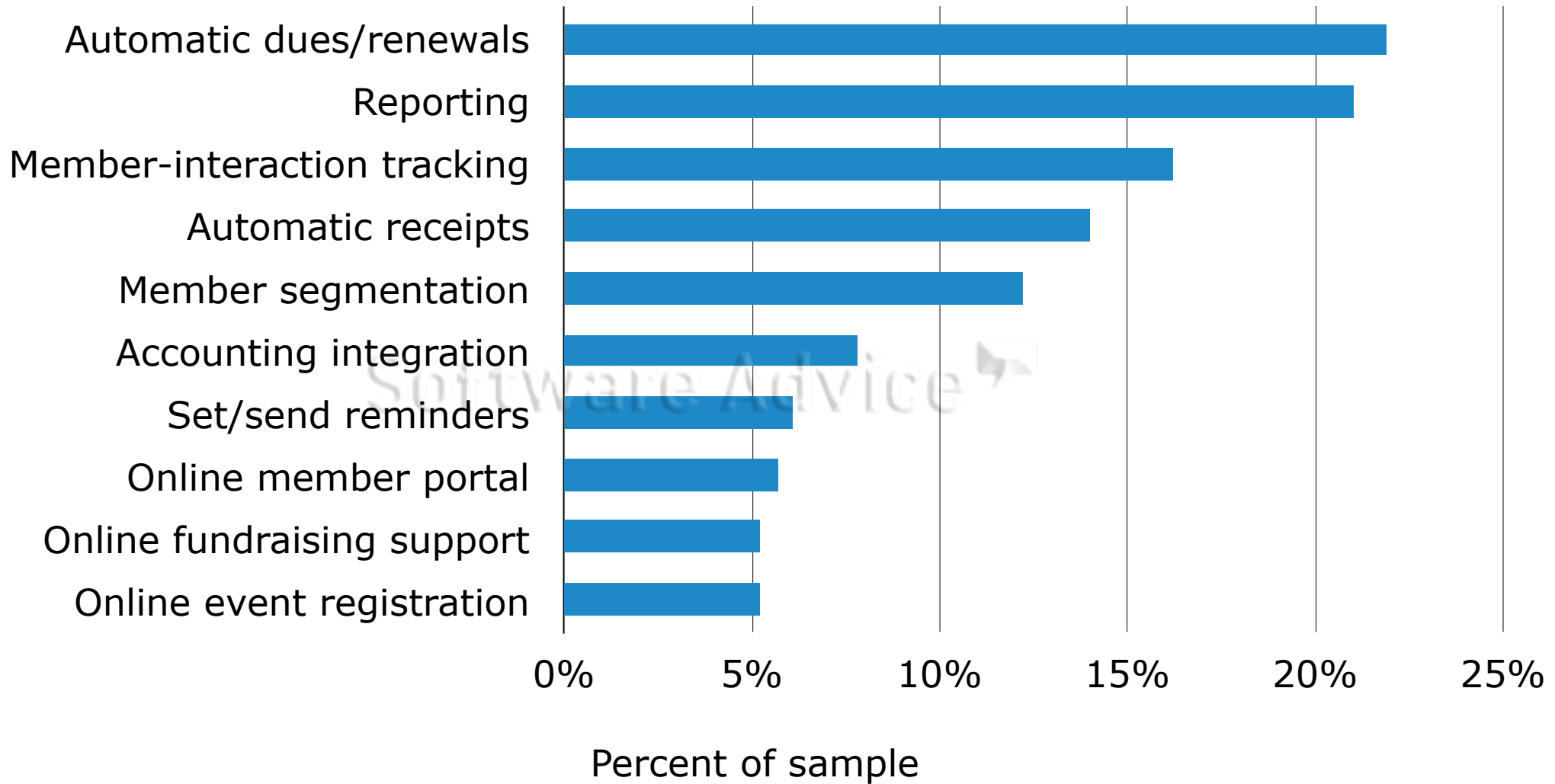
Fifty percent of buyers used manual methods—typically Excel spreadsheets, but also paper notebooks—to keep their membership and financial data organized.

Need for Organization Top Reason for Software Purchase



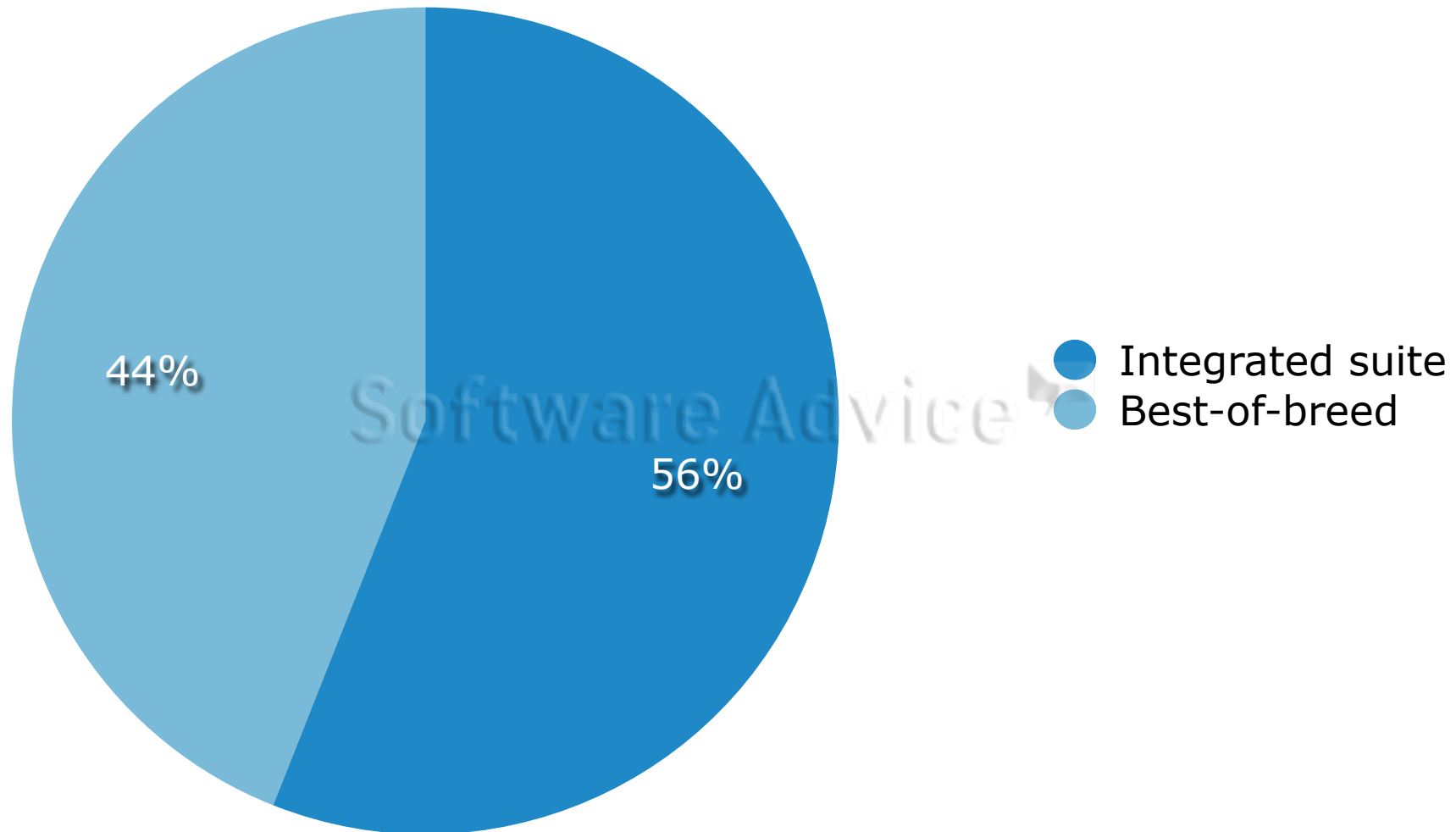
Because half of buyers manually tracked important data, it's understandable that 39 percent said keeping data organized was their primary reason for purchasing.

