

Membership Satisfaction and Recruitment Survey Report

Executive Summary

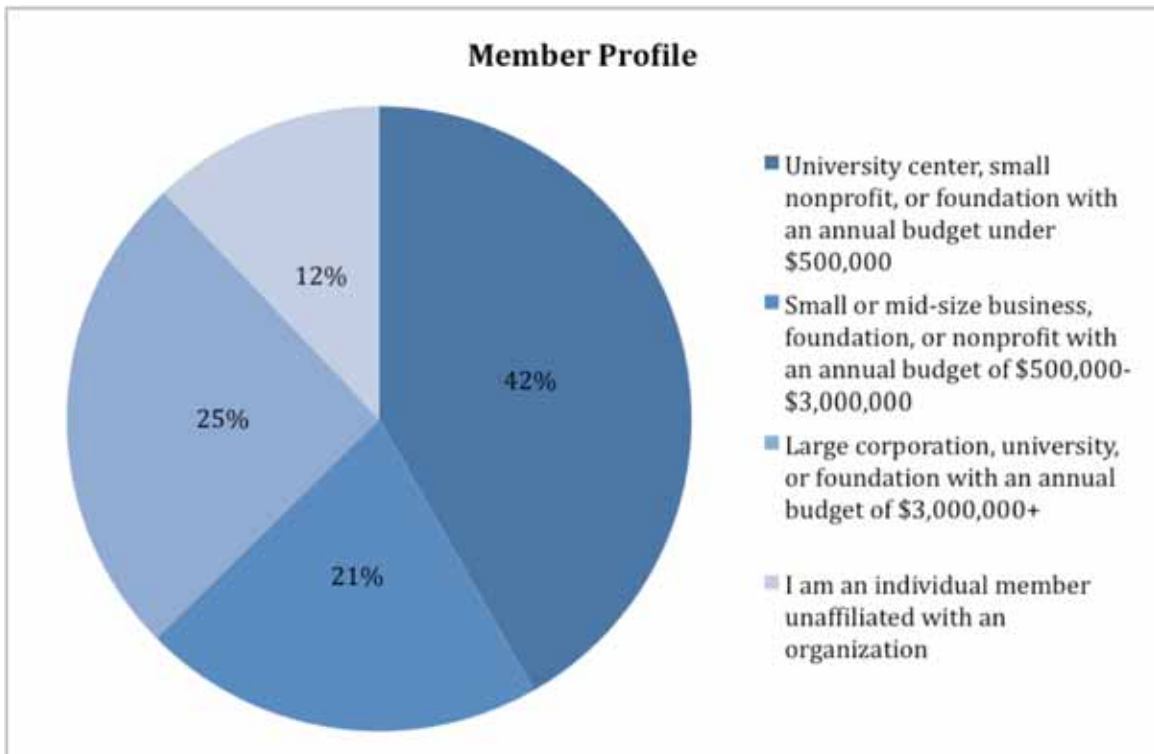
GW conducted a survey during the period of two weeks (February 17 – March 3, 2010) that targeted both its membership base as well as non-members in Washington State’s global development community. Feedback from GW members consistently indicates that access to professional development programs is one of the most valued benefits of membership. As a result, this aspect of our Strengthening focus remains a priority in our planning for 2010. Responses to these questions will assist GW in creating a professional development agenda that suits our members’ needs in a variety of ways, and reaches out to non-members to gain insight into how GW could engage their membership and support.

The following report focuses on three main aspects of survey responses:

- Overall membership satisfaction and value
- Creating incentives to recruit new members
- Feedback on GW communications, events, services, and programs

Findings

Demographics: Who are our members?





Membership Satisfaction:

97.4% of members feel their GW **membership is valuable**, as defined by the benefit of membership to their organization.

- **81.6%** reported their membership is **“somewhat valuable”**
- **15.8%** reported their membership is **“extremely valuable”**

88.7% of members feel their GW **membership cost is of equal or greater value for benefits received**, defined as service and programs offered by GW.

