**Design your own Club Customer Survey** 

Designing your own club customer survey is simple and easy.

Decide what questions you need to get information about, in regards to club attributes – such as food, location, program, social events, meeting format, service opportunities, etc.

Keep survey short. Some questions should be open ended, others need a rating scale. Recommendation – keep rating scale simple – no more than a four point value scale, with the high number having the most value – such as a 4.

Here are some sample questions:

*Why did you join Rotary, after you were asked?*

*Why have you stayed with Rotary?*

*What is your proudest moment with Rotary?*

*What does this club do extremely well?*

*If you could improve one thing about this club what would it be?*

*Rate the quality of the food: 1=poor, 2=below average. 3=above average, 4=super*

*Rate our speaker/program quality: 1 = poor, 2=below average, 3=above average, 4= super.*

*Rate our educational program about Rotary: 1 = didn’t realize we had a program, 2= need more programs on Rotary topics, 3=slight room for improvement. 4=the right amount of Rotary education is given.*

*Should our club visit community sites for Rotary programs/meeting? Yes, No.*

*If yes, what business, worksite or organization would you recommend we visit.*

*What kind of Club socials should the club plan to do? (Provide a list of options, (decide the options) and ask that only “X” number be checked.)*

Design your own questions – think about: Is the wording clear? Could questions be answered multiple ways? Would providing a list be easier to deal with?