



## Purpose

- Understand objective Member-perceptions of and preference for Westerville Sunrise and its projects
- Determine key drivers of Members' attraction to the club and their retention
- Create baseline data to assess future trends
- Reinforce strategic direction for overall Club strategies including projects and workload



## Methodology

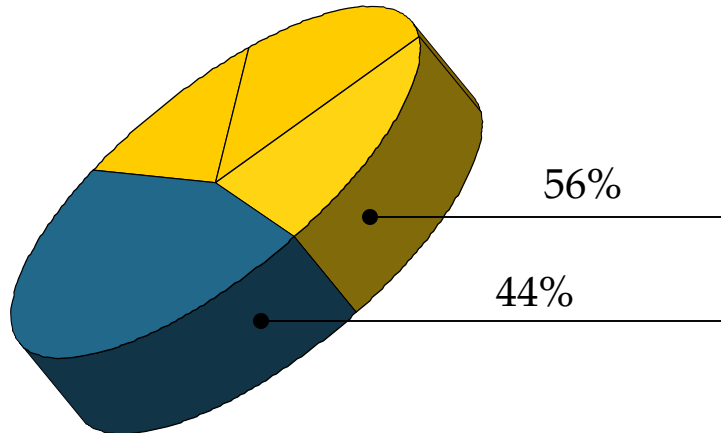
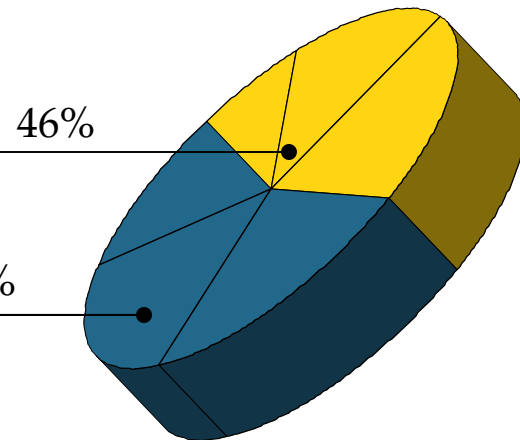
- Distributed paper survey at the September 29, 2010 meeting and sent via e-mail to all members.
- Each member was given the opportunity to participate between 9/29 and 10/20.
- 48 surveys were returned and tabulated. Respondents did not necessarily answer all of the questions. Respondents that “Did Not Answer” (DNA) questions were excluded from the summary statistics for those questions.
- As this was not a random sample to gauge the opinions of the entire club, there is no statistical significance or error margin to calculate.
- The results are simply a summary of those Members who completed and submitted their answers and opinions.



# Demographics of Respondents

## Over Half of the Club's Members Responded to this Survey

		Respondents	
Age Group		#	%
50 & under	40 & Under	4	9%
	41-45	7	16%
	46-50	9	20%
Over 50	51-55	8	18%
	56-60	9	20%
	61 & Over	7	16%
Total		44	100%



Years in Rotary	Respondents		All Members		% of Members Responding
	#	%	#	%	
<2	6	13%	17	21%	35%
<10	2.0 - 4.9	8	19	23%	42%
	5.0 - 9.9	11	19	23%	58%
10+	10+	20	27	33%	74%
Total	45	100%	82	100%	55%

"Age" question does not include 4 surveys that did not answer. Years of Service question does not include 3 surveys that did not answer. Percentages subject to rounding.