Automatic Dues and Renewals Favored Software Feature



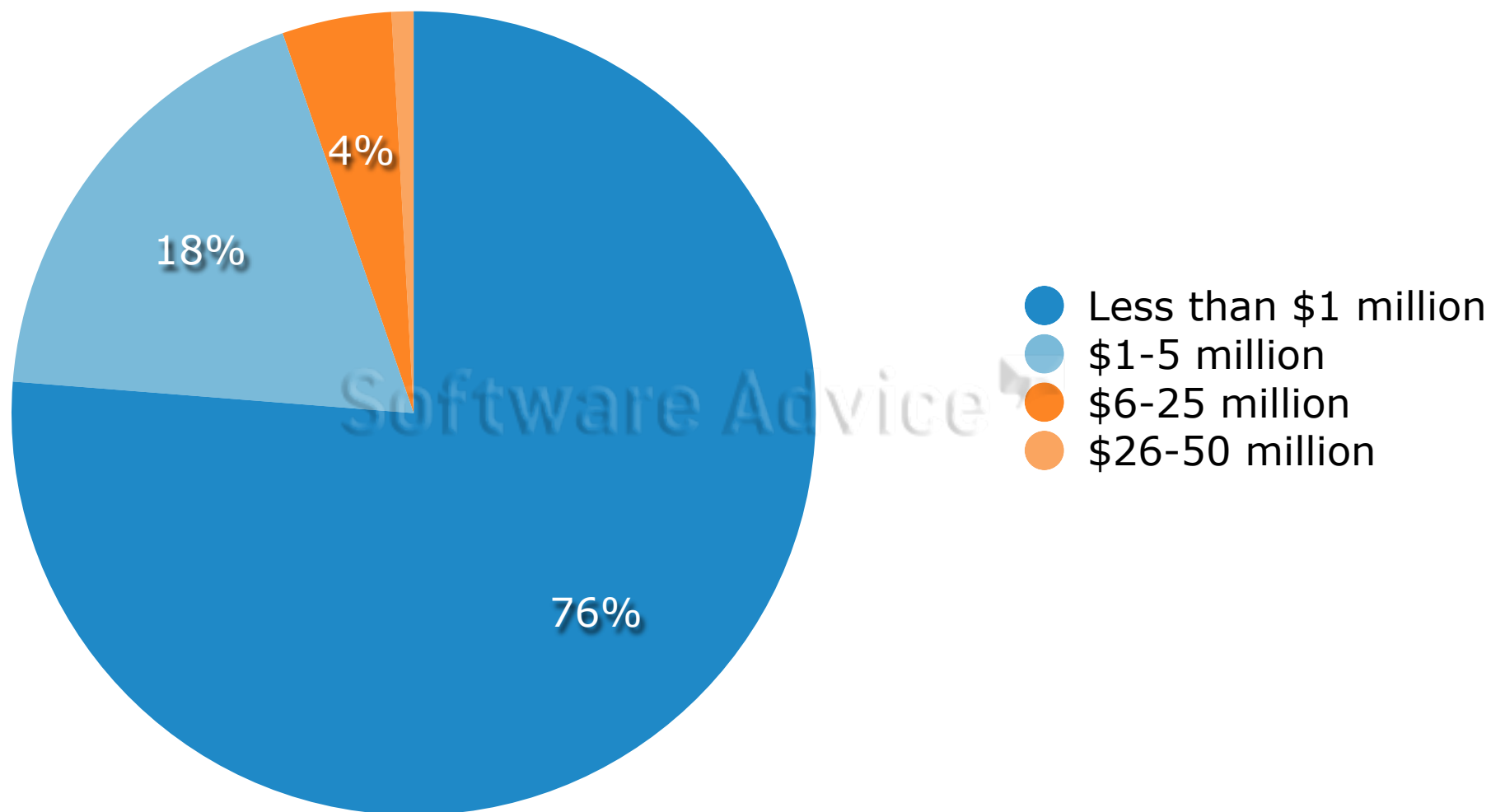
Twenty-two percent of buyers wanted to automate the tracking and renewing membership dues—tasks that require considerable administrative resources.

Most Buyers Preferred Integrated Software Suites



Most buyers preferred bundled products containing multiple applications, rather than standalone products that support only one or two core functions very well.

Most Associations Had Revenue Less Than \$1 Million



All associations in our sample were “small businesses” (annual revenue of \$100 million or less). No buyers in this report had revenue exceeding \$50 million.

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