

# Membership Survey & Analysis

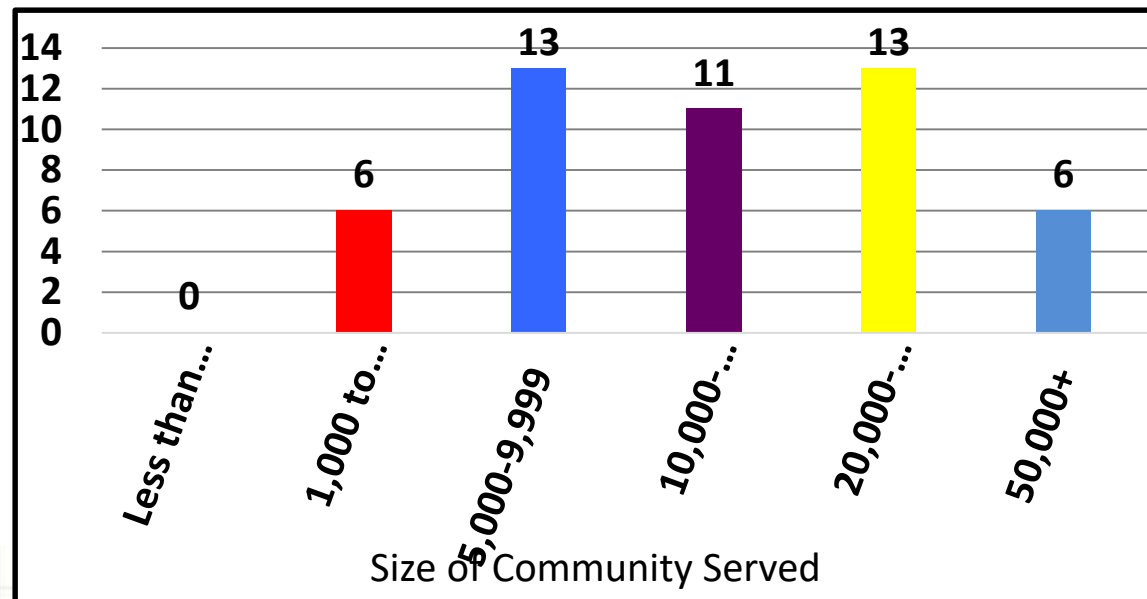
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November 19, 2016

# Why Talk About Membership?

- Members are at the heart of what we do
- It perpetually comes up as a topic to discuss when Friends get together
- It is a constantly changing challenge

# Conducted Membership Survey

- In August and September of 2016
- 49 Friends Groups responded
- Respondents represented all size communities



