



Futures Project

Evaluation Report:

'Membership Marketing: Principles & Practicalities'

Introduction

The 'Membership Marketing: Principles & Practicalities' workshop took place on 11 June 2015 at Ethnic Communities' Council of Victoria's office in Carlton over a two and a half hour session. Twenty three participants attended the workshop and fifteen responded to the evaluation questionnaire.

A post-discussion evaluation was administered to assess both the participants' ratings of the relevance of the panel discussion topics to their organisation and the way in which the information was presented. The evaluation took the form of a short questionnaire comprised of two Likert scale questions, assessing the relevance and clarity of the information provided, and five open-ended written response questions which aimed to assess gained information and skills, strategies provided, networking opportunities, how the information session itself could be improved and what other information could be useful.

Attendees were asked to circle whether they were attending the panel discussion from an established or new and emerging organisation. Two respondents identified that they attended the workshop from an established organisation and thirteen did not identify themselves as attending as an individual from either an established or new and emerging organisation.

Conclusion

The overall results from the fifteen participant evaluation questionnaires received indicate a positive response to the workshop 'Membership Marketing: Principles & Practicalities'. Participants gained useful information on a range of topics including membership recruitment, retention, fee structure, database management and how to better and inspire members. Aspects such as the discussion and relevance of the information were well received by the participants, who indicated an overall satisfaction with the event. Suggested improvements included more in depth and ongoing networking opportunities, more case studies and scheduling the event at a different time.

Results

Table 1
Self-Assessment Post-Training Survey
N: 15

	Strongly agree	Agree	Disagree	Strongly disagree
The forum topic was useful and relevant to my organisation.	14 (61%)	9 (39%)	0	0
The information was presented in a way that was clear and easy to understand	15 (65%)	8 (35%)	0	0

Table 1 shows the results from both Likert scale type questions, assessing the relevance and the clarity of the information presented during the panel discussion in relation to their organisation and work. The results indicate that there were no participants that disagreed or strongly disagreed with the relevance of the topic or the clarity of the information presented. All participants either agreed, or strongly agreed that the topic was useful, and that the information was presented in a way that was clear and easy to understand. This suggests

that the information presented was interesting and dynamic and that the discussions were relevant to the individuals and organisations present.

Table 2
Self-Report Questionnaire
N: 13

Survey Question	Participants' Comments
<p>What information and skills did you find most useful and could most likely be applied by your organisation?</p>	<p>Established Organisations</p> <p><i>Importance of processes and systems.</i></p> <p><i>Retaining membership.</i></p> <p><i>Promoting ourselves more; look at our fees structure, striving to be an aspirational organisation.</i></p> <p>New and Emerging Organisations</p> <p>-</p> <p>Organisation not identified</p> <p><i>Practical ideas on how to recruit members.</i></p> <p><i>Factual benchmark data eg. Under \$100 membership, your worth?</i></p> <p><i>Need to manage membership databases better.</i></p> <p><i>More frequent contact/engagement with members.</i></p> <p><i>Tips on recruitment of membership.</i></p> <p><i>Retention of membership is a good thing.</i></p> <p><i>This information is strongly useful for all community organisations.</i></p> <p><i>Recruitment retention strategies & public relations. Assessing feedback from members. Membership costs very beneficial.</i></p> <p><i>Retaining membership. Aspiration.</i></p> <p><i>Retention strategies and this will be applied to our group. All the topics were helpful and informative.</i></p> <p><i>Reconsider annual subscriptions.</i></p> <p><i>Retaining memberships and advertising.</i></p> <p><i>Recruiting and retaining members.</i></p> <p><i>Recruitment & retention ideas.</i></p>

Table 2 identifies the information and skills that were considered most useful to the participants' organisations. The key topics identified included a better understanding of recruitment and retention of members. Participants also indicated that they found information about advertising, databases, engagement, member feedback and cost structures useful.

Table 3
Self-Report Questionnaire
N: 12

Survey Question	Participants' Comments
What strategies were provided to you as an ethno-specific or multicultural organisation that you would implement in your strategic plan?	<p>Established Organisations</p> <p><i>Process for membership retention.</i></p> <p><i>Not applicable.</i></p> <p>New and Emerging Organisations</p> <p>-</p> <p>Organisation not identified</p> <p><i>Recruit members through existing members.</i></p> <p><i>"Membership drive strategies".</i></p> <p><i>Communication and social interaction to be introduced and implemented in my organisation.</i></p> <p><i>The strategies plan. It's very good multicultural organisation.</i></p> <p><i>Create events for marketing your organisation, generating levels => prospects => memberships. Marketing strategies.</i></p> <p><i>Retention, marketing and sales and membership drive/strategies.</i></p> <p><i>Inspire members is serve the organisation.</i></p> <p><i>Appealing to our members specifically.</i></p> <p><i>Recruiting and retaining members.</i></p> <p><i>Benchmarking survey across multicultural sector.</i></p>

Table 3 shows the responses in regards to strategies that could be implemented into a strategic plan. Respondents identified strategies for membership retention, a benchmarking survey, marketing, sales and recruitment as those they could implement in their own organisations. Strategies to appeal to and inspire existing members were also noted by respondents.