- **71.8%** reported membership cost is an **“equal value for what is offered”**
- **16.9%** reported membership cost is **“extremely reasonable for what is offered”**

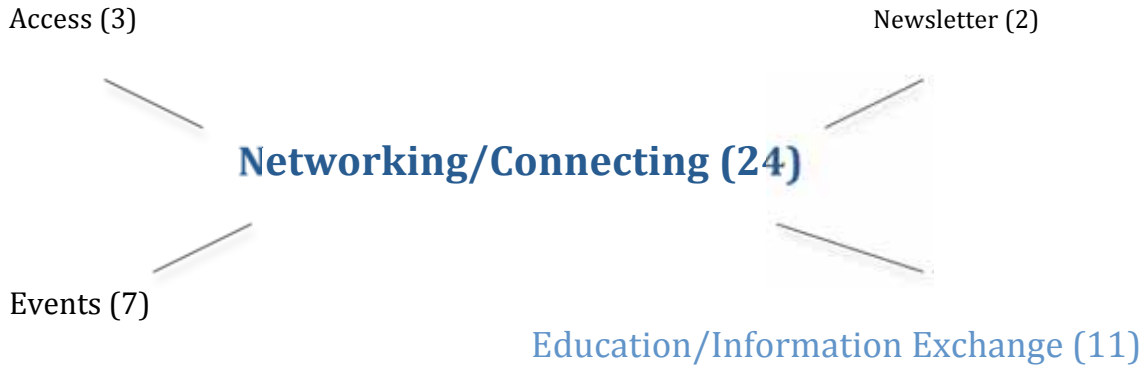
95.9% of members would recommend membership to others.

- **47.9%** are **“very likely”** to recommend membership
- **32.9%** are **“somewhat likely”** to recommend membership
- **15.1%** are **“extremely likely”** to recommend membership

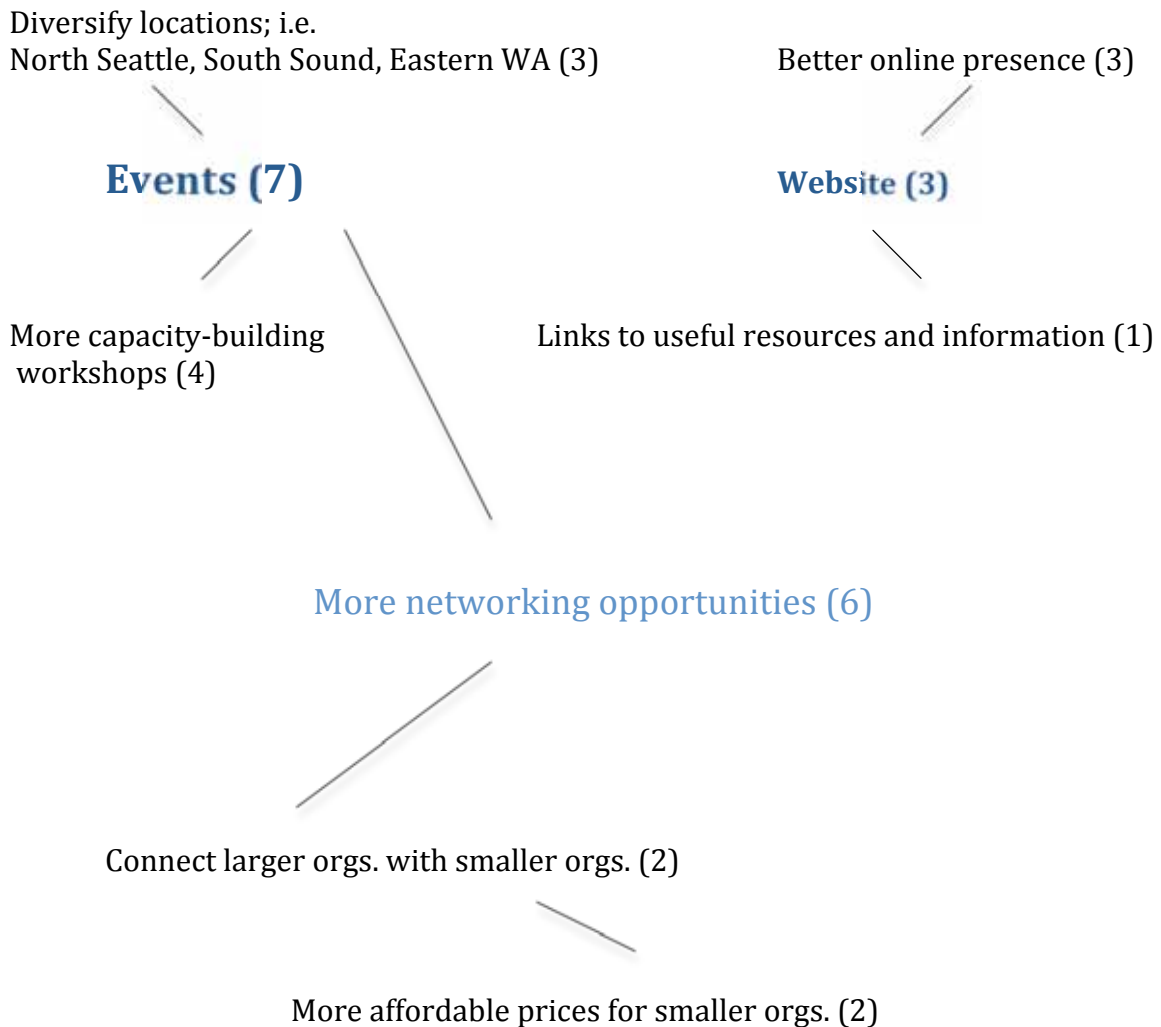
97.2% of members are likely to renew their membership.

