Chapter 7 Membership Satisfaction

Questionnaire

If members aren’t satisfied with certain aspects of your club, they may not continue their membership. Interviewing current members each year can help you determine your club’s strengths and weaknesses. Take their suggestions for improvement seriously, and work to implement them as appropriate.

**Objectives**

• Identify what club members like and dislike about your club.

• Develop an action plan for membership development that better

meets the wants and needs of current members.

**Time**

• Club member: 15 minutes to complete questionnaire

• Club membership committee: At least 60 minutes to review results

and discuss an action plan

**Preparation**

Print copies of the questionnaire for all of your club members.

**Materials**

• Paper

• Pens or pencils

• Computer

**Procedure**

1. Explain to your club members during a club meeting that you will use their responses to the questionnaire to develop your club’s retention strategy. Stress that the survey is anonymous; they need not put their names on it.

2. Hand out the questionnaire, and tell club members they have 15 minutes to complete it. Collect the completed questionnaires.

3. Discuss the results during a membership committee meeting. If the suggestions warrant changes in your retention strategy (i.e., if a majority of people are unhappy with certain aspects of your club), discuss the types of changes that could be implemented as well as the process for implementing them.

4. Talk to the members about any changes you intend to implement

in response to the questionnaires. Don’t violate the anonymity

of the survey by identifying any one individual’s suggestions or

complaints, but do explain that any changes you intend to implement

are based on many similar responses.

**Variation**

E-mail the survey to your club members, so that they can key in their responses and complete it on their own time. To ensure anonymity, provide a collection box at club meetings where members can submit a printout of their completed questionnaire, rather than sending it in electronically.

**Membership Satisfaction Questionnaire**

This survey is intended for use by the club. All club members should complete it to help assess member satisfaction with club activities and projects. Please return your completed form as directed by the club secretary. All responses are confidential.

**Do you feel welcome in our Rotary club?**  Yes  No

If no, why not? *(check all that apply)*

 Compared to me, other members are *(check all that apply)*:

 Older  Younger  Different gender  Different ethnicity  Other

 Club members haven’t made an effort to interact with me.

 Other

**Do you feel comfortable sharing concerns with club leaders?**  Yes  No

If no, why not? *(check all that apply)*

 Club leaders have so many responsibilities; I don’t want to burden them.

 Club leaders have their own agenda and aren’t interested in other ideas.

 I haven’t been a member long enough to feel comfortable approaching club leaders.

 I don’t want to be perceived as a complainer.

 Other

**How would you rate the level of our club’s involvement in the following types of activities?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Membership development | **Excellent**   | **Adequate**   | **Insufficient**   | **Not Aware**   |
| Member orientation and education |  |  |  |  |
| Local service projects |  |  |  |  |
| International service projects |  |  |  |  |
| Club public relations |  |  |  |  |
| Fundraising |  |  |  |  |
| The Rotary Foundation |  |  |  |  |
| Fellowship |  |  |  |  |

**Have you participated in club projects and activities?**  Yes  No

If yes, how did you become involved?  I volunteered  I was asked

If no, why not?

**Please indicate your involvement in the following types of activities:**

|  |  |  |
| --- | --- | --- |
| Membership development | **Currently Involved**   | **Would Like to Be Involved**   |
| Member orientation and education |  |  |
| Local service projects |  |  |
| International service projects |  |  |
| Club public relations |  |  |
| Fundraising |  |  |
| The Rotary Foundation |  |  |
| Fellowship |  |  |
| Other |  |  |

**How would you rate your level of satisfaction with your participation in club activities and projects?**

 Very satisfied  Satisfied  Dissatisfied

If dissatisfied, why? *(check all that apply)*

 Insufficient knowledge  Lack of quality service projects

 Personality conflicts  Lack of support from other members

 Cost  Insufficient family involvement

 Personal time conflicts  Other

**How would you rate the following costs associated with membership in our club?**

|  |  |  |
| --- | --- | --- |
| Club dues | **Excessive**   | **Reasonable**   |
| Weekly meetings |  |  |
| Club fines/assessments |  |  |
| Voluntary contributions to service projects |  |  |
| Voluntary contributions to The Rotary Foundation |  |  |

**How would you rate the following aspects of our weekly meetings?**

|  |  |  |  |
| --- | --- | --- | --- |
| Amount of Rotary content | **Excellent**   | **Adequate**   | **Insufficient**   |
| Length |  |  |  |
| Program organization |  |  |  |
| Time for fellowship |  |  |  |
| Networking opportunity |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Convenient** | **Inconvenient** |  |
| Location  Meeting time |    |    | Suggested location: Suggested time: |

**Which aspects of our meeting place do you find unsatisfactory?** *(check all that apply)*

 Service

 Décor/atmosphere

 Meal quality

 Meal cost

 Parking availability

 Other

**Which of the following changes would improve our club meetings?** *(check all that apply)*

 Better speakers  More focus on fellowship

 Increased variety of program topics  Increased emphasis on vocational information

 More involvement of family  Better time management

 More service opportunities  More leadership opportunities

**How would you rate the amount of our club’s fellowship activities?**

 Too many  Right amount  Too few

**How would you rate the amount of Rotary information provided through our club Web site/newsletter?**

 Excessive  Adequate  Insufficient

**Which of the following words would you use to describe our club Web site/newsletter?**

*(check all that apply)*

 Interesting

 Useful

 Informative

 Boring

 Limited

 Uninformative

**Is there anything else you’d like to see changed?**

**What response does your spouse/partner/family have to your involvement in Rotary?**

*(check all that apply)*

 Feels proud of my involvement  Thinks Rotary takes too much of my time

 Wants to know more/be involved  Thinks Rotary is too expensive

 Wants to meet/interact with other Rotary spouses/partners/families

 Would be interested in becoming a member

 Other

**Thank you for taking the time to complete this questionnaire. We appreciate your candid and honest answers.**

**Please submit it as directed by your club secretary.**

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