



District Member Satisfaction Program

Why is member satisfaction important? Members are the customers of each club president, they are the life blood of all Rotary clubs. The success of a club is directly attributable to the satisfaction levels of the members of the club. If you have highly satisfied members your club is prospering and attaining its goals. If members are not satisfied your membership declines.

- 01: Measuring member satisfaction** is very easy with today's technology.
- a. Our District has developed an automated & anonymous member satisfaction system.
 - i. Each member will get an email on the 1st of each month.
 - ii. The email will have a one question survey for each of your members to answer. (Would you recommend this club to a friend or colleague? Rate 1-10)
 - iii. The survey will also have a place to comment about ways to improve the club.
 - iv. Members should be encouraged to take one minute to complete the survey every month to insure that their opinion is always communicated to the leadership of the club.
 - b. The Club President's responsibility in measuring member satisfaction.
 - i. The leadership team (President, Secretary, Membership Chair, President-Elect & Immediate Past President) will get an email on the 15th of each month with the results of the member satisfaction survey.
 - ii. Print the report and take it to the board of directors.
 - iii. Address each of the comments with your board, make changes if necessary.
 - iv. After your board has seen the report print copies and put them on the tables at your meeting and take 5 minutes to tell your membership about the results in front of them. This will build trust in your club.
- 02: Leadership and accountability go hand-in-hand** but are both very important when it comes to giving your membership a mechanism for feedback. ALWAYS discuss each survey comment at the board level so your members know that their input 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, if you listen, your members will tell you what to do. Now listen!
- 03: Open and transparent** communication of survey results, **no matter 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 critical. Critical 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: Rinse and repeat to be effective. Be persistent**, your membership will get the survey every month! Even when some (1 or 2) complain about it. You never know when someone has that one idea that could equate to dramatic improvement to your club. Track your satisfaction (NPS) score from month to month so you can show trends and your board can understand if they are moving in the right direction.