

Section 1: Association Profile

1. What state or regional towing association do you represent?

2. What is your role?

President

Board Member

Vendor/Sponsor

Executive Director

Legislative Chair

Member

3. Approximately how many member companies are in your association?

Under 25

51 - 100

Over 200

25 - 50

101 - 199

4. Does your association have paid staff? If so, how many?

Section 2: Biggest Challenges Facing Associations

5. Rank the top 5 issues currently affecting your association.

Membership recruitment

Member retention

Legislative advocacy

Insurance issues

Predatory regulation

Public perception/media

Driver shortages

Technology Adoption

Lack of towing company collaboration

Sponsorship acquisition

Board engagement

Volunteer Burnout

Compliance/legal issues

Police/municipal relations

Motor club relations

Training/Education

Funding/revenue

6. What is the single biggest threat to the long-term success of your state association?

7. What issue keeps your board discussing the same problem repeatedly without resolution?

8. Where do you feel your association lacks the resources or expertise to move forward effectively?

Section 3: Legislative & Regulatory Issues

9. How effective is your association currently in influencing legislation or regulation?

- Very effective Limited effectiveness
 Somewhat effective Ineffective

10. Which regulatory or legislative issues are most urgent in your state?

11. What support would most improve your legislative effectiveness?

- Shared lobbying resources Legal templates
 Bill tracking Coalition building
 National talking points Media strategy support
 Grassroots mobilization tools PAC/fundraising guidance

12. Does your association currently retain:

- Lobbyist Attorney
 PR/media support None

Section 4: Membership Growth & Engagement

13. What membership recruitment methods work best for your association?
(Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Events/conferences |
| <input type="checkbox"/> Training programs | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Direct outreach | <input type="checkbox"/> Referral incentives |
| <input type="checkbox"/> Vendor partnerships | <input type="checkbox"/> Legislative advocacy wins |
| <input type="checkbox"/> Regional meetings | <input type="checkbox"/> Email marketing |
| <input type="checkbox"/> Telephone outreach | |

14. What member benefits create the highest perceived value?

15. What percentage of towing companies in your state are NOT association members?

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Under 25% | <input type="checkbox"/> 25–50% |
| <input type="checkbox"/> 51–75% | <input type="checkbox"/> Over 75% |

16. Why do non-members choose not to join?

17. Which member communication methods are most effective?

- | | |
|--|---|
| <input type="checkbox"/> Email | <input type="checkbox"/> Text alerts |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> WhatsApp |
| <input type="checkbox"/> Zoom meetings | <input type="checkbox"/> In-person meetings |
| <input type="checkbox"/> Printed newsletters | |

Other _____

Section 5: Funding & Sustainability

18. What are your association's primary revenue sources?
- | | |
|---|---|
| <input type="checkbox"/> Membership dues | <input type="checkbox"/> Sponsorships |
| <input type="checkbox"/> Trade show/vendor booths | <input type="checkbox"/> Donations |
| <input type="checkbox"/> Training/certification | <input type="checkbox"/> Fundraising events |
| <input type="checkbox"/> Grants | <input type="checkbox"/> PAC contributions |
19. What funding challenge affects your association most?
- | | |
|---|---|
| <input type="checkbox"/> Inconsistent dues revenue | <input type="checkbox"/> Sponsor fatigue |
| <input type="checkbox"/> Low event turnout | |
| <input type="checkbox"/> Limited volunteer capacity | <input type="checkbox"/> No recurring revenue |
| <input type="checkbox"/> Rising operational costs | |
| <input type="checkbox"/> Weak budgeting/planning | |
20. Which fundraising strategies have been most successful?
21. What new revenue opportunities would you like to explore?
22. Does your association maintain financial reserves?
- | |
|--|
| <input type="checkbox"/> Yes, healthy reserves |
| <input type="checkbox"/> Minimal reserves |
| <input type="checkbox"/> No reserves |
| <input type="checkbox"/> Prefer not to answer |

Section 6: Successes & Best Practices

23. What has been your association's biggest success in the past 3 years?

24. What program or initiative delivered the highest member engagement?
25. What sponsorship strategies have worked particularly well?
26. What is one thing your association does better than most?
27. What advice would you give a newer or struggling towing association?

Section 7: National Collaboration & Congress Goals

This section helps shape the future Congress structure.

31. What should a national Towing Association Congress prioritize?
(Rank top 5)
- | | |
|---|---|
| <input type="checkbox"/> Unified legislative strategy | <input type="checkbox"/> National advocacy |
| <input type="checkbox"/> Leadership development | <input type="checkbox"/> Shared member tools |
| <input type="checkbox"/> Sponsorship/network buying power | |
| <input type="checkbox"/> Industry standards | <input type="checkbox"/> Training/certification |
| <input type="checkbox"/> Crisis response coordination | <input type="checkbox"/> Data/research sharing |
| <input type="checkbox"/> Public relations campaigns | |
32. Would your association participate in:
- | | |
|--|--|
| <input type="checkbox"/> Shared legislative tracking | <input type="checkbox"/> Shared training resources |
| <input type="checkbox"/> Multi-state task forces | <input type="checkbox"/> Shared vendor programs |
| <input type="checkbox"/> Joint purchasing/co-op programs | |