



CAPSTONE 2020 | GAFL 799-001 2020B

COMMITTEE OF SEVENTY MEMBERSHIP PROGRAM

MEMBERSHIP SURVEY EVALUATION

SAMAR JHA

**MPA CANDIDATE
FELS INSTITUTE OF GOVERNMENT
UNIVERSITY OF PENNSYLVANIA**

RECAP

MARKETING & COMMUNICATION PLAN

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What is the Committee of Seventy?

The Committee of Seventy (**C70**) is one of the most respected bipartisan organizations in the City of Philadelphia and the Commonwealth of Pennsylvania.

C70 has a reputation of advocating for representative, ethical, and effective government in Philadelphia and the Commonwealth through citizen engagement and public policy advocacy.

Why do we need this report?

This report is a continuation of the marketing and communication plan submitted and presented earlier in 2020 in relation C70's membership program launched in fall of 2019 (**Membership Program**).

The marketing and communication plan made reference to certain Key Performance Indicators (**KPIs**):

- **Customer Satisfaction:** Continual surveying of the members would be important to track the status of customer satisfaction among the membership.
- **Lead Generation:** It is important to measure the marketing channels that have led to successful lead generation and channels that have underperformed.
- **Social Media Traffic:** C70 has presence in three of the biggest social media platforms: Facebook, Twitter, and LinkedIn. Tracking membership engagement in these platforms is important.

EXECUTIVE SUMMARY

As mentioned in the previous page, this report is a continuation of the marketing and communication plan submitted and presented earlier in 2020. As part of the KPIs mentioned, the marketing and communication plan suggested C70 to conduct periodic membership surveys to improve membership services and benefits in accordance with the results of the survey. C70 conducted its first membership survey in June 2020. The summary of the findings suggests that:

- Majority of respondents identified themselves as male, **between the age of 56-74 years**, and **white or caucasian** living in and around **Center City Philadelphia**.
- Majority of the members have been part of the Membership program **more than 5 months** and **Supporter (\$50)** level is the **best selling membership level** for C70.
- **"Special Access to Speakers & Events"** and **"Membership Impact Reports"** are the **most preferred membership benefit** of the Membership Program and **C70 Newsletters** are widely read.
- The members' preferred channel for communication are **emails and C70's newsletters**.
- Not many members have attended C70's event before. However, the members do **want C70 to organize more virtual events** in light of the pandemic and **cover contemporary issues** such as general elections, voting rights, city's response to the pandemic.
- C70's **Facebook page is the preferred social media platform** for C70 members. However, C70's Twitter handle is closely followed too.
- The members strongly **believe in C70's mission and the work** undertaken by C70.
- Lastly, **all the current members** of the Membership Program will **likely renew their membership** and majority would **likely refer the Membership Program** to their friends/family/colleagues.
- It is advisable for C70 to create a **diversity and inclusion plan to diversify membership** and make sure C70's content is disseminated amongst marginalized individuals, especially who historically have had lack of access to virtual information.

SCOPE OF THE REPORT

What is the scope of the member survey evaluation?

C70 would like to evaluate the results of the membership survey that was shared with C70 members on June 2020. The evaluation of the survey will:

- Assist in **understanding the membership** in general.
- Identify the **positive and negative aspects** of the Membership Program, i.e., what is working and what is not.
- Understand the **needs and suggestions** of the members received through the survey.
- Provide **observations of the results** for each question asked in the survey to the members.

Who is supposed to read this plan?

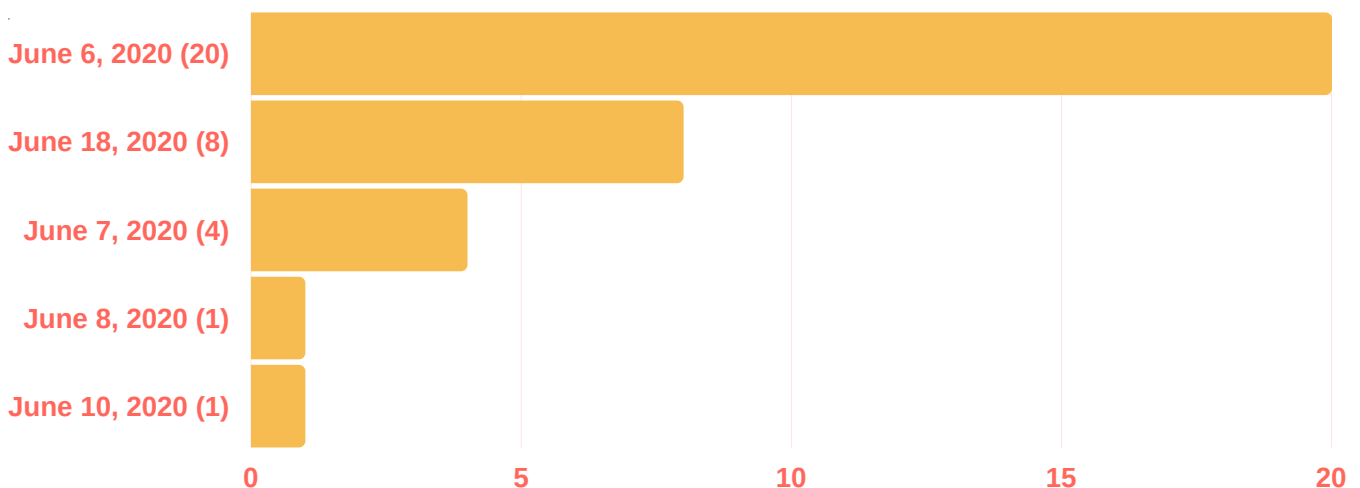
The membership survey evaluation will be presented to the Leadership of C70, primarily to **David Thornburgh**, President & CEO, and **Lauren Cristella**, Chief Advancement Officer.

METHODOLOGY

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- In **June 2020**, C70 emailed a survey invitation to its **115 eligible members'** primary contact.
- The survey was **primarily promoted by C70 through emails** to its 115 eligible member's survey.
- The survey was **closed on June 22, 2020** at 10 am.
- There were **36 responses**, out which one respondent had responded thrice. Therefore, there were **34 unique responses**. The response rate is **29.56%** (34 respondents out of 115 eligible participants).
- According to market reports, customer satisfaction surveys and market research surveys often have response rates in the 10% – 30% range.
- However, it is important to acknowledge the limitation of this evaluation that a **30% response rate may not be indicative** of the entire membership.
- The bar graph below provides a break-up of dates and responses to the survey.