- **38.6%** are **“very likely”** to renew membership
- **30%** are **“extremely likely”** to renew membership
- **28.6%** are **“somewhat likely”** to renew membership

Single Most Valuable Aspect of GW Membership

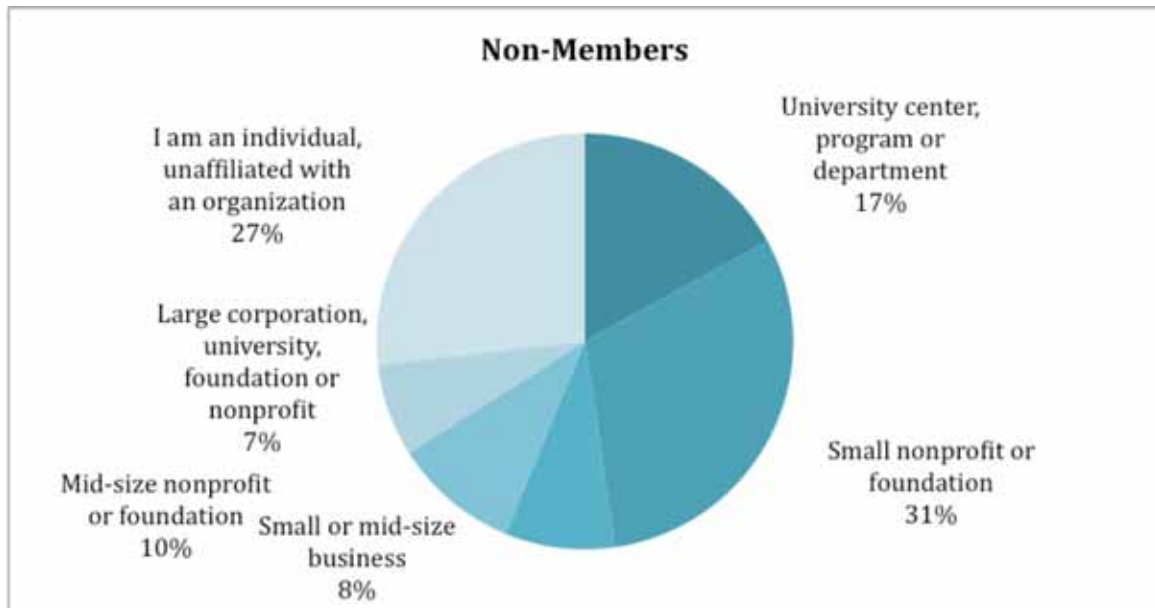


Single Biggest Improvement GW Could Make

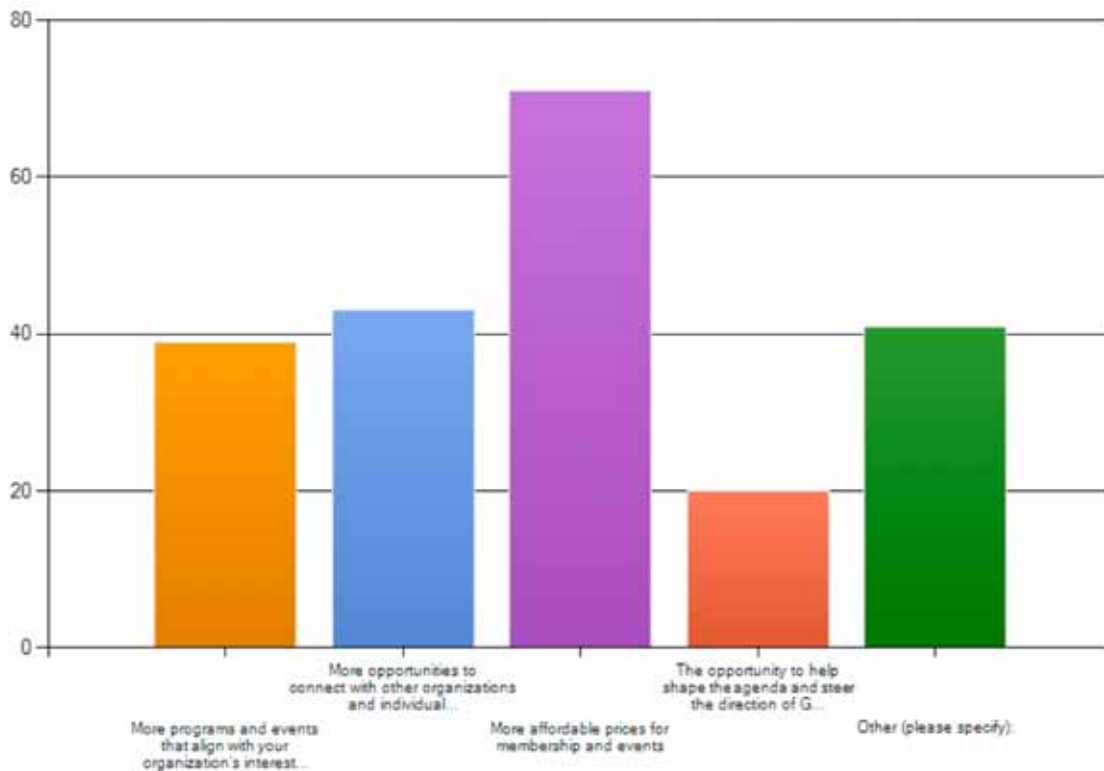


Member Recruitment:

Demographics—Profile of non-members who responded to the survey



If you are not a member, what could Global Washington offer you to make you become one? Please select all that apply:



GW Communications, Events, and Services:

Communications and Online Resources

- **35.6% read GW communications several times a month.**
- **58.8% visit the GW website for online tools and resources “sporadically throughout the year”.**
- **53.6% reported that GW’s newsletter is “Good”.**
- The **majority of respondents** in the other four online communications categories— GW’s directory, map, blog, or Global WA Connect—replied that they have **“never accessed/used this feature”**:
 - **Directory: 37.2%**
 - **Map: 51%**
 - **Blog: 57.6%**
 - **Global WA Connect: 51.4%**

When asked what **additional online tools and resources** they would like GW to offer, respondents expressed the desire for the following:

- **Knowledge Bank** for sharing publications, documents
- **Grant writing & Funding resources**
- **Better use of Global WA Connect**
- **Better online calendar**

When asked how GW could provide a **volunteer and internship bank** without duplicating existing resources, the overwhelming majority of respondents reported the need for a **Clearinghouse, where GW provides links and/or a directory to existing resources.**

When asked if interested in a volunteer matching program where GW assists business staff in finding a volunteer placement with a nonprofit, **30.6%** replied **“probably not”**, with the next highest percentage, **25.5%**, replying **“maybe”**.

When asked if interested in a volunteer bank where GW matched student interns and volunteers with member organizations, **24.8%** replied **“probably not”**, with the next highest percentage, **24.2%**, replying **“maybe”**.

