



## 4 Keys to Membership Satisfaction

By Michael Boyer

**Why is member satisfaction important?** Members are the customers of each club president and the life blood of all Rotary clubs. The success of a club is directly attributed to club members' satisfaction levels. If you have highly satisfied members, your club will prosper and attain its goals. If members are not satisfied your membership drops and your goals aren't met.

### 01: **Measuring member satisfaction is very easy with today's technology.**

- a. Go to **SurveyMonkey.com** and signup for a free account to begin. (5 minutes)
  - i. Login to SurveyMonkey.com and select "Create Survey".
  - ii. Choose "Use an Expert Survey Template" then choose "Use This Template" under "Net Promoter® Score (NPS) Template".
  - iii. Keep question #1.
  - iv. Scroll down and hover your mouse over question #2 and choose "delete" – do this for the remaining questions.
  - v. Scroll back up to Page 3, find "More Actions" and choose "Delete Page" – do this for the remaining pages, so you now have 2 pages in your survey.
  - vi. On left hand menu, choose "Comment Box" and "Add" to page 2.
  - vii. Enter "Do you have a positive comment or suggestion that you believe will make our club a better organization?" as the question.
  - viii. Choose "Next" at top right of SurveyMonkey.com window.
  - ix. You have now created your survey. Now copy the URL they give you.
- b. **Clubrunner (Email):**
  - i. Log in to Clubrunner and create an email to your club membership to ask them to participate in your anonymous membership survey. Paste the URL from surveymonkey.com into the body of the email.
  - ii. Send this email to your membership and the survey link will allow them to complete the survey.
- c. **Communication:**
  - i. Share the results of the survey with your membership and your board.
  - ii. In SurveyMonkey.com choose your survey and then "Analyze Results" – you can then print those pages to give your board.

02: **Leadership and accountability go hand-in-hand** and are both very important to give your membership an avenue for feedback. ALWAYS discuss each survey comment at the board level so your members know that their input that makes a difference and is not just tossed aside. Embrace your members' critical assessments and comments; this is where your club will improve. Your club is made up of members, it matters not what you think as president, if you listen, your members will show the way. Now listen!

03: **Open and transparent communication of survey results, regardless of the scores**, are as important as initially asking for the membership's participation. If the results are positive great, but even better if the feedback is negative. Negative feedback shows you a place for potential improvement. This type of communication will create a huge sense of confidence and trust throughout the club.

04: **Be persistent: Rinse and repeat to be effective.** Send the survey every month! Even if some may complain about it. You never know when someone has that one idea that could lead to dramatic improvement to your club. Track your satisfaction (NPS Score) score from month to month so you can show trends and your board can understand if they are moving in the right direction.

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