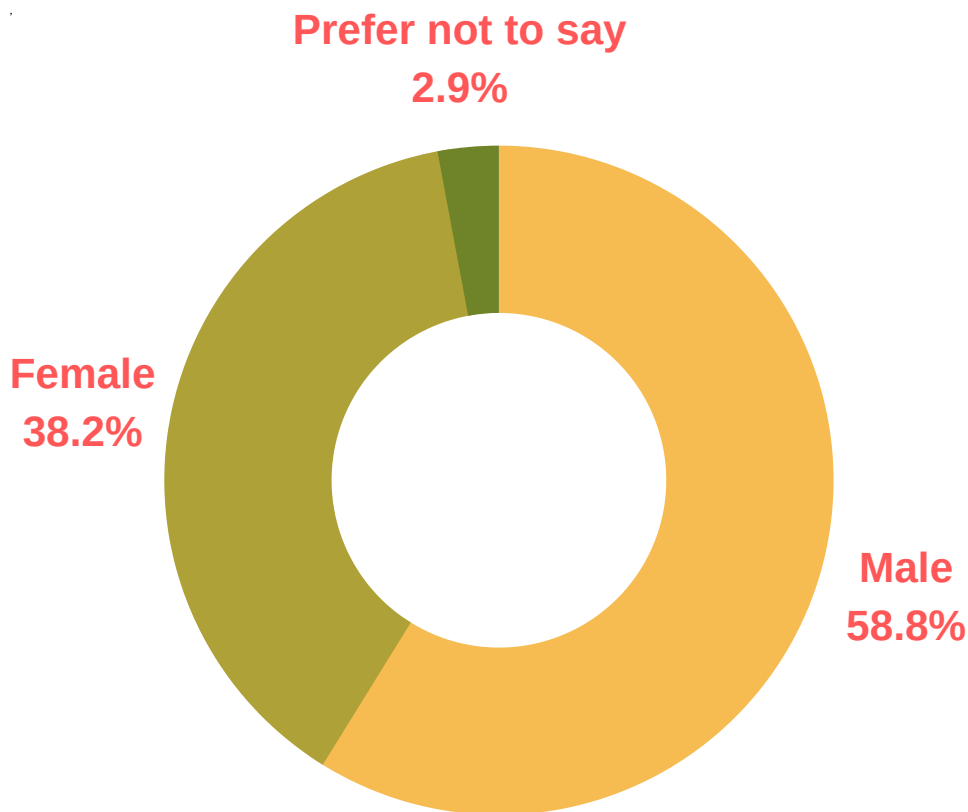
DEMOGRAPHY

GENDER

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According to the chart below, the majority of respondents identified themselves as male, with the minority identifying themselves as female, and one respondent preferring not mention their gender.



Observation

For C70 to have equal representation, C70 may want to focus on programs and events that cater to women and gender non-conforming individuals. Also, please note that this data does not represent the sexual orientation of the members.

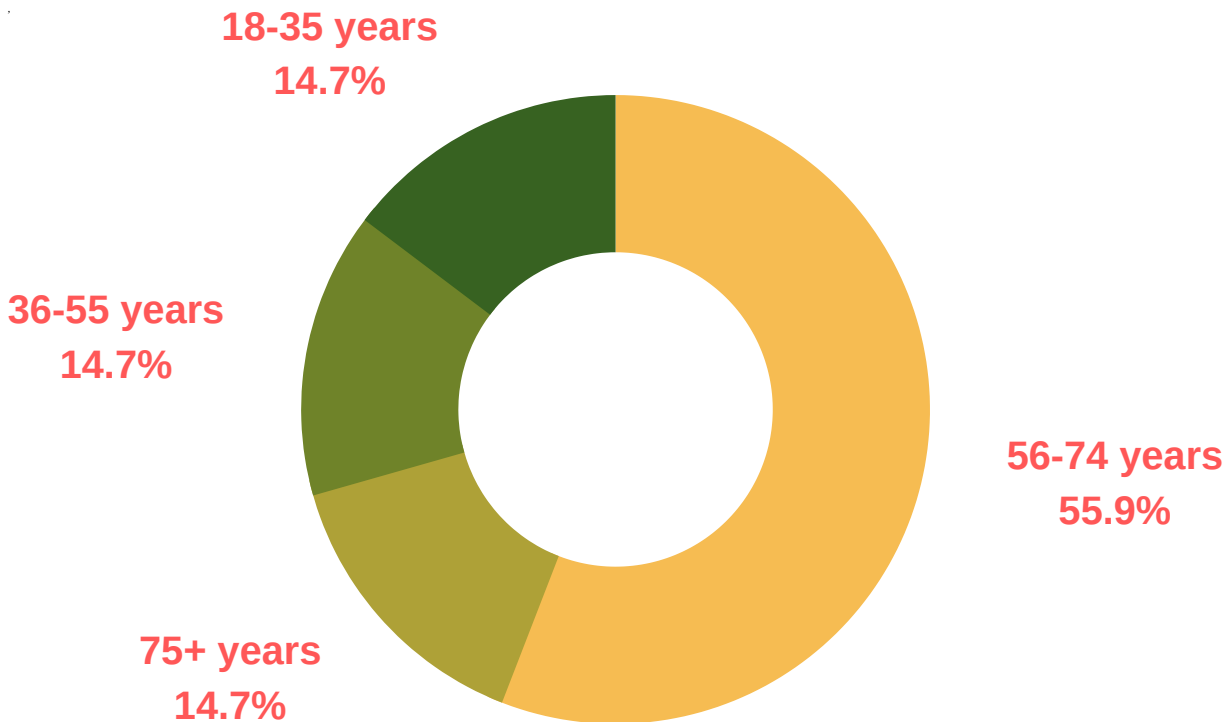
DEMOGRAPHY

AGE

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According to the survey, majority of the respondents identified themselves as between 56-74 years old. Whereas, the other age groups were equally represented.



Observation

It appears that majority of the members are super voters. Typically, the age group between 56-74 years and 75+ are considered super voters. However, C70 also has young members, which is a good sign as C70 may want to capitalize these to members for further outreach and diversification of membership. Also, with C70 planning more digital programs and outreach, the younger members will be able to adapt faster.

DEMOGRAPHY

ETHNICITY

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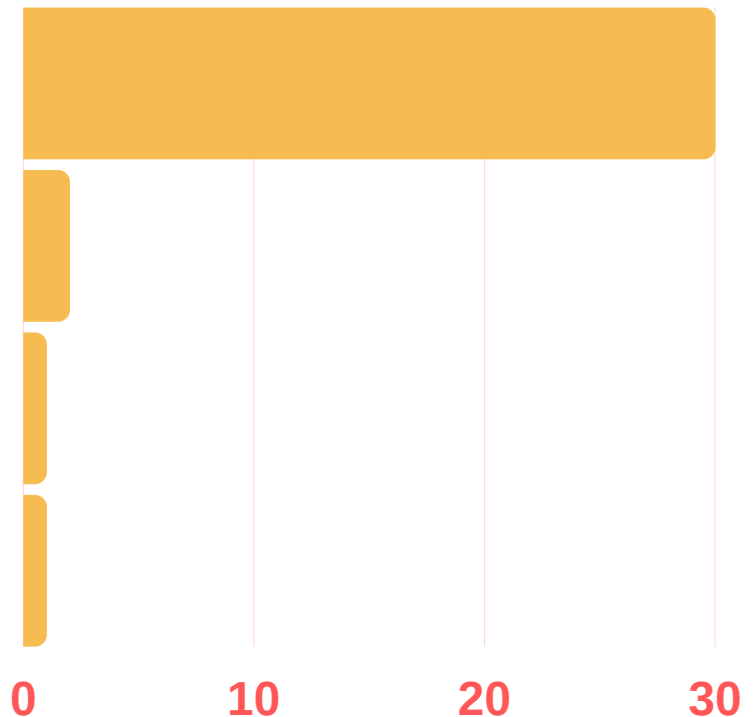
According to the survey, majority of the respondents identified themselves as white or caucasian.

White or Caucasian (30)

Other race, ethnicity, or origin (2)

Asian (1)

Black or African American (1)



Observation

According to the results, it appears that the membership does not seem to be diverse in terms of ethnicity as majority of the members who responded are white or caucasian. No respondent identified themselves as a Latino/a or Native American. C70 may want to include increasing diversity and include it as a top level priority as part of a strategic plan.

