

MEMBER ENGAGEMENT SURVEY 2020-2021

By Jennie Coppit, District Membership Chair

As you already know, membership engagement surveying is the number one way in which clubs can retain their current members. There are a number of ways that clubs accomplish this successfully; however, we found that fewer than 15% of all clubs in the District survey their members regarding their satisfaction or request their input. With RI having already been in a slump of annual attrition rates of 15% for more than a few years and our own District's annual rate being just under that number, it is apparent that we all need to do a great deal more talking to our members before they talk themselves right out of being a member. For those clubs in our District that survey annually, they will tell you that it makes all the difference in the world. Some will even tell you that it saved their club from folding.

This survey is multiple choice with opportunities to type in your answers. It touches on basic demographics, how members feel about dues, club meeting locations, food, how they feel about club service projects, how they feel about speakers, and offers them an opportunity to give their suggestions. It is a combination of the Rotary International survey found on My Rotary and other surveys clubs have shared. It is an attempt to get the conversation started in many clubs. It is not the end all be all of surveys.

The following link will be live until September 18th: <https://ismyrotaryclub.com/Click/?uid=800004105&ctid=1663733&redirect=https://www.surveymonkey.com/r/D7620ClubSurvey>

1.) This survey is anonymous.

2.) No one is required to participate in this survey.

3.) Information gathered will be sorted by club and shared with club leadership teams at the 2nd Annual Membership Summit on Saturday, September 19th.

4.) Club specific results will not be shared publicly.

If you do not feel this survey asks questions you think your club needs answers to, I encourage you to work with your club's leadership team to create such a survey. You can set up a FREE SurveyMonkey account that will allow you to create surveys with up

to 10 questions at a time. There are multiple platforms available for your use. If this survey is repetitive because your club surveys, that's great! We would still appreciate your input.

Thank you, in advance, for your participation!

Stay well, friends!

Yours in Rotary Service,

Jennie Coppit, District Membership Chair

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Club of
Downtown
Silver Spring

Montgomery Knolls & Pine Crest (MKPC) Elementary Schools Back to School Supplies Drive

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*For more information or questions please contact:
The Rotary Club of Downtown Silver Spring at dtssrotary@gmail.com*