

# MEASURING MEMBER SATISFACTION

**Audience:** Board members, with club members' participation where designated

The member experience is an important factor in the health and strength of a club. Members want to love every aspect of their club. They want to feel satisfied with the value they get for their time, talent and money. This tool will help you gain member feedback and use it to make improvements. 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 survey on the next page to get a general picture of members' opinions on topics ranging from club administration 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. But remember the possibility that not all members will feel comfortable. Prompt members with open-ended questions similar to those in the survey on the following page.
- **Conduct a visual assessment.** Tape sheets of paper to a wall, with categories such as club administration, service impact, membership strength and member experience. 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.



# MEASURING MEMBER SATISFACTION

## MEMBER SATISFACTION SURVEY

This survey will help club leaders evaluate how effectively the club is meeting members' expectations. It can help improve club operations, increasing the club's service impact and visibility in the community.

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

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What is our club's greatest strength?

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

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**Rate the following statements about our club's operations using this scale:**

0 = Strongly disagree   1 = Disagree   2 = Neither agree nor disagree   3 = Agree   4 = Strongly Agree

### Club management/administration

- \_\_\_\_\_ I am satisfied with my overall experience as a member.
- \_\_\_\_\_ Our club members and leaders work well together as a team.
- \_\_\_\_\_ Our club has a clear purpose that guides our goals and accomplishments.
- \_\_\_\_\_ I can articulate clearly and concisely the impact our club has in the community.
- \_\_\_\_\_ Our club meets at a time and location that fits my schedule.
- \_\_\_\_\_ The cost of membership is reasonable and provides value to me.

Total for this section:

Would you like to comment on any of your ratings? What ideas do you have for improvement?

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## Membership strength

- \_\_\_\_\_ Our club is just the right size for the impact we want to make.
- \_\_\_\_\_ I feel comfortable asking colleagues and acquaintances to visit and join our club.
- \_\_\_\_\_ I am inspired by how many opportunities our club offers to create an impact in our community.
- \_\_\_\_\_ Guests are warmly welcomed and introduced at club events.
- \_\_\_\_\_ Our club offers a variety of activities and opportunities to attract prospective members to join our club.

Total for this section:

Would you like to comment on any of your ratings? What ideas do you have for improvement?

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## Community service impact

- \_\_\_\_\_ Our club's service projects are worthwhile, rewarding and impactful.
- \_\_\_\_\_ Our club's presence is visible and viewed as a major asset in our community.
- \_\_\_\_\_ I am proud to be associated with the impact that our projects make.
- \_\_\_\_\_ There is sufficient member interest in most of our projects.
- \_\_\_\_\_ There is sufficient community need for most of our projects.
- \_\_\_\_\_ Our club generates sufficient money to fund current and potential service projects.
- \_\_\_\_\_ Our club's fundraisers provide adequate revenue.
- \_\_\_\_\_ The amount of revenue obtained from our fundraisers is reasonable when compared to the amount of time spent.
- \_\_\_\_\_ Our club is a hands-on, service-oriented club whose members want to participate.
- \_\_\_\_\_ Our club is an important advocate for children in our community.

Total for this section:

Would you like to comment on any of your ratings? What ideas do you have for improvement?

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# MEASURING MEMBER SATISFACTION

## Member experience

- \_\_\_\_\_ My opinion about service, fundraising and administration is valued.
- \_\_\_\_\_ Our club meetings and events are enjoyable and fun.
- \_\_\_\_\_ Club members are properly recognized for their efforts.
- \_\_\_\_\_ Every club member is invited to use their talents on at least one committee.
- \_\_\_\_\_ Our club takes appropriate time to celebrate and recognize club and member achievements.

Total for this section:

Would you like to comment on any of your ratings? What ideas do you have for improvement?

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Total for all sections:

## EVALUATE THE RESULTS

You can develop and refine club goals by identifying what your club needs to start, continue and stop doing during the coming year. Average out the results of your surveys. Then share the findings with your members via email – or take time to present them at a meeting.

### Is the club score 99 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 75 and 98?

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 impressions mean 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 74?

Thank you for your honesty. The first step toward change is acknowledging that it's necessary. Where do you start? Discuss how to make the club experience more meaningful – before you invite more people to join.



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## SEARCH FOR SOLUTIONS

Whatever your club's results, you have resources that can help you make improvements:

- **Club management/administration.** Visit [kiwanis.org/leadertools](https://kiwanis.org/leadertools) for resources that will help club officers make the club stronger and more service-oriented.
- **Membership strength.** Visit [kiwanis.org/membership](https://kiwanis.org/membership) for resources that will help you invite new members and improve your club.
- **Community impact.** Here are a few ways to increase your hometown presence:
  - o Take a look at the tool called **Analyzing your impact.** It will help you think about how to improve service and fundraising.
  - o Explore issues of Kiwanis magazine. Browse service project ideas at [kiwanismagazine.org](https://kiwanismagazine.org).
  - o Talk to people in your community. Check out the **Rediscovering your community** 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 **Developing community partnerships** tool.
- **Member experience.** How often do you thank or recognize members? Discover more ways to celebrate good work with the **Celebrating success** tool.



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3636 Woodview Trace, Indianapolis, IN 46268 USA  
U.S. & Canada: 1-800-KIWANIS, ext. 411 | Worldwide: +1-317-875-8755  
[kiwanis.org](https://kiwanis.org)