

Membership: Important Self-Assessment Questions

- Who are our members? Who do we want?
- What are the costs of membership, both in money & time? Is it accessible?
- What are the different perks or value that we offer along with membership?
- What kinds of memberships do we offer (non-voting, voting)?
- What are some of the reasons current members have memberships? What keeps them coming back?
- What can a member expect from your organization (ex: meetings, events, types of communication, discounts etc.)?
- Who are using our programs and services? Which programs and services are in high in demand?
- Does general feedback show us that participants find our offerings valuable or of a high quality?
- Do we use measurement tools to evaluate how we achieve short/mid/long term goals?
- What are we doing to raise awareness and promote our value?
- Do people understand the range of what we do, what we offer, & why supporting our organization by purchasing a voluntary membership is important?
- What is our goal for membership? How far off are we?
- Are there little things we can do to improve our membership program without causing our team “burn out”?
- Do our board leaders, staff, and the membership recruitment volunteers who champion our work have “key messages” so our team can recruit new members with consistent messaging?

