

Title:

CHAPTER SESSION: Six Steps for Successful Surveys

Keywords:

chapter action plan, chapter survey and member survey

Abstract Text:

Association-based organizations such as STTI have members that range on a scale from checkbook member (Writes dues check, but doesn't actively participate in chapter events. Renewal is not guaranteed.) to Brand Ambassador (Champions the association's mission. Renewal is automatic.) and everything in between. The goal is to have more members who are brand ambassadors and willing to renew their membership, and a small number who are just checkbook members. But, how is that achieved? Through offering relevant services and programs that meet members' needs and get them to actively engage with the chapter. In order to find out what those services and programs should be, your nonprofit chapter will need to continually reach out to your membership through a survey/assessment to find out what they are interested in. Those needs changes over the years, so the assessment will need to happen often.

When you are conducting a survey, it is easiest for you to use a program built specifically for survey delivery. They will allow you to input your questions, send them out, and measure the results easily. Many survey programs are free (or allow free use up to a certain number of surveys), and come with tutorials for use. Some examples will be shared during the session, and attendees can also share their own examples.

Once you've selected your survey tool, you should build questions that will be useful to plan your chapter's programs, services, and benefits. Sample questions will be shared during the session, and attendees will have an opportunity to share questions that have been helpful when surveying their own membership. Attendees will also discuss the importance of effectively analyzing the results, and creating an action plan to ensure that all survey responses are acted upon as needed. This strategic planning can be done easily using the Strategic Planning Guide developed by STTI staff.

Final Number:

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Learning Activity:

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
Identify survey tools and sample questions	PowerPoint presentation will walk through some tools that are free or have a small fee associated with them that will survey members. An activity will allow attendees to find sample questions, as well.

Understand how to use survey results to provide benefits to your members

PowerPoint presentation will help the attendee to understand how to implement changes based on survey results