

MEMBER SURVEY GUIDE

PURPOSE: To help club leaders evaluate how effectively your club meets members' expectations. This survey is the first step to ensuring your club provides a positive experience. The information gathered can help improve your club's operations and member experience, which can increase your club's membership, service impact and visibility.

AUDIENCE: Board members and general membership. Club coach, where applicable.

FREQUENCY: Annually — preferably at the same time every year.

CONSIDER SURVEY OPTIONS

Members want to love their club. They want to feel satisfied with the value they get for their time, talent and money. This tool will help make improvements through member feedback. Begin the conversation using one of these options:

- **Interview members individually.** This method works well when group trust is strong and members feel comfortable speaking candidly. You might ask: What drives them to serve? How do they feel about being part of the club? What do they think of the meetings and service opportunities? What type of impact should the club have in the community?
- **Offer an anonymous survey.** Adapt the questions in the member survey to get a general picture of members' opinions on topics ranging from financial viability to service impact. Include opportunities to provide feedback. You can distribute the survey as a printed copy or collect electronic responses through an online survey provider.
- **Conduct an open forum.** With an unbiased facilitator, this method can inspire more interactive discussion. Remember the possibility that not all members will feel comfortable. Prompt members with open-ended questions similar to those in the member survey. Use **Conducting an open forum** as a resource.
- **Conduct a visual assessment.** Tape sheets of paper to a wall, with categories such as member experience, leadership and education, service impact, community visibility and financial viability. Invite members to place sticky notes beneath them, with comments about things they enjoy and things they want to change. Then read each comment aloud and discuss how it can be incorporated into the club's activities.



EVALUATE THE RESULTS

Develop and refine club goals by identifying what actions your club needs to take (or continue) during the coming year — and what it should stop doing. Average out the results of your surveys. Then share the findings with your members via email, in your newsletter or in a presentation during a meeting!

IS THE CLUB SCORE 110 OR MORE?

Congratulations! Celebrate your success and think about how it can inspire improvement. What are you doing well? How might those qualities bridge the gap between your club's strengths and opportunities for improvement?

IS THE CLUB SCORE BETWEEN 80 AND 109?

Good work! Build on the momentum of your club's strengths. Not sure where to start? Look at your club events. A guest's first impression means everything. If the experience isn't a good use of visitors' time, they may think twice before returning. Review each area with answers averaging 0, 1 or 2. Brainstorm about how to implement change.

IS THE CLUB SCORE LESS THAN 80?

Thank you for your honesty. The first step toward change is acknowledging that it is necessary. Where do you start? Discuss. Whatever your club's results, you have resources that can help you make improvements.



SEARCH FOR SOLUTIONS

- **Member experience.** Visit [kiwanis.org/club-toolbox](https://www.kiwanis.org/club-toolbox) for resources that will help you invite new members and improve your club. How often do you thank or recognize members? Discover more ways to celebrate good work with the **Celebrate success** tool.
- **Leadership and education.** Visit [kiwanis.org/club-toolbox](https://www.kiwanis.org/club-toolbox) for resources that will help club officers make the club stronger and more service-oriented.
- **Service impact.** Here are a few ways to increase your hometown presence:
 - Take a look at the **Evaluate your impact** tool. It will help you think about how to improve service and fundraising.
 - Explore [kiwanis.org/blog](https://www.kiwanis.org/blog) for tips, ideas and success stories.
 - Talk to people in your community. Check out the **Community survey** tool. Interviews can help the club understand community needs — and how community leaders believe Kiwanis can help. This may also uncover opportunities for new partnerships or sponsorships, so check out the **Develop partnerships** tool.
- **Community visibility.** Visit [kiwanis.org/branding-marketing](https://www.kiwanis.org/branding-marketing) for ideas on using social media, public relations and branding to create a stronger image in your community. And shop at the Kiwanis Family Store for branded apparel that members can wear at club events and everywhere else.
- **Financial viability.** The Kiwanis Children’s Fund offers grants and other areas of assistance. Find information about club grants at [kiwanis.org/grants](https://www.kiwanis.org/grants). Learn more about the Children’s Fund on their home page on the Kiwanis International website.





MEMBER SURVEY



YOUR OPINION MATTERS

What do you enjoy most about being a member of our club? _____

What makes our club special? _____

If you could change one thing about our club, what would it be? _____

What do you wish our club would start doing? _____

Additional comments or thoughts? _____





Rate the following statements about club operations using this scale:

5 = Strongly agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly disagree

MEMBER EXPERIENCE

- ___ I am satisfied with my overall experience as a member.
- ___ Our club regularly recognizes our members for their contributions and achievements.
- ___ I enjoy our club meetings because they are fun and well-organized.
- ___ I am comfortable inviting guests to our meetings and events.
- ___ Our club holds meetings and events at times and locations that fit my schedule.
- ___ Our club welcomes new members in a meaningful way.
- ___ **TOTAL**

LEADERSHIP & EDUCATION

- ___ The club has a clear leadership succession and mentoring program.
- ___ Our club leaders communicate effectively to our membership.
- ___ I am willing to assist in supporting a new club nearby to help more children.
- ___ Orientation and continued education about Kiwanis are provided to members.
- ___ Our club has a clear purpose that guides our plans and goals.
- ___ I feel comfortable sharing my thoughts and concerns with club leadership.
- ___ **TOTAL**

SERVICE IMPACT

- ___ Our club offers many opportunities to create an impact in our community.
- ___ Our club is willing to implement new service projects in our community.
- ___ I am proud our club is a hands-on, service-oriented club.

- ___ There is member interest in most of our projects.
- ___ Our community has a need for our service projects.
- ___ Our club projects are worthwhile, rewarding and impactful.
- ___ **TOTAL**

COMMUNITY VISIBILITY

- ___ Our club is highly visible and viewed as a major asset in our community.
- ___ Our club is seen as an important advocate for children in our community.
- ___ I can say in one sentence the impact our club has in the community.
- ___ Our club partners with community groups and individuals on large-scale projects.
- ___ Our members share Kiwanis stories that inspire others to participate.
- ___ My club involvement has expanded my networking connections and/or forged new friendships.
- ___ **TOTAL**

FINANCIAL VIABILITY

- ___ The cost of membership is reasonable and provides value to me.
- ___ Our club uses grants and partnerships whenever possible.
- ___ Our club generates enough money to fund current and potential service projects.
- ___ The time spent raising money is reasonable for money raised.
- ___ Our club makes sound decisions on how and when we spend our money.
- ___ Our club creates a budget every year that aligns to our club's vision and goals.
- ___ **TOTAL**

TOTAL SCORE:

[Empty rectangular box for entering the total score]