# Roles Members Play

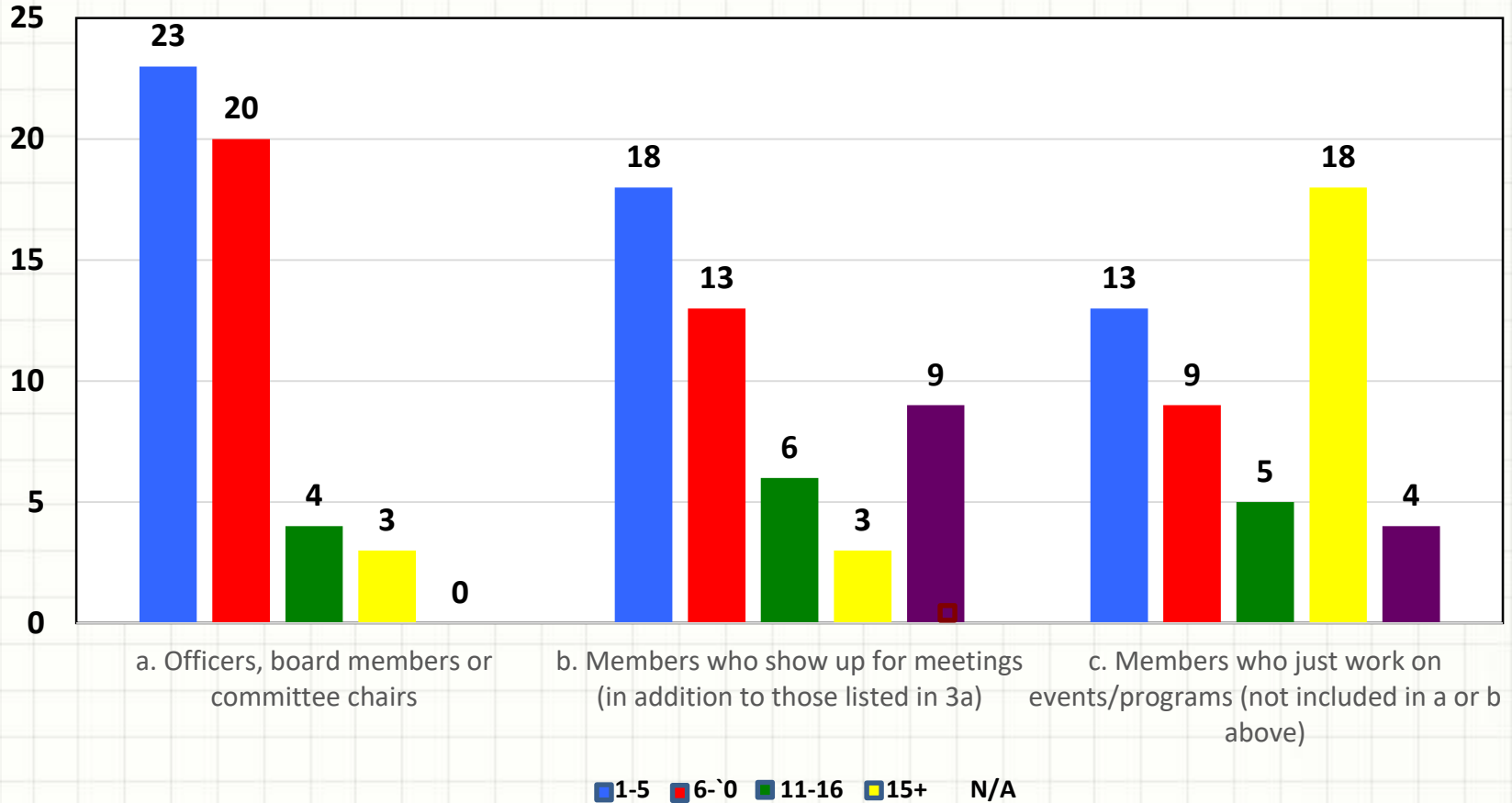
Members who:

- Are Officers, Board Members, or Committee Chairs
- Show up for meetings (in addition to those listed above)
- Just work on specific events/programs
- Just pay dues