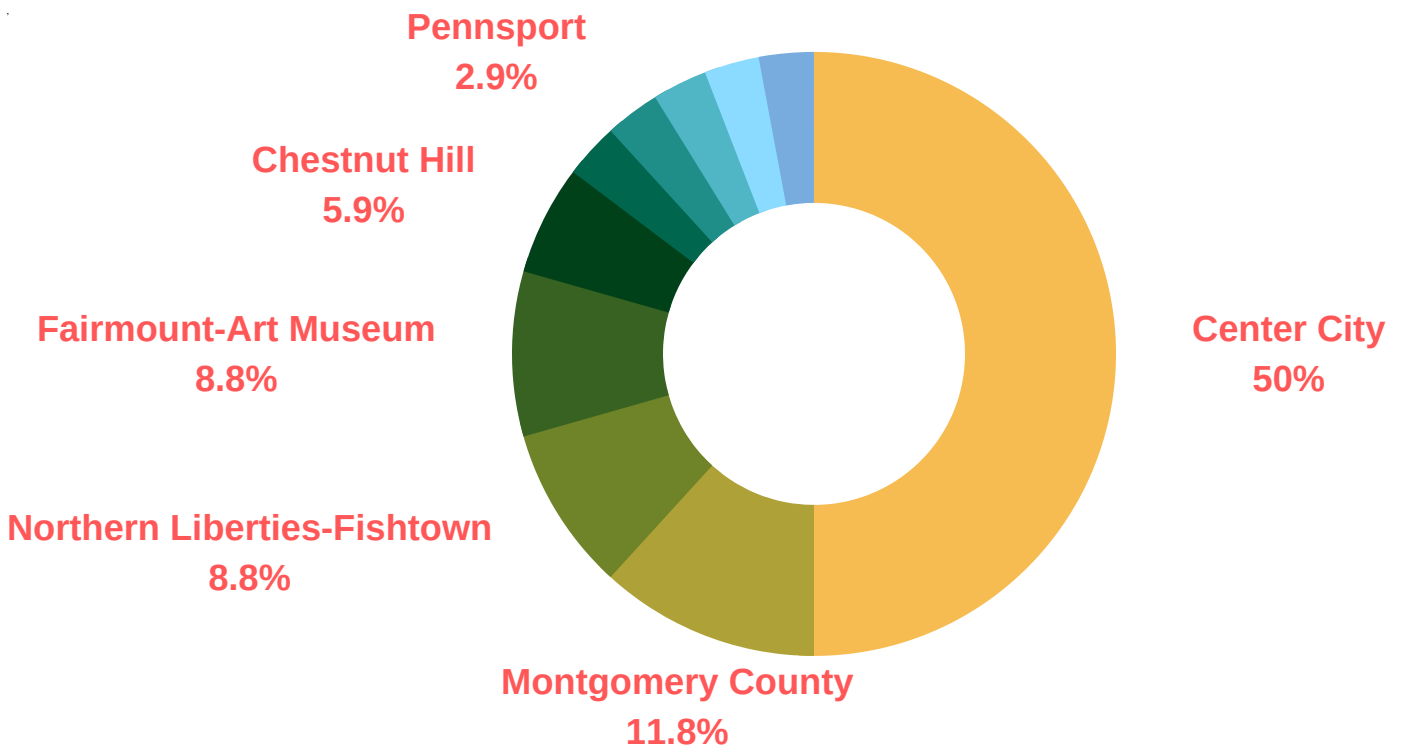
DEMOGRAPHY

ZIP CODE

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The survey indicates that majority of the members reside in the Center City neighborhood in Philadelphia (19102, 19103, 19106, 19107, 19146, 19147), which is exactly 50% of the respondents, with 19147 being the only zip code not being represented. Fairmount (19130), Kensington (19123), and Manayunk-Roxborough (19128) neighborhoods in Philadelphia also have representation.



Observation

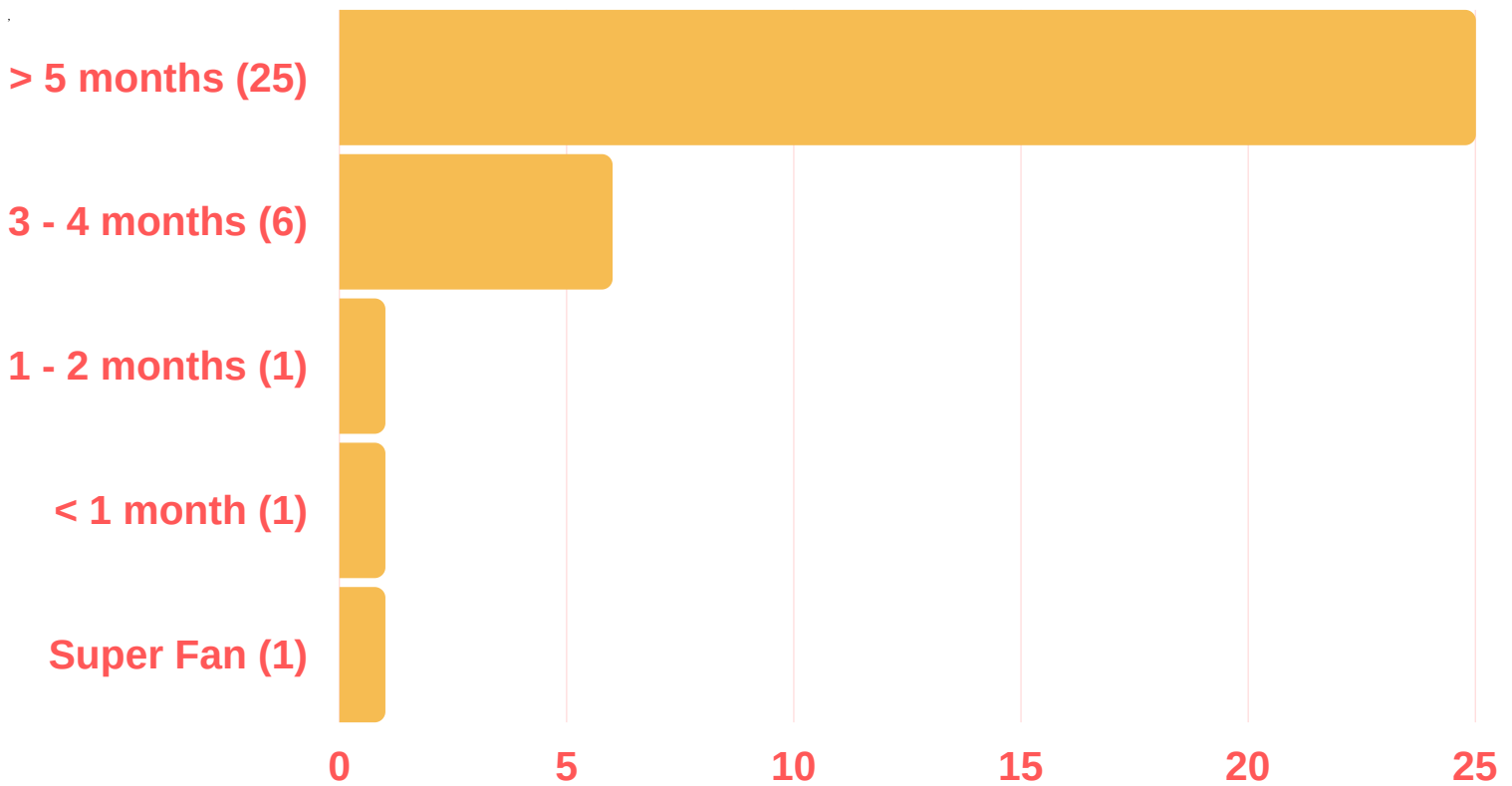
Surprisingly, the University City District (19104, 19139, and 19143) has no representation and the West Philadelphia neighborhood (19104, 19131, 19139, 19143, 19151) has no representation. It is a good opportunity for C70 to create programs that may want to focus on West Philadelphia neighborhood that houses two of the biggest universities in the Commonwealth.

MEMBERSHIP PROGRAM

HOW LONG HAVE YOU BEEN A MEMBER WITH C70?

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According to the survey, majority of the members have been part of the Membership program more than 5 months. Additionally, C70 has gained a few new members this year.



Observation

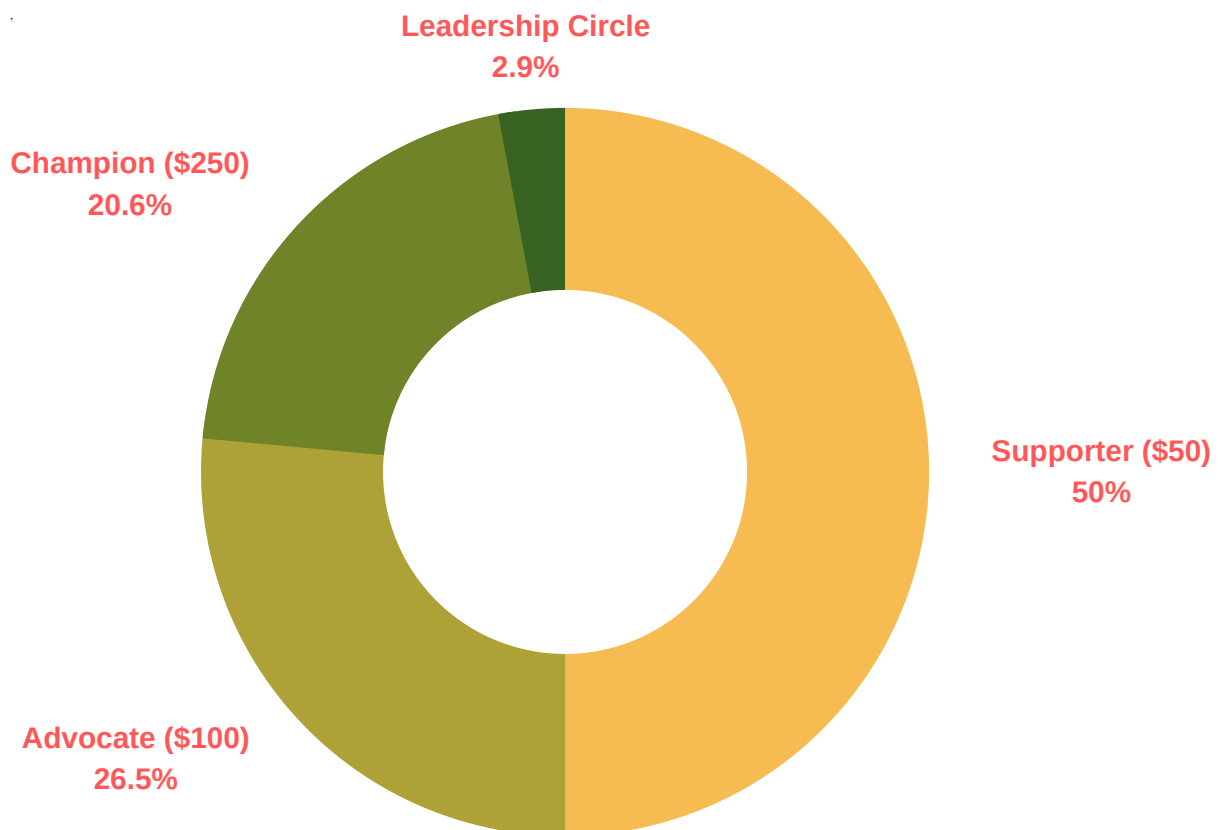
The "Super Fan" and members with "> 5 months" membership clearly suggests that members have been part of C70 for a long time. It can be inferred that they admire C70's work and have decided to partake in the Membership Program to get exclusive content and support C70's work. It is important to capitalize these members as ambassadors for the Membership Plan for outreach.

MEMBERSHIP PROGRAM

WHAT C70 MEMBERSHIP LEVEL ARE YOU?

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The survey results show that the **Supporter (\$50)** level of the Membership Program is the most subscribed level.



Observation

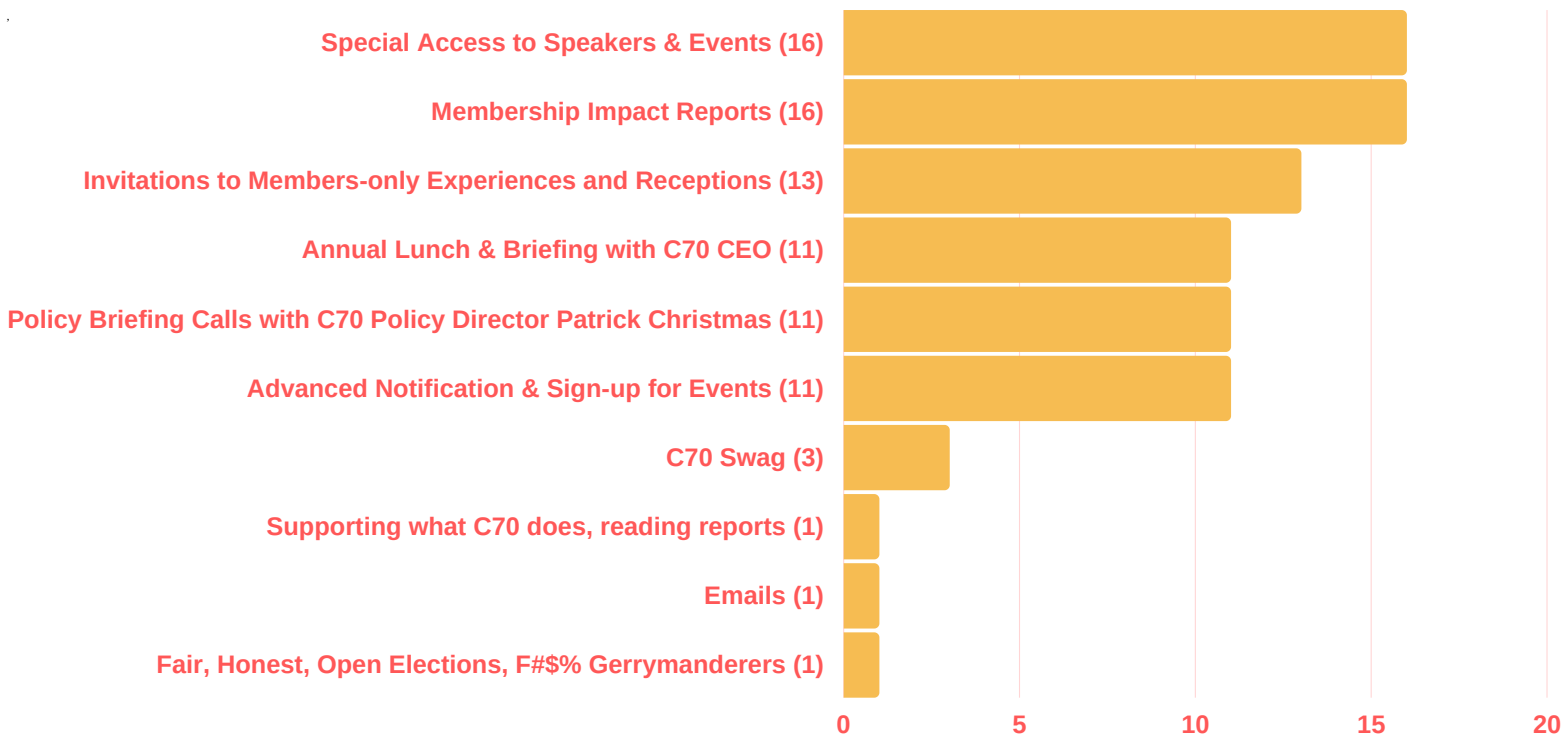
The survey suggests that the Supporter level should not be changed or modified as it forms the majority of the paid membership. However, this also creates an opportunity for C70 to create an intermediate level of membership, either a \$75 level membership or \$150, persuading Supporter level members to go to the next level. Rather than doubling their subscription fee, C70 may consider a gradual increase in membership level.

MEMBERSHIP PROGRAM

WHAT MEMBERSHIP BENEFITS DO YOU PREFER?

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According to the survey, "Special Access to Speakers & Events" and "Membership Impact Reports" are the most preferred membership benefit of the Membership Program.



Observation

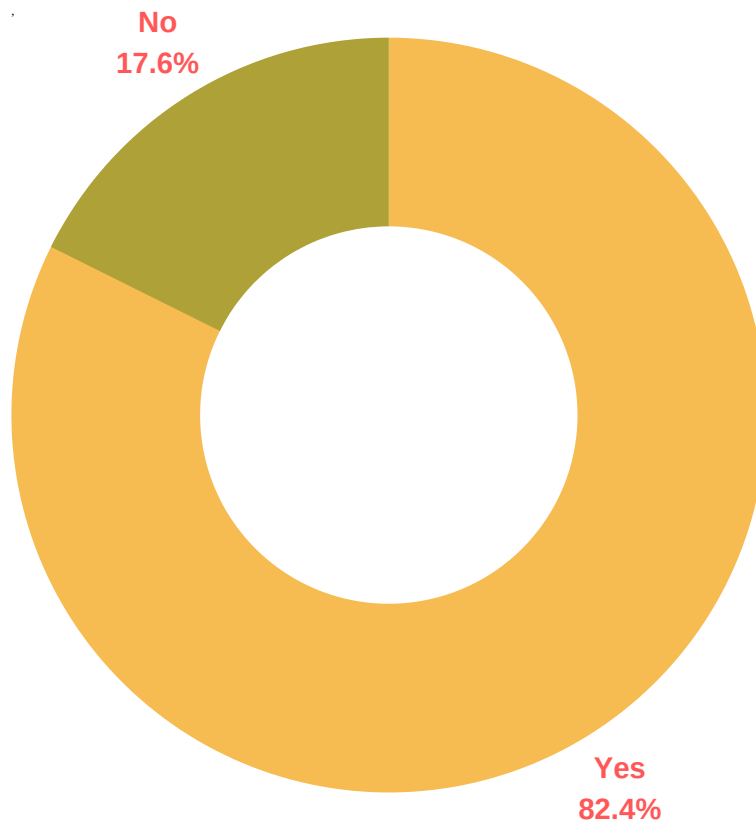
C70's strength is their reputation and quality content. The membership values the content produced by C70 and it is clearly their USP. Creating more unique and quality content will only increase the value of C70's membership benefits and draw more membership organically.

PROGRAM OUTREACH

WERE YOU SUBSCRIBED TO C70'S NEWSLETTER BEFORE YOU BECAME A MEMBER?

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According to the survey, majority of the members had subscription to C70's newsletter before they joined the Membership Program.



Observation

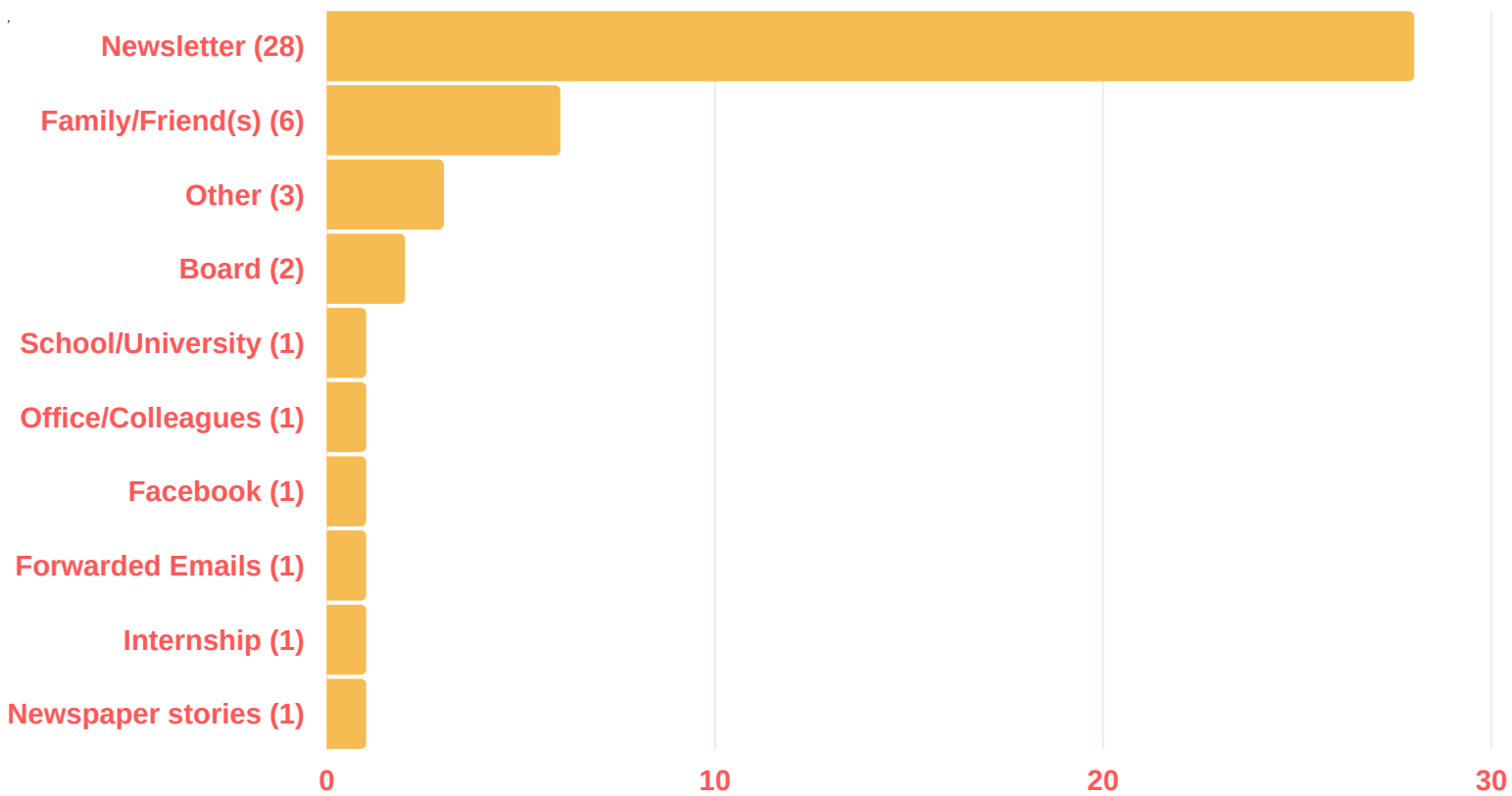
From this survey result we can infer that members had prior engagement with C70 and had naturally progressed to become paid members. These members are C70's primary audience and C70 may want to further engagement with unpaid members who are subscribed to get the free newsletter and nudge them to become paid members.

