**SATISFACTION SURVEY FOR A RETENTION STRATEGY**

Context:  The numbers of new RI members compared to those who quit are staggering, respectively 44,000 against 51,000 in average. This high turnover can harbor deeper predicament inside the organization.

This survey has for main objective to implement a member retention strategy. The goal is to identify the satisfiers and the dissatisfiers variables according to Herzberg’s two-factor motivation theory.

Your participation is completely voluntary but is very important to the representativeness of the survey. All your answers will be kept in strict confidence.

1. ***Satisfaction and engagement*** 
   1. Overall, how satisfied are you with your membership in our Rotary club?

Dissatisfied

Somewhat dissatisfied

Neither satisfied nor dissatisfied

Somewhat satisfied

Satisfied

1. Considering our club’s culture, members, and meetings, indicate your agreement with the following statements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Disagree |
| Club meetings are a good use of my time |  |  |  |  |  |
| My club does a good job involving new members |  |  |  |  |  |
| My club’s members care about one another |  |  |  |  |  |
| My club reflects the demographic profile of our area’s business |  |  |  |  |  |
| My club reflects the demographic profile of our community leaders |  |  |  |  |  |
| My club actively seeks to involve all members in projects and activities |  |  |  |  |  |
| The amount of fundraising activities is appropriate |  |  |  |  |  |

Comments and suggestions:

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent | Good | Fair | Poor | Very poor |
| Rotary International updates |  |  |  |  |  |
| Length |  |  |  |  |  |
| Time for socializing |  |  |  |  |  |
| Professional connections |  |  |  |  |  |
| Variety of program topics |  |  |  |  |  |
| Location |  |  |  |  |  |
| Meeting time |  |  |  |  |  |
| Meals or refreshments |  |  |  |  |  |
| Speakers and programs |  |  |  |  |  |

Comments and suggestions:

1. What are your opinions about our club’s service projects?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Too few | Too many | Just right |
| Total number of service projects |  |  |  |
| Number of community service projects |  |  |  |
| Number of international service projects |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Service projects** | No opinion | Disagree | Agree |
| are well organized |  |  |  |
| make a difference in the community or the world |  |  |  |
| are meaningful |  |  |  |

Comments and suggestions:

1. Thinking about communication and responsiveness in our Rotary club, indicate your agreement with the following statements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree |
| My club does a good job communicating to members, listening to members |  |  |  |  |  |
| My club seeks input and ideas from members |  |  |  |  |  |
| My club regularly acts upon members’ input and ideas |  |  |  |  |  |
| I am comfortable with the pace of change in my club |  |  |  |  |  |
| My club works to update club processes and rules to meet the needs of its members |  |  |  |  |  |

Comments and suggestions:

1. Indicate your agreement with the following statements about the value of your membership.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Agree |
| I feel welcome in my club |  |  |  |  |  |
| I make valuable connections through my club |  |  |  |  |  |
| My club provides opportunities to use my talents and skills |  |  |  |  |  |
| My experience as a member is worth the money I spend on Rotary participation |  |  |  |  |  |
| My experience as a member is worth the time I give to Rotary |  |  |  |  |  |
| Through Rotary, I make a difference in my community and in the world |  |  |  |  |  |
| I invite qualified prospective members to join my Rotary club |  |  |  |  |  |
| I frequently participate in my club’s activities |  |  |  |  |  |
| I’m proud of my Rotary club |  |  |  |  |  |

Comments and suggestions:

1. Thinking about the costs associated with club membership, how would you rate the following?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Too low | Just right | Too high | Not applicable |
| Club dues |  |  |  |  |
| Meals at weekly meetings |  |  |  |  |
| Club fines |  |  |  |  |
| Club assessments |  |  |  |  |
| Requests for donations for service projects |  |  |  |  |

Comments and suggestions:

1. ***Reasons for quitting Rotary***
2. Which of the following would constitute a reason to quit Rotary?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Impossible  Important | Less probable | Indifferent | Somewhat probable | Sure |
| Cost matter (Dues, meals, etc.) |  |  |  |  |  |
| Schedule |  |  |  |  |  |
| Program matter (Content, format, etc.) |  |  |  |  |  |
| Rotary values & image |  |  |  |  |  |
| Engagement |  |  |  |  |  |
| New avenues for service |  |  |  |  |  |
| Rotary representativeness |  |  |  |  |  |

1. Do you know someone who quit the organization? If yes, what was the reason?
2. How long has this former Rotarian been a member?
3. Any comments and suggestions?

1. ***Member’s profile***

Age: \_\_\_\_\_\_\_\_\_ years old

Gender: Male Female

Marital status: Married Single Divorced Widowed

Number of children: \_\_\_\_\_\_\_\_\_

Occupation: \_\_\_\_\_\_\_\_\_

Number of years as a Rotary member: \_\_\_\_\_\_\_\_\_

Is your spouse a Rotary member? YES NO

Club: \_\_\_\_\_\_\_\_\_

Why did you join Rotary?

Are you affiliated with other non-profit organizations? Which one?

## **Thank You!**

### **Thank you for taking my survey. Your responses are very important to me.**

### **If you have any questions, please email me at razafimanjato@hotmail.com**