# Membership in CT Over Time

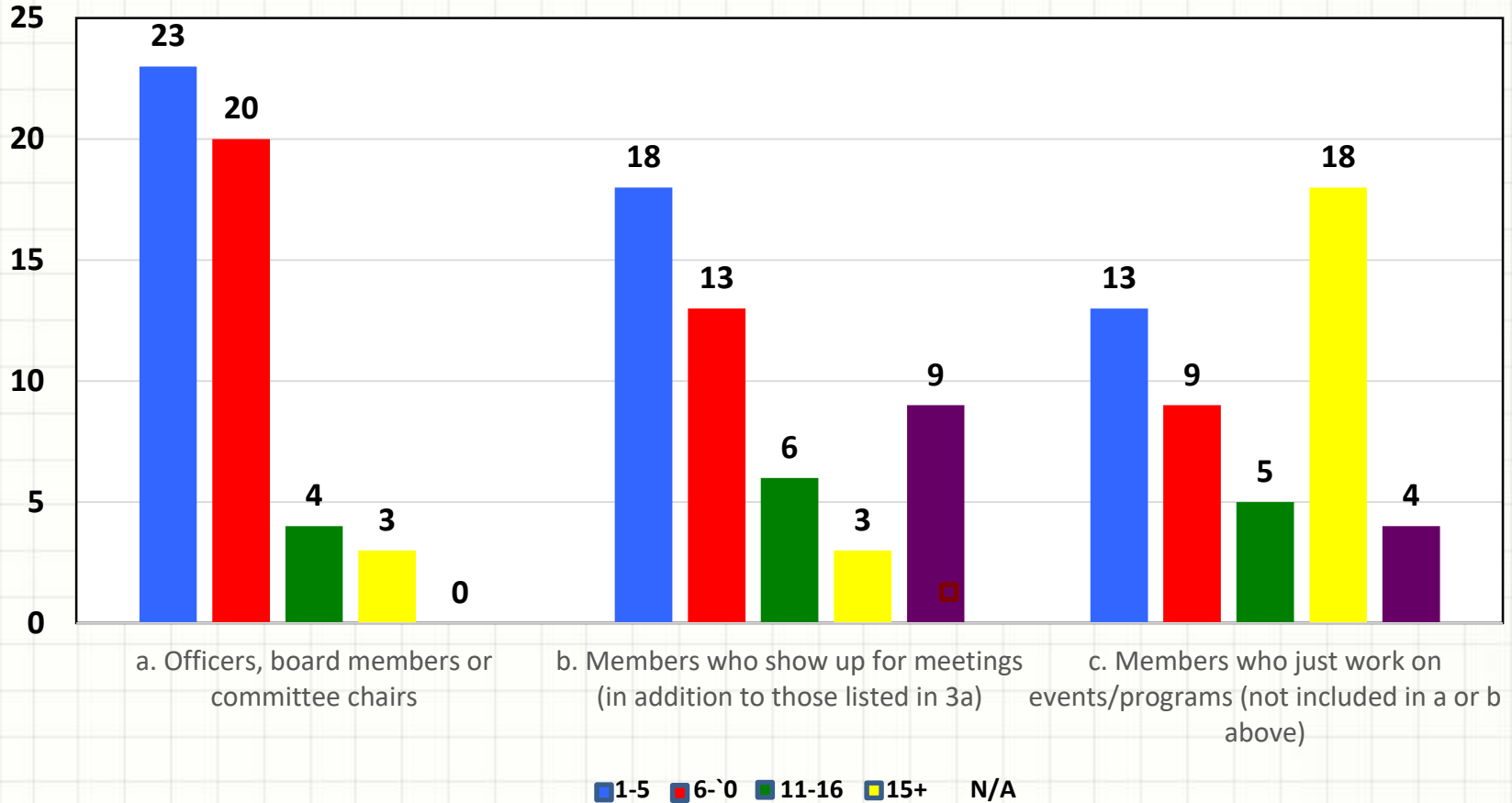
Year	My Friends Group Increased	My Friends Group Decreased	My Friends Group Stayed the Same
2000	33%	33%	33%
2012	16%	16%	67%
2016	40%	30%	30%

### Q. 3 APPROXIMATELY HOW MANY OF YOUR MEMBERS ARE:



Leadership in most (85%) of these Friends groups is provided by a small number (3 to 10) Friends.

