ENHANCING THE CLUB EXPERIENCE



The power of your club lies in your members. By asking them for feedback regularly, you are demonstrating your openness to change and empowering them to help craft an ideal club experience. Use this survey to obtain member feedback about your club. Then use the information to make a plan to ensure that members are enjoying their Rotary club experience.

Keep responses confidential when discussing and analyzing them.

OUTCOME

Conduct this assessment and act on its results to:

- Identify what your members like and don't like about their club experience
- Develop an action plan that builds on what your members like and discontinues or changes what your members aren't satisfied with

GETTING ORGANIZED

You'll need a dedicated group of members to conduct the member satisfaction survey. It can be your club's membership committee or a few interested, unbiased members. You can either devote time during a club meeting to talking about member satisfaction and taking the survey or hand it out or email it to members and allow them more time to complete it. Alternatively, hold a special meeting devoted to member satisfaction. Make it fun and use some of the time to have members take the survey.

Note: Each of the steps can take a week or longer. When planning your assessment, be sure to allow enough time.

Consider using an online survey tool. They're convenient, are often free or inexpensive to use, and are helpful in managing response data.

GETTING STARTED

Ready to start? Here's how.

Step 1: Introduce the survey

Discuss why it's important to get feedback from all club members.

Step 2: Distribute the survey

Pass out or email the Member Satisfaction Survey to members or use an online survey tool. Explain that their responses are confidential and will be used to enhance the club experience for both current and prospective members.

Step 3: Analyze the data

Have your dedicated group review the survey results. Stress the importance of confidentiality and respecting all viewpoints.

Step 4: Present the results

Present and discuss the survey results to the club. Allow time for members to ask questions.

Step 5: Make an action plan

Hold a forum where club members can offer ideas for addressing the survey findings. Develop a member engagement action plan and set a time frame for implementing changes.

Step 6: Take action

The final step is to implement the action plan. Talk to members and involve as many of them as you can in the process so that they are invested in enhancing the club experience.

Interested in doing other assessments?

Representing Your Community's Professions: A Classification Assessment
Diversifying Your Club: A Member Diversity Assessment
Finding New Club Members: A Prospective Member Exercise
Improving Your Member Retention: Retention Assessment and Analysis
Understanding Why Members Leave: Exit Survey

MEMBER SATISFACTION SURVEY

This survey focuses on your day-to-day experiences in our Rotary club. Your input is valuable and will be used by all of us to make our club even better. There are no right or wrong answers; we simply ask for your honest opinions. Thank you for taking this survey.

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

   ☐ Satisfied

   ☐ Somewhat satisfied

   ☐ Neither satisfied nor dissatisfied

   ☐ Somewhat dissatisfied

   ☐ Dissatisfied

2. 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, professional, and community leaders	☐	☐	☐	☐	☐

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
My club actively seeks to involve all members in projects and activities according to their interests, skills, and availability	☐	☐	☐	☐	☐
The amount of fundraising activities is appropriate	☐	☐	☐	☐	☐

Comments and suggestions:

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

	Excellent	Good	Fair	Poor	Very poor	N/A
Rotary International updates	☐	☐	☐	☐	☐	☐
Length	☐	☐	☐	☐	☐	☐
Time for socializing	☐	☐	☐	☐	☐	☐
Professional connections and networking	☐	☐	☐	☐	☐	☐
Variety of program topics	☐	☐	☐	☐	☐	☐
Location	☐	☐	☐	☐	☐	☐
Meeting time and day	☐	☐	☐	☐	☐	☐
Meals or refreshments	☐	☐	☐	☐	☐	☐
Speakers and programs	☐	☐	☐	☐	☐	☐

Comments and suggestions:

4. What are your opinions about our club's **service projects**?

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

	Agree	Disagree	No opinion
Service projects are well organized	☐	☐	☐
Service projects make a difference in the community or the world	☐	☐	☐
Service projects are meaningful to me	☐	☐	☐

Comments and suggestions:

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

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
My club does a good job communicating to members	☐	☐	☐	☐	☐
My club does a good job 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:

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

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
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	☐	☐	☐	☐	☐
My family sees value in my Rotary membership	☐	☐	☐	☐	☐
My friends see value in my Rotary membership	☐	☐	☐	☐	☐
Through Rotary, I make a difference in my community	☐	☐	☐	☐	☐
Through Rotary, I make a difference in the world	☐	☐	☐	☐	☐

Comments and suggestions:

7. Indicate your agreement with the following statements about **club engagement**.

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
I invite my friends, family, and colleagues to club events	☐	☐	☐	☐	☐
I invite qualified prospective members to join my Rotary club	☐	☐	☐	☐	☐
I frequently participate in my club's activities, projects, and programs	☐	☐	☐	☐	☐
I'm proud of my Rotary club	☐	☐	☐	☐	☐

Comments and suggestions:

8. 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	☐	☐	☐	☐
Requests for contributions to The Rotary Foundation	☐	☐	☐	☐

Comments and suggestions: