

MEMBERSURVEYS.com

Actionable Member Insights

Contact Jerry Kaup at 847-867-6682 and we will help you deploy and benchmark against the ASAE *Decision To Join* study, **AND** modify the research to meet your needs.

MemberSurveys.com can help with all of your Member Research needs, including benchmarking your association's results against the landmark study: *The Decision To Join - How Individuals Determine Value* by the American Society of Association Executives.

You can obtain the ASAE benchmark survey for \$69.95. We will deploy the survey, tabulate results from your members' responses, and help you analyze the feedback to measure and improve member satisfaction and identify attitudes and needs.

Our Consulting Services include:

- Preparing the Research Plan with Study Objectives tailored to your association
- Deploying the *ASAE Decision To Join* Benchmark Survey, employing survey best practices to insure non-biased response
- Adding additional questions to meet your specific needs
- Gather all feedback from both Members and Non-members
- Tabulating all results to compare with the benchmark study
- Analyzing feedback that is specific and unique to your situation
- Preparing the final Research Report, with recommendations to help your association Recruit and Retain More Members and Increase Revenue

Following are the Question Categories from the ASAE survey - *The Decision To Join - How Individuals Determine Value*.

- **The Image of Associations**
- **Value in Meeting Members' Needs**
- **Functions of Associations**
- **Environmental Challenges**
- **Reasons for Joining, Dropping Membership**
- **Levels of Involvement**
- **The Effect of Generations on Membership**
- **The Effect of Gender on Membership**
- **Employment Settings**
- **Outside of the United States**

For more information, please call Jerry Kaup at 847-867-6682, or email jkaup@MemberSurveys.com