PROGRAM OUTREACH

HOW DID YOU HEAR ABOUT C70'S MEMBERSHIP PROGRAM?

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As mentioned in the previous survey result, **C70's newsletter** appears to be the overwhelming favorite for C70's outreach.



Observation

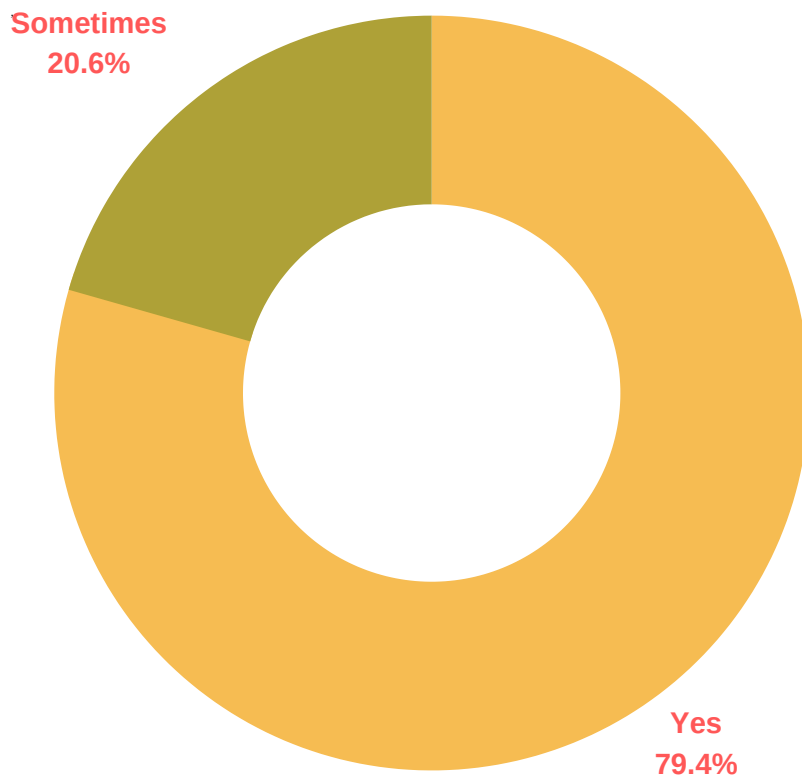
In addition to the previous question, Newsletter appears to be the best source for outreach to C70 members. Furthermore, the conversion from free members to paid members appears to be higher through Newsletters. Therefore, C70 may want to continue the newsletter process.

PROGRAM OUTREACH

DO YOU READ OUR WEEKLY NEWSLETTER AND ELECTION ADVISORIES?

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The respondents overwhelmingly stated that they read C70's weekly newsletters and the election advisories.



Observation

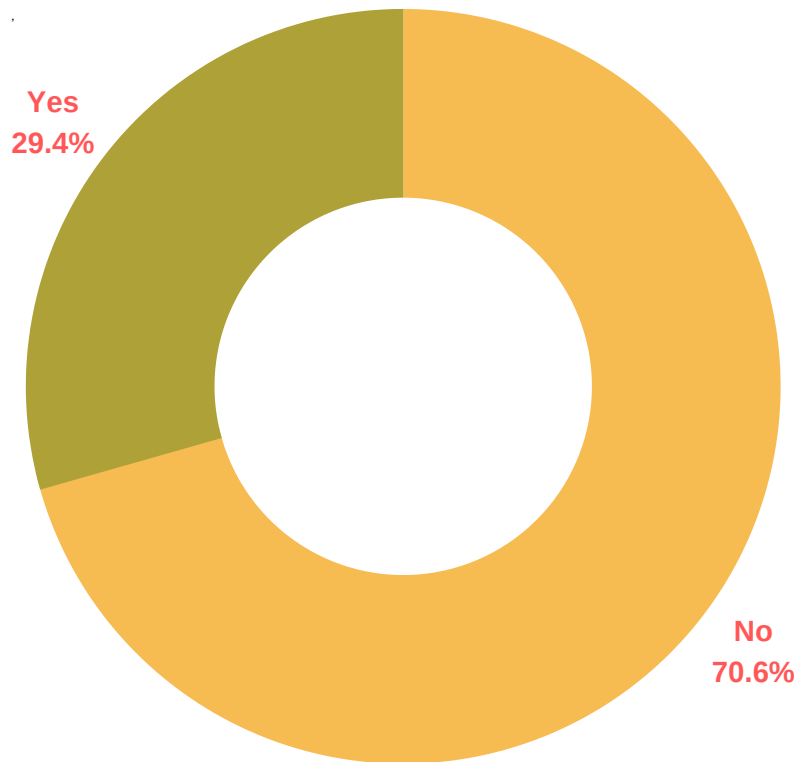
Adding to the importance of C70's newsletters, members understand the importance of election advisories.

PROGRAM OUTREACH

HAVE YOU ATTENDED ANY OF OUR EVENTS (EITHER IN PERSON OR ONLINE) IN THE PAST YEAR?

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Majority of the respondents have not attended C70's events (online or in-person) in the past one year.



