



Recipe for an Effective Club Member Satisfaction Survey And Use of Results

[Link to MAP Survey Questions Overview](#)

PREPARATION

Use a club **member satisfaction survey** to help determine what changes may be needed to **enhance engagement** and satisfaction for their **investment** in time, talent and treasure in the club. The objective is to make your club **irresistible**.

Agree in advance that you will seriously consider all responses and that your club will take action on the consistent themes reflected in the survey.

Communication is key for success in getting responses. Once you have results, sharing the information gleaned from the survey results and what **action** is planned, based on the feedback, is important for credibility.

Determine a timeframe for the survey – generally open for 2 weeks. Do you want to use the results in **planning** for the upcoming year? Think about **when** you need the results in order to make plans for the upcoming year.

Inform club members that a survey is coming and **why** their response is important. You want **everyone's** input in order to understand what the club does well and where you may need to **adapt** to better serve your members, meeting their needs and expectations. You want 100% participation!

IMPLEMENTATION

- **Create** the survey in the MAP Membership Success Center website. It is very simple – a title and timeframe.
- Generate the URL link to the survey.
- **Prepare** the initial communications – newsletter, email, text, etc. that includes the link. For DACdb users, there's a System Template (#91) in Pmail that's ready to go – just edit to your liking and send to all members. [MSC Surveys "How-to" Video](#)
- **OR: Distribute a QR Code at a meeting** – Put a QR Code that's linked to the Survey URL on a handout or agenda used at a club meeting. Just open this site: the-qrcode-generator.com/, copy the Survey URL from the Survey page in the MSC and paste it into the QR Code Generator page. Click the Download button and you'll have a QR Code graphic you can print on anything. Members just shoot the QR with their phone and the survey pops open.

Remind members at a club meeting that the survey is being sent, and why.

Look for it and respond immediately

Don't wait

It won't take much time and you will forget about it later

Encourage participation at subsequent club meetings and in the club bulletin. Send a **reminder** with the link within one week. Remember, you want 100% participation. Last reminder two days before deadline (at least 2 reminders, each including the link).

COMPLETION

Download results into a spreadsheet.

Share results with club members. Group members' comments into consistent themes and analyze what the results are saying – particularly things you may not agree with. Note items frequently repeated and those that seem to be outliers. Discuss results and develop strategies to address prioritized issues.

Be **open** to new ideas. **Relate how/why** changes that are being made connect back to survey results.

POST SURVEY ACTION

- **What** will your club do with this information?
- **Who** is going to do what with this information?
- **Where** will the actions take place?
- **When** will these actions be implemented and from the **what** question above, when do these actions need to be implemented? Establish your timeline and then stick to it!
- **Why** is one of the most important questions to ask. What is the **WHY** behind the actions? Make your **WHY** so big that the rest of the questions become a non-issue.
- **How** will you implement your solutions to the learning from the survey?

Plan a timeframe for the next survey to see if changes are accomplishing your desired outcomes.