

Survey 1

Member satisfaction and feedback

1. How did you hear about us?
 - a. Social media
 - b. Word of mouth
 - c. Legislation
 - d. Google
 - e. Employment requirement
 - f. Other

Asking members where they came to find your organisation will let you know what marketing channels are working best for you.

2. What type of events would you like to see from us OR what type of content would you like to start seeing from us?

You want to make sure that the value of being a member is conveyed in ways they will find interesting and useful. Asking about their content and event interest can assist with this.

3. What benefits do you find most valuable as a member of our organisation? (fill-in question)

Your benefits are your main attraction and the reason members join almost all of the time. If you know what attracts them in terms of value, you can perfect and improve this offering.

4. What benefits do you find least valuable? (fill-in question)

If some of your benefits are just not cutting it for members, this will help you know what you should focus on / invest more in or drop all together.

5. How do you prefer to hear from our organisation?
 - a. Email
 - b. SMS
 - c. Telephone

Connecting with your members is a crucial part of encouraging participation and passing information. You don't want to underwhelm or overwhelm your members in this area though as in this day and age there is an information overload all around us. Give them the option of choosing a platform to connect with them on.

6. How likely are you to renew your membership with us?
 - a. Definitely will not renew
 - b. I might renew

- c. I am indifferent
- d. I will probably renew
- e. I will definitely renew

Asking this question helps predict what will happen when renewal times comes around and if there are any general improvements your organisation should focus on.

7. Please provide us with some feedback on the reason you have given the above answer.

You may find the answer is that they do want to renew but they simply can't afford to. This is the sad reality of the current climate.

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www.mymembership.co.za

info@mymembership.co.za

Clients of MYMEMBERSHIP® can make use of our survey tool to send the above to members. Answers provided by members can be downloaded in bulk or viewed individually on the members profiles.