

# In Brief



## MEMBERSHIP

# Getting to Know Our GFOA Members

A snapshot of GFOA's growing membership and the challenges shaping public finance today

**G**FOA's membership remains strong and engaged through the launch of the new membership model in August 2025. Current data shows stability at the organizational level and exciting momentum in individual participation. Between August 1 and December 1, over 5,000 new individuals have joined GFOA.

Beyond membership numbers, we gathered vital input from members in our Fall 2025 membership survey. The results show that members remain highly satisfied and see GFOA as a trusted, valuable partner. Nearly 70 percent rate their membership as "valuable" or "extremely valuable," and more than 80 percent report overall satisfaction. Most members see the new membership model as inclusive and positive.

## Our Members

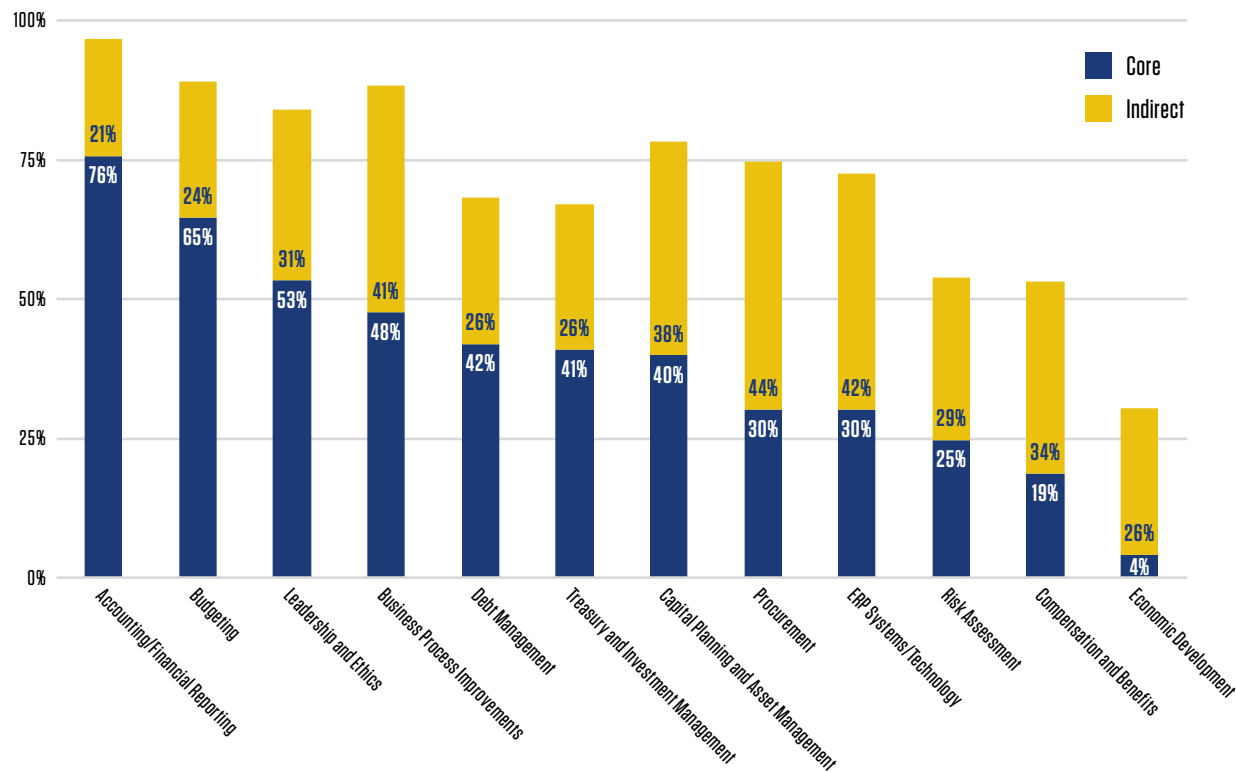
As of December 1, 2025, GFOA had 7,576 member organizations and 29,547 individual members. Here's how that breaks out: Cities, 52 percent; special districts, 24 percent; counties, 12 percent; school districts, 8 percent; retirement systems, 2 percent; and states or provinces, 1 percent. (Some data sets don't total 100 percent because of rounding.)