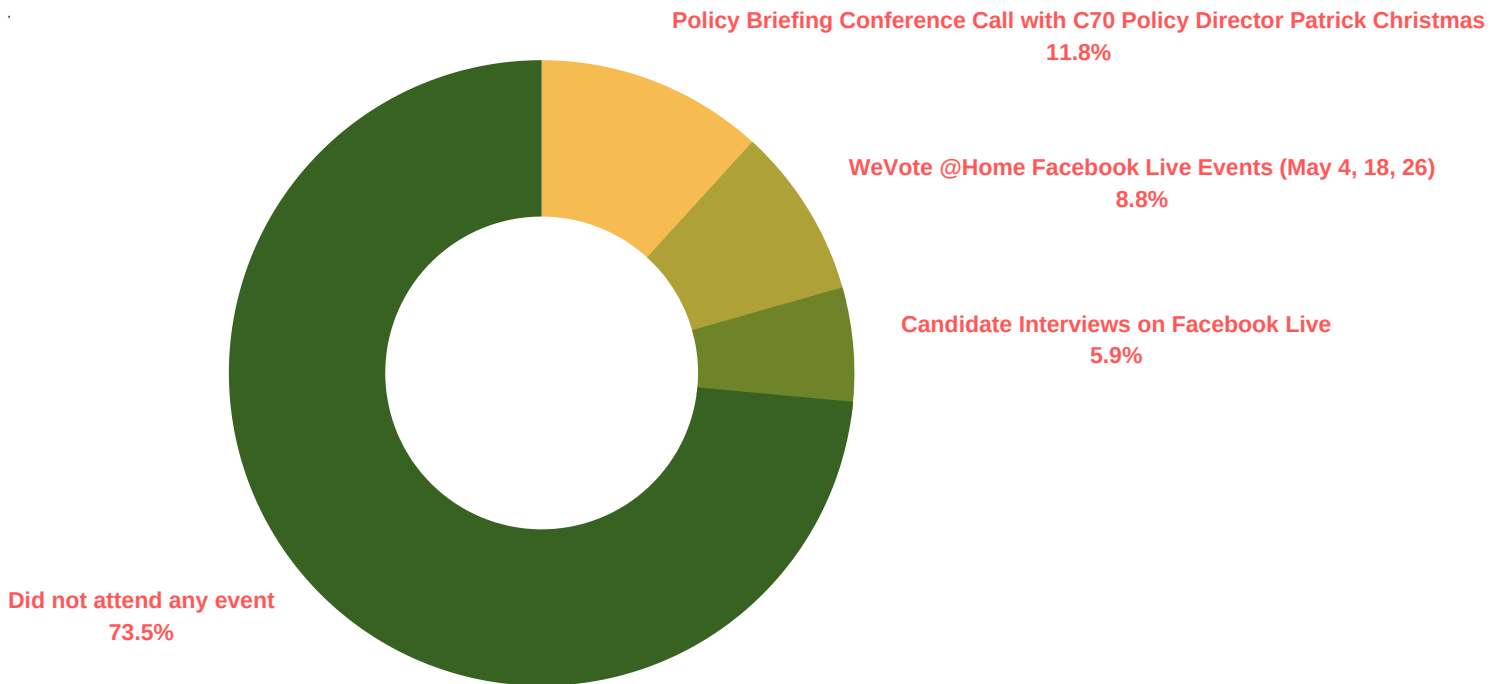
Observation

In light of COVID-19, C70 has an opportunity to engage more through online events. C70 could institute an ambassador program where certain members can invite a 'plus one' to the online events. Therefore, providing a wider outreach.

PROGRAM OUTREACH

WHICH C70 EVENT DID YOU ATTEND?

Out of the people who attended C70's events in the past one year, "Policy Briefing Conference Call with C70 Policy Director Patrick Christmas" was the most attended event.



Observation

There is not enough data here to determine which C70 event gets the most attendance. However, going forward, with C70 planning more online events, there is a strong possibility of gaining more audience for C70 events.

PROGRAM OUTREACH

WHAT TYPES OF VIRTUAL EVENT TOPICS WOULD YOU LIKE US TO FEATURE?

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As part of the survey questions, the members were asked what other topics they expect from C70. The word cloud below explains certain common themes in the suggestions.



Observation

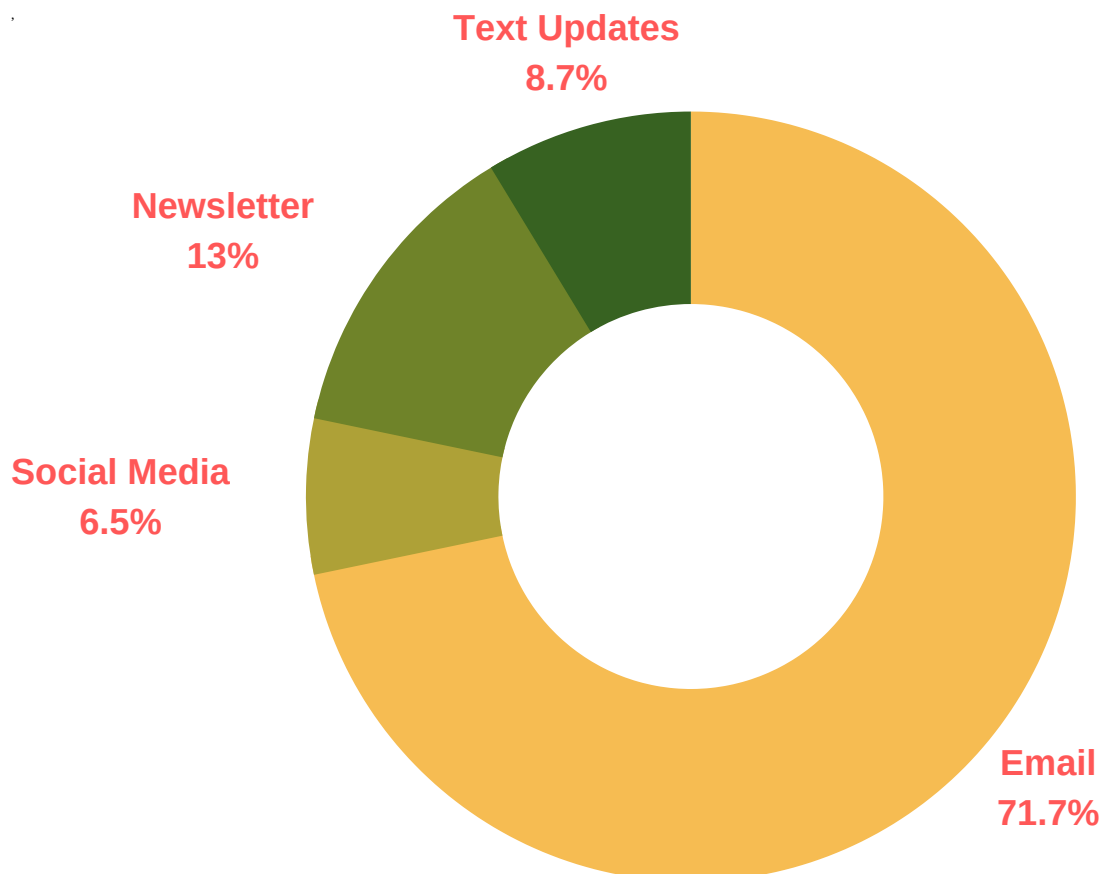
This survey question establishes C70's reputation as a nonpartisan election watchdog. As the word cloud suggests, the members want more virtual events that discusses gerrymandering, political updates, election updates, candidate profiles. The word cloud also suggests that the members would like more discussion on the presidential elections, race relations, and the issues relating to mail-in ballots. Creating word clouds for future surveys will be a helpful tool to see the common themes in the suggestions.

COMMUNICATIONS

HOW DO YOU PREFER TO RECEIVE NEWS/ANNOUNCEMENTS FROM OUR ORGANIZATION?

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According to the survey, respondents overwhelmingly prefer to communicate through emails with C70. And Newsletter is another way to communicate with the members.



Observation

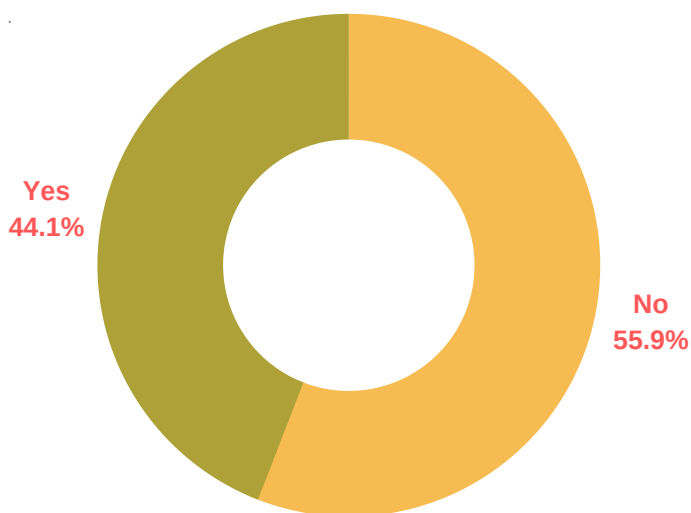
It is important to note that the majority of the respondents are between 56-74 years. Therefore, more traditional form of communication through emails will still be preferred over social media. However, a strategic social media campaign to target a younger membership will be a good idea.