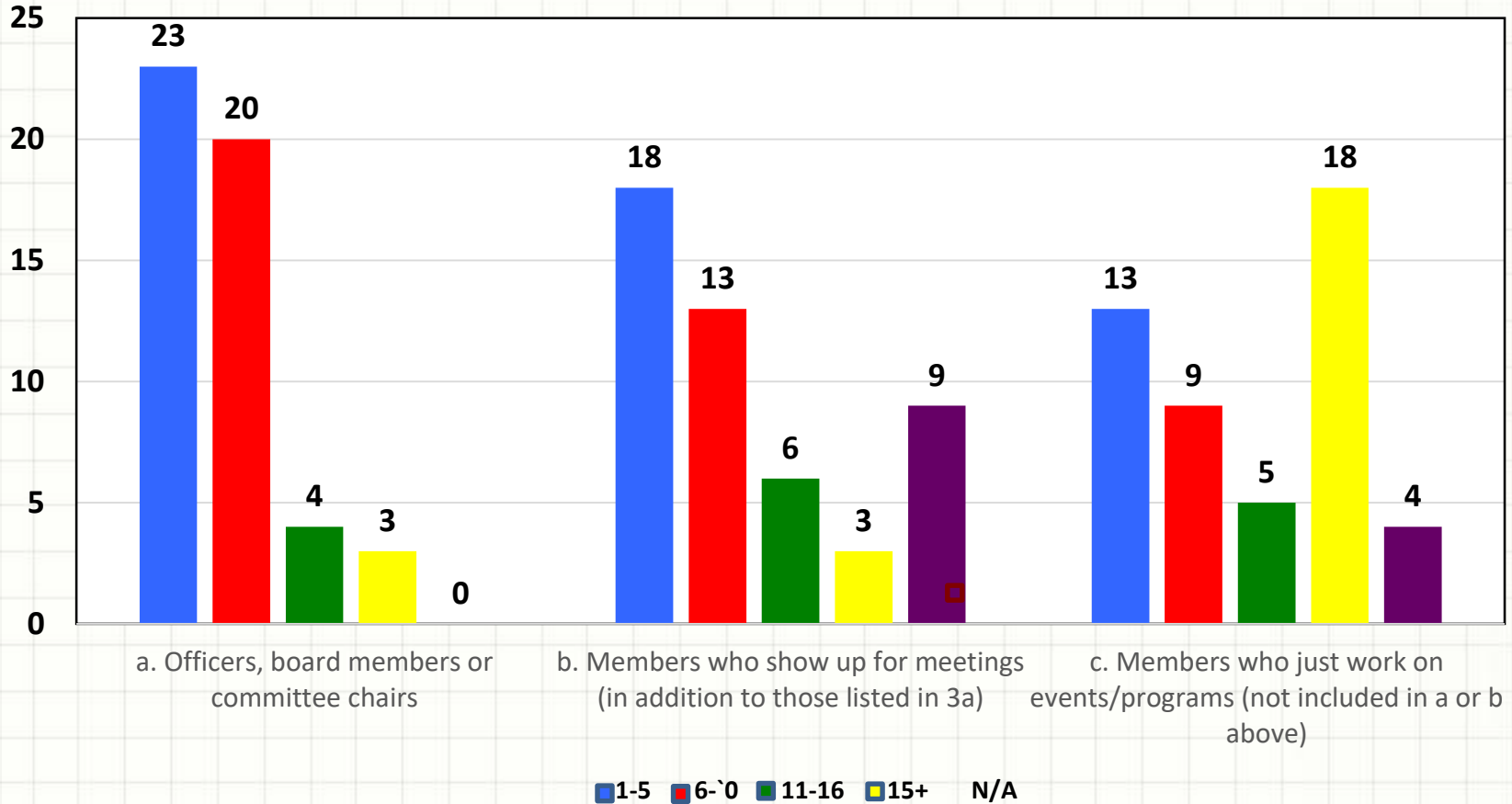
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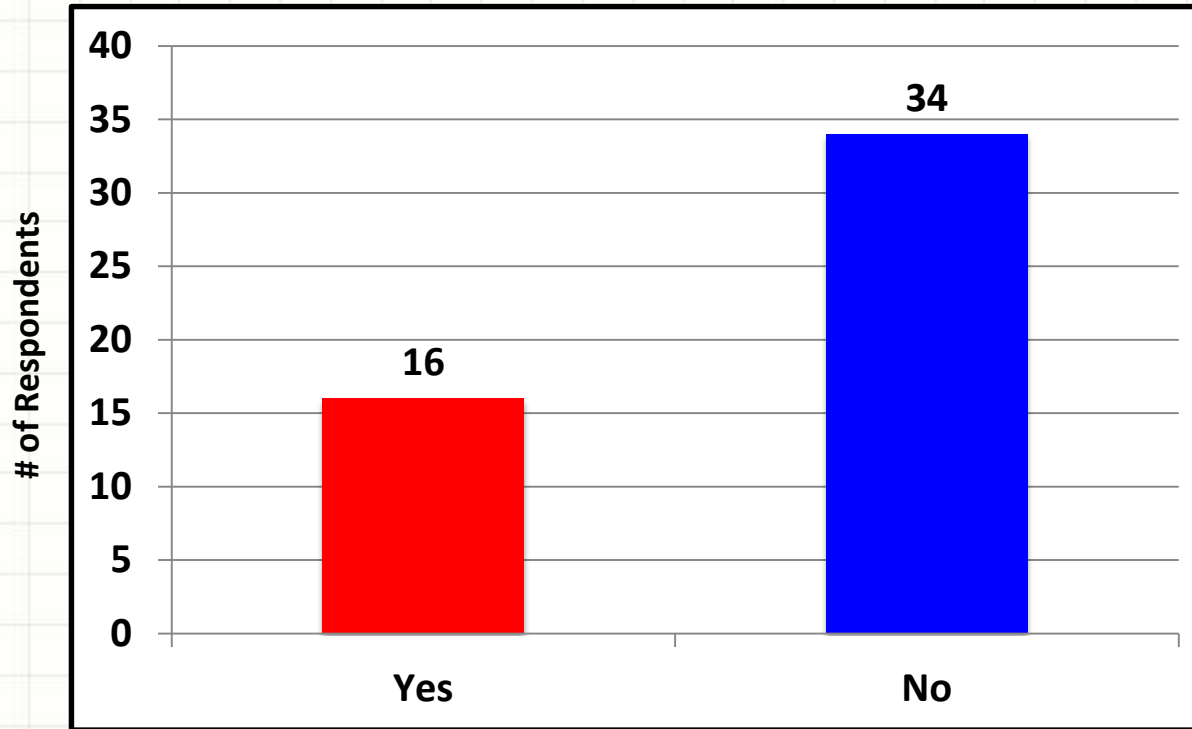
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For many groups only 1 to 10 **additional** people attend Friends meetings