As far as geographic reach, GFOA has members in all 50 U.S. states and all 10 Canadian provinces (and all inhabited five U.S. territories and two out of three Canadian Territories). Membership remains anchored in several large states, with California, Texas, Illinois, Ohio, and Florida leading the way. These five states account for roughly a third of membership.

Focusing on individual members, the poll gave us breakouts by race: 66 percent white; 9 percent black; 7 percent Asian; 7 percent Latino or Hispanic; 1 percent Hawaiian or Pacific Islander; and 1 percent other. Eight percent declined to provide this information.

Most of those members are directors or chief financial officers or finance directors (43 percent). In addition, respondents comprised: 30 percent managers; 16 percent senior analysts; 5 percent entry level; 4 percent executive leadership (i.e., chief executive officers); and 1 percent elected officials. Many identified as having broad responsibility for individual topic areas within public finance. (See Exhibit 1 for the breakout, including direct versus indirect oversight.)

EXHIBIT 1 | Areas of Authority (Direct Versus Indirect Oversight)



BY THE NUMBERS | Stats from GFOA's Fall 2025 Membership Survey

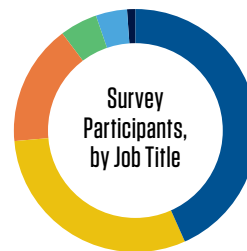


States/Provinces/Territories  
with GFOA membership



5,128

new individuals have  
joined GFOA since August 1



43% Directors / CFOs  
30% Managers  
16% Senior Analysts  
5% Entry Level  
4% Executive Leadership  
1% Elected Officials

37%

attended a GFOA  
event in the last year

70%

rate their GFOA membership as  
"valuable" or "extremely valuable"

80%+

report overall satisfaction  
with their GFOA membership



And how engaged are those members? In the past year, approximately 37 percent attended a GFOA event; 34 percent attended a paid event; 15 percent attended GFOA's annual conference; and 11 percent attended the GAAP Update.

## The State of Public Finance

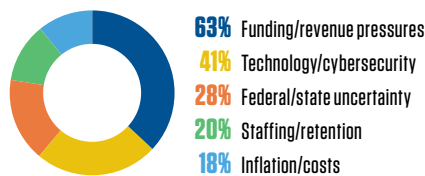
We asked our members to tell us about the biggest challenges facing their government and the public finance profession. Here's what they said.

When asked about challenges facing governments, 1,070 open-text respondents cited:

- **Funding/revenue pressures**, 63 percent. This category included revenue growth lagging behind expenditures and affordability concerns.
- **Technology/cybersecurity**, 41 percent. These concerns include ERP upgrades, modernization, and cyber threats.
- **Federal/state uncertainty**, 28 percent. Members are worried about mandates and unstable funding streams.
- **Staffing/retention**, 20 percent. Many governments are looking at talent shortages, retirements, and turnover.
- **Inflation/costs**, 18 percent. This area includes rising benefits, construction, and operating costs.

## BY THE NUMBERS | Member Perspectives on the State of Public Finance

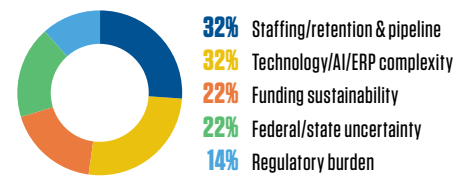
### What are the biggest challenges facing governments?



Answers to our question about the challenges facing the profession were not unrelated. The top themes were:

- **Staffing/retention and pipeline**, 32 percent. The profession is having trouble attracting and retaining talent, and with succession planning.
- **Technology/AI/ERP complexity**, 32 percent. It's been difficult to keep up with new tools and data management.
- **Funding sustainability**, 22 percent. Revenue growth has been stagnant, and costs have been rising.

### What are the biggest challenges facing the finance profession?



- **Federal/state uncertainty**, 22 percent. Navigating shifting federal priorities has been challenging.
- **Regulatory burden**, 14 percent. Employees are dealing with GASB complexity and reporting overload.

Overall, GFOA members remain enthusiastic about training and professional development, technology guidance, and practical tools they can apply in daily work. And we will continue to provide resources to help our members meet all the challenges they're facing. We invite you to take a look at [gfoa.org](https://gfoa.org) to find what you need! 📖