

NAPO SUCCESSES

in 2019

NAPO is focused on the future of the organization and growing the profession and ideology of organizing and productivity professionals.



National Association of
Productivity & Organizing
— Professionals —



Membership

6%	82%	2 New	363
Increase in total membership (3296 vs. 3494)	Membership retention	Specialist certificates (Team Productivity and Household Management)	Specialist certificates issued
	351	400+	58
	Certified Professional Organizers®	Volunteers	Multi-person businesses



Meetings

2 New

Pre-conference workshops debuted during **NAPO2019 Annual Conference**



Online Presence

15,258		10.8%	≈50,000
7,226		Increase in website traffic	downloads of Stand Out: Growing in the Organizing & Productivity Profession Podcast
4,735		Launch	22,949
3,210		of the new website www.napo.com	views of the Get Organized & Be Productive blog



Revenue

10%	\$1,151,237	\$147,658
Increase in education revenue	Investment reserves	New profit



105 New Members

Media

Major news outlet media mentions:
New York Times, Refinery29, CNN, Newsweek and ABC