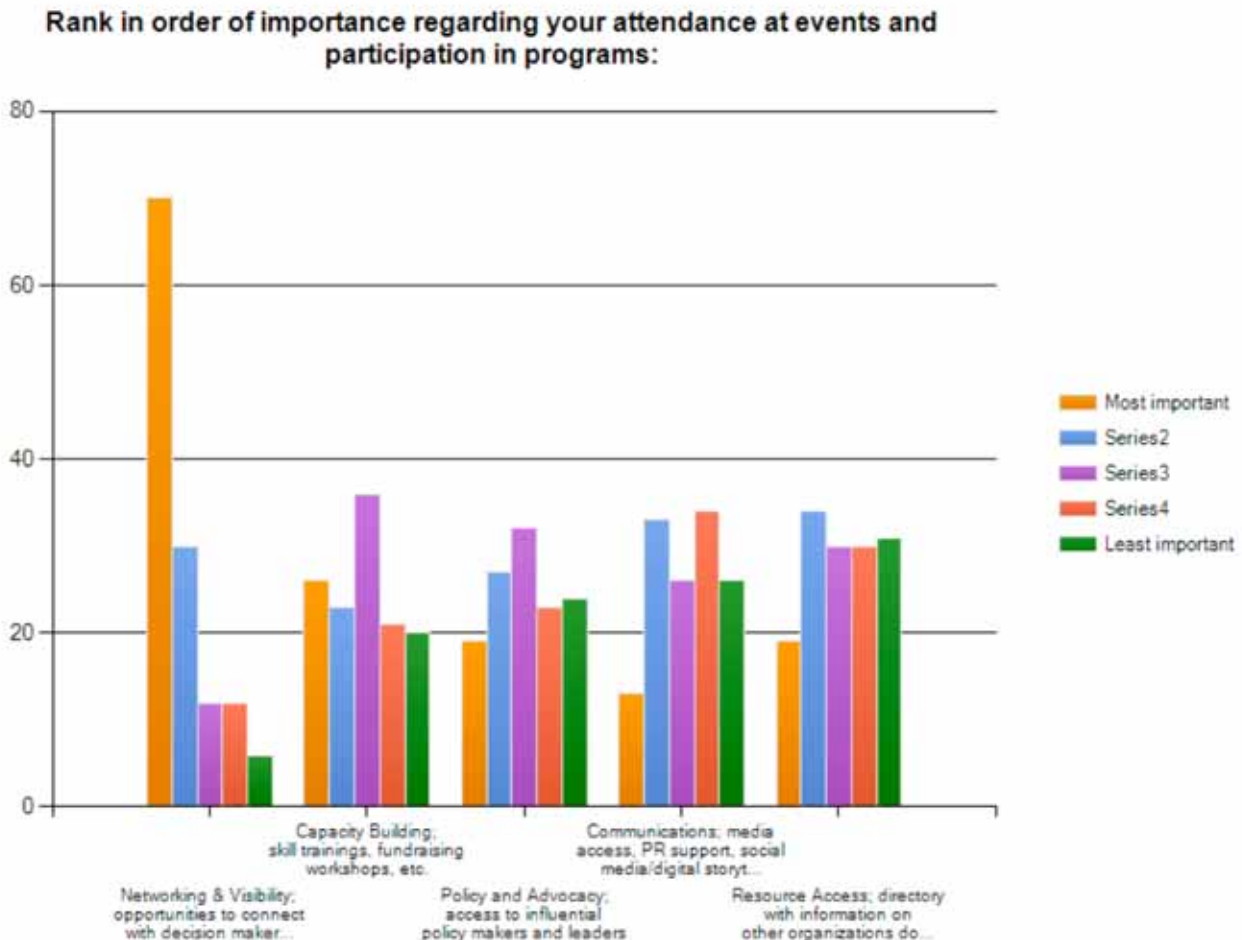
Events

- **53.2%** say they **attend 1-3 GW events a year**
- **26.5%** say they have **never attended a GW event**
- When asked the **value of GW events**, **25.2%** replied that **events were “somewhat” valuable; “Some events are directly beneficial, while others are not”**, with the next highest percentage, **19%**, replying that events are **“very beneficial”**, with **“both individual and organization benefiting tangibly and directly”**.
- **66.4%** replied they had never attended a capacity-building workshop

When asked **what capacity-building workshops are most valuable**, respondents **replied evenly across** the four choices: **fundraising, monitoring and evaluation,**

media skills, and leadership skills, and added grant writing, partnership development, and global education focused workshops as additional priorities.

When asked which **criteria are most important for attending events, 82% replied “Topic” and 55.3% replied “Cost”.**



Survey Conclusions

GW intended to capture valuable insights from survey respondents in the following three areas:

- Overall membership satisfaction and value
- Creating incentives to recruit new members
- Feedback on GW communications, events, services, and programs

Data analysis reveals several intriguing results with respect to these three main points of inquiry and investigation. First, current members responded very positively with regard to membership satisfaction and the perceived value of GW membership. Having **GW provide the forum for networking events** that allow different types and sizes of organizations to connect remains a **top priority for**

members. The need for GW to continue to expand these opportunities for its members is a vital investment to both retaining membership and attracting new members. In addition, the **majority of survey respondents were non-members**, potentially suggesting that there is an untapped audience for GW membership. When asked what incentives GW could provide for **non-members** to become members, respondents replied that they either **didn't know about GW's mission and programs**, or said that **membership prices were not affordable**. This is in contrast to the overwhelming response of current members attesting to the reasonable prices for GW membership, potentially suggesting that **GW has yet to capture small non-profits, university centers, and business that are unable to afford membership**. If capturing this demographic is a priority for GW, perhaps GW could provide a sliding scale for membership to smaller organizations, or develop a scholarship for non-members to apply.

Feedback on GW communications, events, and services yields some insight into current strengths and weaknesses in these areas. First, there is considerable demand for **GW to expand on providing capacity-building workshops** on a variety of topics (outlined above). This demand reflects an unmet need in WA State's global development community, and a programmatic gap that GW could provide for its membership base. Also, there is a desire for **GW to act as a clearinghouse for job, internship, and volunteer banks**, rather than expend resources on duplicating existing efforts. Members expressed an urge for GW to offer grant writing resources to members, even though members currently have access to GrantStation. This could reflect a need to further highlight GrantStation as an available resource for members, as well as provide an incentive for non-members to join.