Table 4
Self-report Questionnaire
N: 9

Survey Question	Participants' Comments
Did you have the opportunity to network with other organisations and is there a possibility of formal collaborations to assist in each other's growth? If yes, how?	<p>Established Organisations</p> <p>-</p> <p>New and Emerging Organisations</p> <p>-</p> <p>Organisation not identified</p> <p><i>Not really.</i></p>

	<p><i>Yes, learning a lot from other successful organisations in the forum.</i></p> <p><i>There are possibility of collaborations to assist others.</i></p> <p><i>Yes.</i></p> <p><i>I did have the opportunity but would like a formal collaboration by ongoing/getting other groups regular meeting.</i></p> <p><i>Not in depth.</i></p> <p><i>Exchange of business cards.</i></p> <p><i>Not in the 1st hour I was there. (Had to leave at 3pm)</i></p> <p><i>Yes. Yes, participants filled in ECCV membership forms.</i></p>
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Table 4 shows the responses in regards to networking opportunities and the possibility for formal collaborations. Six of the nine respondents to this question indicated that they had the opportunity to network with other participants. One participant felt that it was not in depth. Another participant did suggest that they would like a regular meeting or ongoing opportunity to connect and work with other participants in a formal way the future. It was noted that participants filled out ECCV membership forms.

Table 5
Self-Report Questionnaire
N: 10

Survey Question	Participants' Comments
In what way could this information session be improved?	<p>Established Organisations</p> <p><i>No changes – great information and useful tools/good ideas.</i></p> <p>New and Emerging Organisations</p> <p>-</p> <p>Organisation not identified</p> <p><i>More case studies.</i></p> <p><i>Time and location.</i></p> <p><i>The information session improve material, presentation.</i></p> <p><i>Case study.</i></p> <p><i>N/A</i></p> <p><i>The first hour was very good. Hopefully and actual plan for membership recruitment is developed.</i></p> <p><i>Perhaps meeting in evening rather than midday.</i></p> <p><i>All great, many thanks.</i></p>

Table 5 highlights participants' responses about ways in which the information session could be improved. The main suggested improvements included time, location and more case studies. The feedback in this section was positive and constructive.

Table 6

Self-Report Questionnaire

N: 6

Survey Question	Participants' Comments
What other topics or information would be useful to your organisation?	<p>Established Organisations</p> <p>-</p> <p>New and Emerging Organisations</p> <p>-</p> <p>Organisation not identified</p> <p><i>Membership, services, networking.</i></p> <p><i>All information.</i></p> <p><i>Social entrepreneurship in the NGO sector. To diversify income and not rely on government funding. Talk to School for Social Entrepreneurs.</i></p> <p><i>Managing money.</i></p> <p><i>Govern and funding.</i></p> <p><i>Detailed information to include in membership survey.</i></p>

Table 5 provides participant suggestions of other topics or information which would be useful to their organisations. Responses included managing money, networking, services and diversifying income so as not to rely upon only government funding. One participant would have liked more detailed information to include in a membership survey.

A final question asked: How did you find out about this forum?

N: 9

The participants found out about the panel discussion numerous ways, including email, newsletter and ECCV, via their database or by invitation.

Appendix 1: Names of Organisations that Attended

- Afro Australian Student Organisation (AASO)
- Assiraj Arabic School
- Association of Neighbourhood Houses & Learning Centres (ANHLC)
- Australian Greek Welfare Society (AGWS)
- Australian Oromo Community Association in Victoria
- Australian Arabic Council (AAC)
- Ethnic Communities Council of Victoria (ECCV)
- GCCV
- Islamic Council of Victoria (ICV)
- Macedonian Community Welfare Association (MCWA)
- Movement for Filipino Solidarity (MFS)
- Nasir Community
- NIIN
- NRISA
- RMCSA
- Serbian Orthodox Youth Association (SOYA)
- Serbian Community Association of Australia (SCAA)
- Southern Sudan Community of Australia (SSCA)

- United (CELAS)
- Wunda Home & Community Services
- Ylang Community