

# Surveying Your Membership – TAKE FIVE

“MOST TIMES, WE DON’T SEE THINGS AS THEY ARE;  
WE SEE THINGS AS WE ARE.”

From the voice of a staff member:

*“A member survey helps remind staff what’s important to the TOTAL MEMBERSHIP of the association – not just the current leadership, or the staff alone.*

*At the office, we get wrapped up in what we do every day. We promote the programs we’re responsible for. The staff and leadership are always coming up with something new to offer to members that will help them avoid risk or enhance productivity. So we have a case of “what’s new”- itis.*

*We have the same problem in our city with restaurants – there are hundreds of people at the new restaurant that opened. There are only 12 people at the new-ish restaurant that opened 6 weeks ago. But that 6-week-old restaurant is really just getting good. The staff is finally trained; the chef is familiar with the food.*

*But like that old restaurant, we want to move onto the newest project we’re working on. And we need to show the leadership that the newest project is successful. So we go full steam behind it. To the detriment of the stuff we created last month or last year - even if that stuff is actually more important to the members.*

*I’m a firm believer in the Marcus Buckingham principle of improving your strengths, not focusing on your weaknesses. A survey shows us what our strengths are ... so we can build on them.”*

Christy Stinger, VP Admin Services, KAR

Association Executives express the value of a survey to the Board of Directors and staff. Take these five benefits to your Board when making a recommendation to conduct a survey:

1. By collecting the “voice of the member”, we can make the very best decisions about the services we offer. It ensures we are paying attention to the right things.
2. When we ask for their input, we add value to our member’s experience. It makes them feel like they are part of our plan.
3. Member’s input helps show what we do well and prioritize issues we may not have thought of.
4. A survey establishes a baseline of our member’s opinions; next year, when we survey again, we will measure the improvements and our progress in those key areas.
5. The survey asks for feedback to our main service offerings. The results help to lay out the key things we need to look at and change right away!

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