COMMUNICATIONS

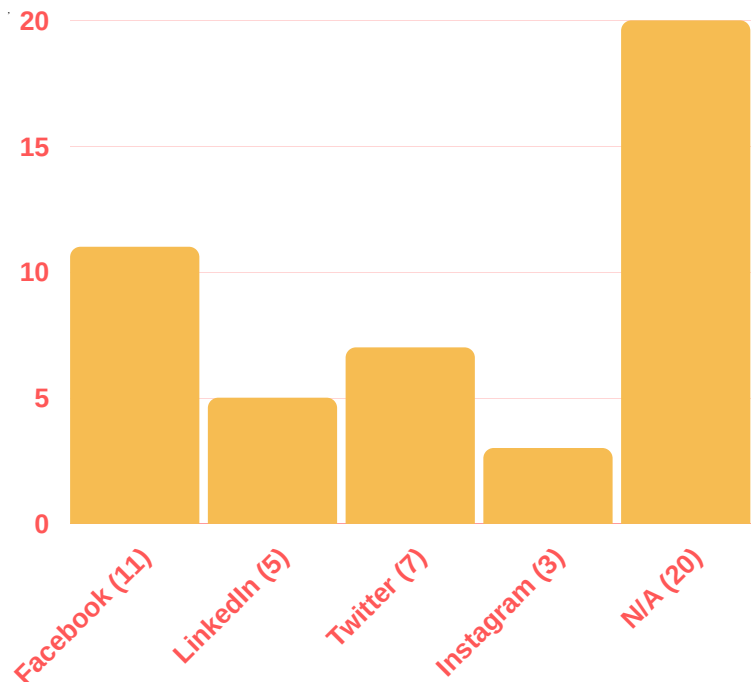
SOCIAL MEDIA

According to the survey, more than half of the respondents do not follow C70 on social media. And Facebook appears to be the preferred social media platform.

Social Media Following



Social Media Platforms Followed



Observation

As mentioned in the previous page, majority of C70 members are between 56-74 years. Hence, that may be the lack of social media following. However, Facebook is still considered to be preferred social media, therefore, C70 may consider a strategic Facebook outreach campaign and may want to allot budget for a paid outreach campaign. Similar efforts can be made on the Twitter platform, since C70 ads will be bipartisan and will be allowed by Twitter.

MEMBER COMMENTS

WHY DID YOU CHOOSE TO BECOME A MEMBER?

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According to the survey, C70 members respect the work C70 undertakes and they believe in C70's mission to promote civic engagement, and promote electoral and voter rights.



Observation

This question is the testament for the work and reputation that C70 has in the City of Philadelphia and in the Commonwealth of Pennsylvania. The members believe in C70's mission and it is an opportunity to create call for action to the members to be ambassadors and increase outreach through them.

MEMBER COMMENTS

WHAT CAN WE DO TO IMPROVE THE MEMBER EXPERIENCE?

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With the current traditional programming interrupted due to the COVID-19 pandemic, the respondents understand the need for more virtual meetings. The members want more virtual meetings, with Zoom meetings being their favorite.



Observation

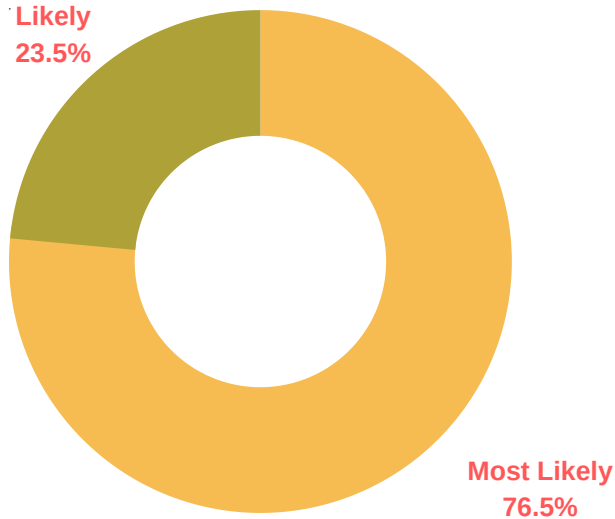
This survey question reinstated the importance of C70's newsletters. It appears to be the fan favorite and C70 may want to continue the newsletter as well as making appropriate changes to improve it. The members want more contemporary content that relates to the upcoming general elections, COVID-19 updates affecting voter rights, open Zoom meetings, and also local news relating to the pandemic.

MEMBER COMMENTS

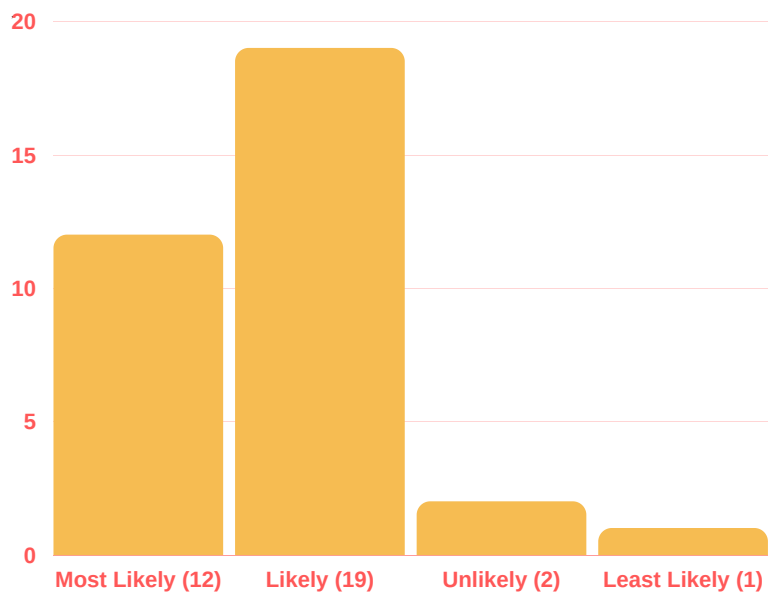
RENEWAL & REFERRAL

The survey ends with a positive note. Majority of the respondents will "most likely" renew their membership and minority will "likely" renew their membership. Moreover, majority of the respondents would like to refer C70's Membership Program to their friends/family/colleagues.

Renewing Membership



Referring C70 to Friends/Family/Colleagues



Observation

This is an important opportunity for C70 to gain momentum and use current membership create a referral program. The goodwill created amongst the current membership may help the membership grow. With majority of the respondents agreeing to refer C70 to their friends, family, and colleagues, it may create an organic chain of new memberships.

CONCLUSION

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Observation

C70 is doing a great job with the quality of content created and shared with the membership. The members understand the importance of C70 and they understand that C70 is a highly reputed and influential civic organization in the City of Philadelphia and in the Commonwealth of Pennsylvania.

Therefore, C70 has the responsibility to make sure the content and information is shared with a diverse membership. It is important for C70 to make sure that historically marginalized individuals have the opportunity to access C70's content, which has a high impact in the society. C70 may want to create a diversity and inclusion plan as part of their strategic plan to diversity membership, which help C70 have a stronger impact.

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