

Altrusa Member Recruitment Kit Survey
Report
August, 2009

PURPOSE:

1) Of This Report

To provide a summary overview of the survey results to help in future decision making.

2) Of Member Recruitment Kit Survey

To obtain member input to assist in the preparation of new and revised Member Recruitment Materials for launch at the International Convention, Indianapolis, August, 2009.

OVERVIEW:

Survey Date – November/December 2008

Method – Email via Survey Monkey

Participants – a wide cross section of membership was included

International Board of Directors

Past International Presidents

District Officers

Club Presidents, President-Elects, Past Presidents, and Vice Presidents

2007-2009 International Committee Chairs and Vice Chairs

2009-2011 International Committee Chairs, Vice Chairs, and Committee

Members.

Number requested to participate – 752

Number participating (completed survey) – 359

Response rate – 47.73% (35% is considered a good response rate for on-line surveys.)

A small number opted out of answering some questions however none was sufficient to render the question answers immeasurable or meaningless.

The survey questions comprised

- multiple choice
- closed end questions
- open ended questions

Results of survey questions:

How long have you been an Altrusan?

64.40% of respondents had between five (5) and twenty (20) years of Altrusa Membership.

15.3% of respondents had less than five (-5) years of Altrusa Membership.

What age group do you fall into?

73.5% of respondents fell into the 50-69 age group.

11.40% of respondents fell into the 40-49 age group.

11.20% of respondents fell into the 70-79 age group.

In which District is your primary Club Affiliation?

All Districts showed good responses with the highest District response rate showing 11.40% of total responses.

Response rates for remaining Districts appeared fairly evenly spread with Clubs at Large showing the smallest at 0.5%.

What is your current employment status?

64.40% stated working.

27.80% stated retired.

3.0% stated professional volunteer.

Which of the following items do you think are necessary for recruiting new members? Rank your top 10 choices with number 1 being the most necessary. For the purposes of this summary we will list the ten (10) questions with the highest number of votes.

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|----------------------------------|---|
| Top ranking | - Brochure & Application Form (242 total votes) |
| Second ranking | - Recruitment Event Ideas (220 total votes) |
| Third ranking | - Community Service Announcements (206 total votes) |
| Fourth ranking | - CD containing info & facts to give to prospective members (192 total votes) |
| Fifth ranking | - Web page (170 total votes) |
| Sixth ranking | - Having a recognized national spokesperson |
| Seventh ranking | - Public Service announcements |
| Eighth ranking | - Cheat sheet of Altrusa facts |
| Ninth ranking | - Sample Club marketing plan |
| Tenth ranking | - Pre-prepared PowerPoint presentation with script |
| 25 th place out of 26 | - International Altrusa |

(Response Analysis Summary: Minimum = 40; Maximum = 242; Medium = 123)

Which of the following do you believe to be the most successful ways to recruit new members. Rank order your top five (5) with 1 being the most effective. For the purpose of this summary we will list the five (5) questions with the highest number of votes.

Top ranking - Community service projects (286 total votes)
 Second ranking - Member to member contact (279 total votes)
 Third ranking - Letters/calls to names provided by members (203 total votes)
 Fourth Ranking - Exhibits at community events (187 total votes)
 Fifth Ranking - Letters/calls to professionals receiving recognition in local paper
 (107 total votes)
(Response Analysis Summary: Minimum = 20; Maximum = 286; Medium = 74.5)

Why do you think members do not recruit new Altrusans? Rank your top five (5) reasons with 1 being the most common reason.

- Don't think about recruiting new members (200 total votes)
 - Unsure how to recruit a new member (162 total votes)
 - Don't know how to explain Altrusa to others (131 total votes)
 - Afraid to ask someone to come to a meeting (130 total votes)
(Response Analysis Summary: Minimum = 30; Maximum = 202; Median = 80)

Do you think it would be beneficial for each District to have a District wide publicity campaign focus?

Yes - 59.30%
 Uncertain - 23.90%
 No - 14.60%

If your Club wanted to become world famous for its dedication to making a difference through Literacy, do you think it would be effective to use a slogan something along the lines of 'Turning the Page or 'Page by Page?'

Yes - 49.60%
 Unsure - 31.0%
 No 15.20%

Do you think pride is important in belonging to Altrusa?

Yes - 98.20%
 No - 2.80%

Rank order the top three (3) words/phrases with 1 being the strongest reason that best describe the reasons you originally became an Altrusan.

For the purposes of this summary we will list the five (5) questions with the highest number of votes.

Top ranking - Community Service (267 total votes)
 Second ranking - Friendship (101 total votes)
 Third ranking - Support for women (77 total votes)
 Fourth ranking - Camaraderie (63 total votes)
 Fifth ranking - Invitation (59 total votes)
 Fifth ranking - Literacy (59 total votes)

(Response Analysis Summary; Minimum = 1; Maximum = 267; Median = 38)

Rank order the top three (3) words/phrases with 1 being the strongest that best describe why you continue being an Altrusan.

For the purposes of this summary we will list the five (5) questions with the highest number of votes.

Top ranking - Community service (276 total votes)

Second ranking - Friendship (165 total votes)

Third ranking - Camaraderie (73 total votes)

Fourth ranking - Leadership development (72 total votes)

Fifth ranking - Literacy (67 total votes)

(Response Analysis Summary; Minimum = 2; Maximum = 276; Median =28)