But the workers do show up for projects and become a source for more active members



## Q.6 DOES YOUR GROUP HAVE A MEMBERSHIP COMMITTEE?



- About a third of the respondents have people dedicated to membership
- Most membership committees recruit for dues and specific tasks
- The majority of membership committees recruit 5 to 10 new members per year with one group recruiting 20.

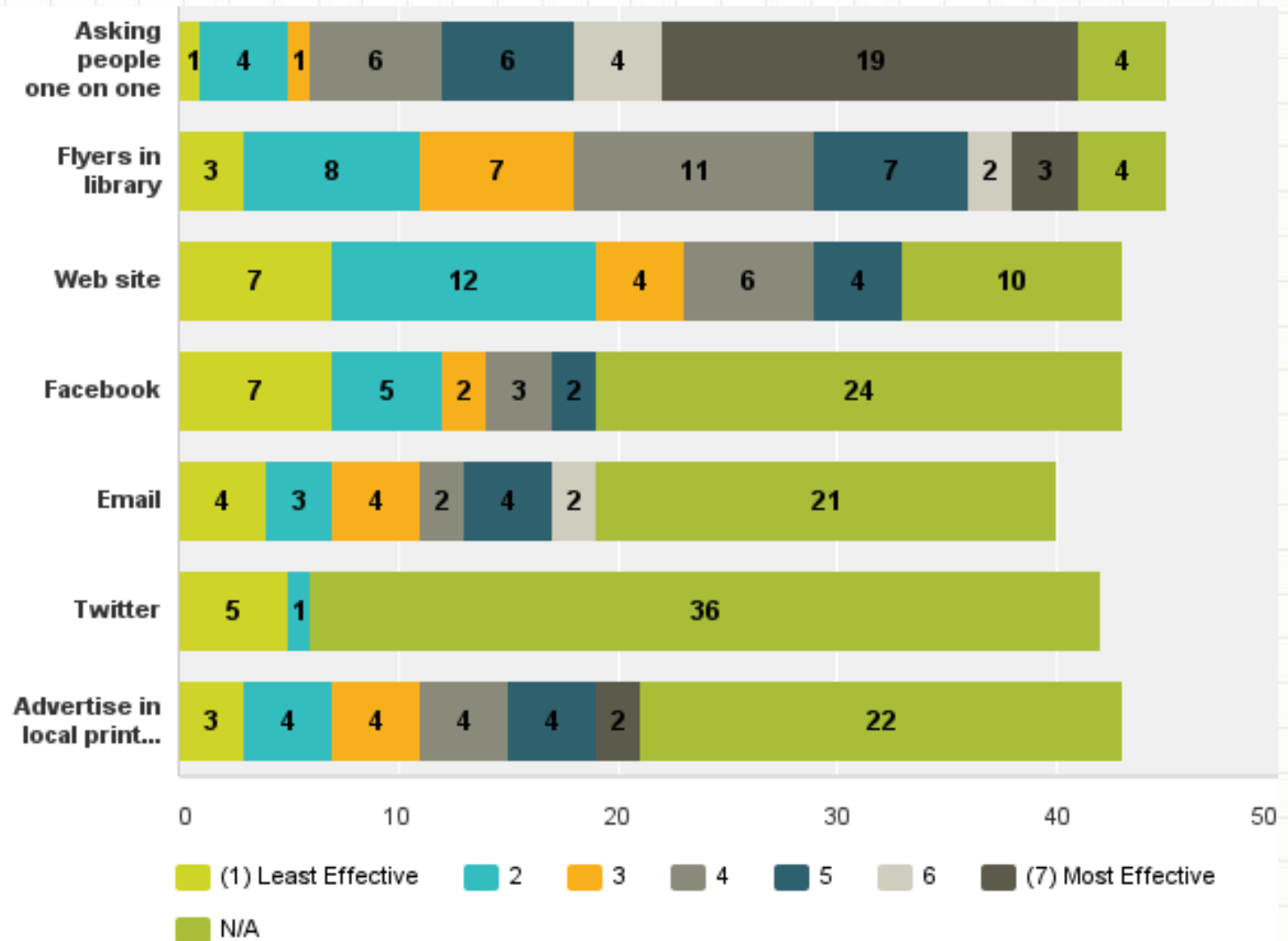
# Many ways to recruit

- One on One
- Flyers
- Web Site
- Facebook
- Email
- Twitter
- Local Print

➤ We asked you to rate the effectiveness of different methods. We call the result:

***The Eye Chart***

**Q9: ON A SCALE OF 1 TO 7, WITH 1 BEING THE LEAST EFFECTIVE AND 7 BEING THE MOST EFFECTIVE, RANK THE FOLLOWING METHODS FOR RECRUITING NEW MEMBERS.**



# Eye Chart Decoded

## High Use Methods

One on One	77% effective
Flyers	30% effective
Web Site	30% effective

## Low Use Methods\*

Facebook	30% effective
Email	30% effective
Local Print	30% effective
Twitter	Rarely Used

\*Less than 25% responding use these methods

# Summary of Membership Survey

- Over the years, members come and go, but the number stays relatively the same
- There is a small number of leaders and an equal number that show up to run things
- Help is available for a large effort, like a book sale
- Most groups do not have a dedicated committee seeking new members
- The most popular method for recruiting new members is asking one-on-one