## Moderate Positive Correlation Between Age and Years of Service

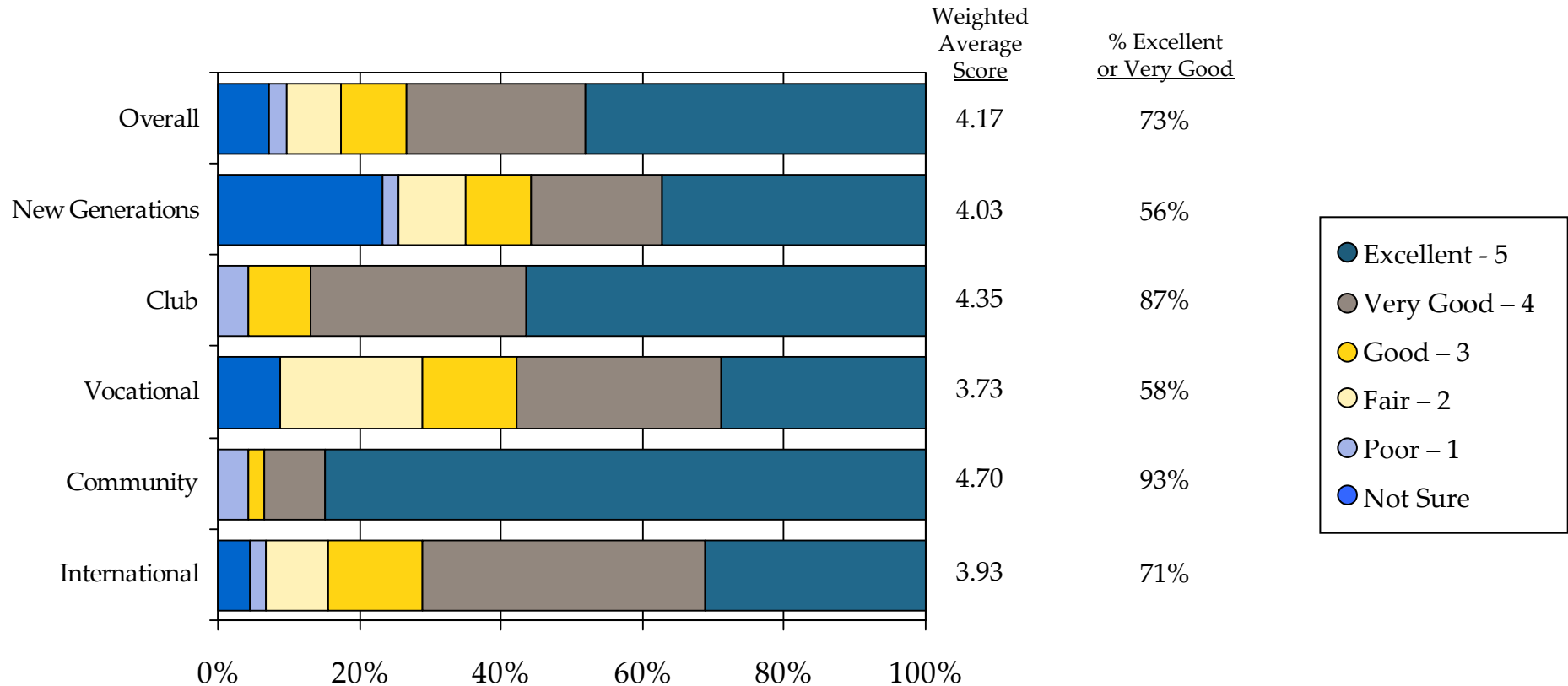
% Among Yrs of Svc			Years of Service	% Between Age Groups		
50 & under	Over 50	Total		50 & under	Over 50	Total
20%	8%	14%	Fewer than 2	67%	33%	100%
20%	17%	18%	Between 2.0 and 4.9	50%	50%	100%
30%	21%	25%	Between 5.0 and 9.9	55%	45%	100%
30%	54%	43%	Ten or more	32%	68%	100%
100%	100%	100%	Total	45%	55%	100%

	Mean	Median	Mode
Age	52	51	47
Years in Rotary	9.5	8.5	10.0
Correlation Coefficient:	0.5171		

Does not include 4 surveys that did not answer these questions. Percentages subject to rounding.



## Please Rate the Sunrise Rotary Club's Efforts in the 5 Avenues of Service



Does not include surveys that did not answer these questions.



## Please Tell Us What Your Primary Reason was for Joining Rotary

### Mapping Individual Answers to Common Themes

#### Serve Community

family history with Rotary; raised doing service projects  
community involvement  
community involvement, networking  
community service  
community service, fellowship, international service  
get involved  
Get involved in the community  
get involved with community  
getting more involved in the community and meeting people  
give back to community  
Give back to Rotary  
give back to the community  
Giving back to the community  
local and international service, fellowship  
multiplier of time and talent  
payback to the community  
Service  
service to community and schools  
to find a pathway to help others and fellowship  
to serve locally and internationally  
working with other who contribute to the community

#### Connections / Networking

Business / Fellowship  
business connections  
business networking  
community connections  
Connect to community after moving here  
Encouraged from work  
good for my ego; open doors to "movers & shakers"  
Invited by someone I admire and respect  
meeting potential business contacts  
Networking  
networking /community service  
to find babysitters; needed to meet older parents

#### Fellowship

fellowship  
fellowship, local community service  
Fellowship, service  
meet like-minded people



## Please Tell Us What Motivates You to Remain a Member of Rotary

### Mapping Individual Answers to Common Themes

#### People / Fellowship

a few close friends who are also involved  
all great members  
Club culture and noted successes to be apart of  
club members  
fellowship  
fellowship and ability to make a difference in the community  
fellowship and commitment to community  
fellowship and feeling I'm making a difference  
fellowship and unabated dedication to service  
fellowship with those who have common mission  
fellowship, local community service  
Fellowship/community involvement  
friendship and community service  
friendship, quality of club, service  
Fun meetings  
good people  
International friends & relationships and continued opps to serve  
people  
People and Values  
people, fellowship, fun  
seeing more growth in the club has motivated me into a leadership role  
seeing the great people in the club every Wednesday  
socialization on Wednesday morning  
the people and the opportunities to volunteer  
the people in our club and all that RI does around the world

#### Community Connections

community connections  
networking / community service

#### Seeing Results of service

Being involved with a group that does visible, measurable good  
best service club in the world  
The fact that we can see the results of our efforts  
the many things we do for the area  
youth exchange

#### Serving the community

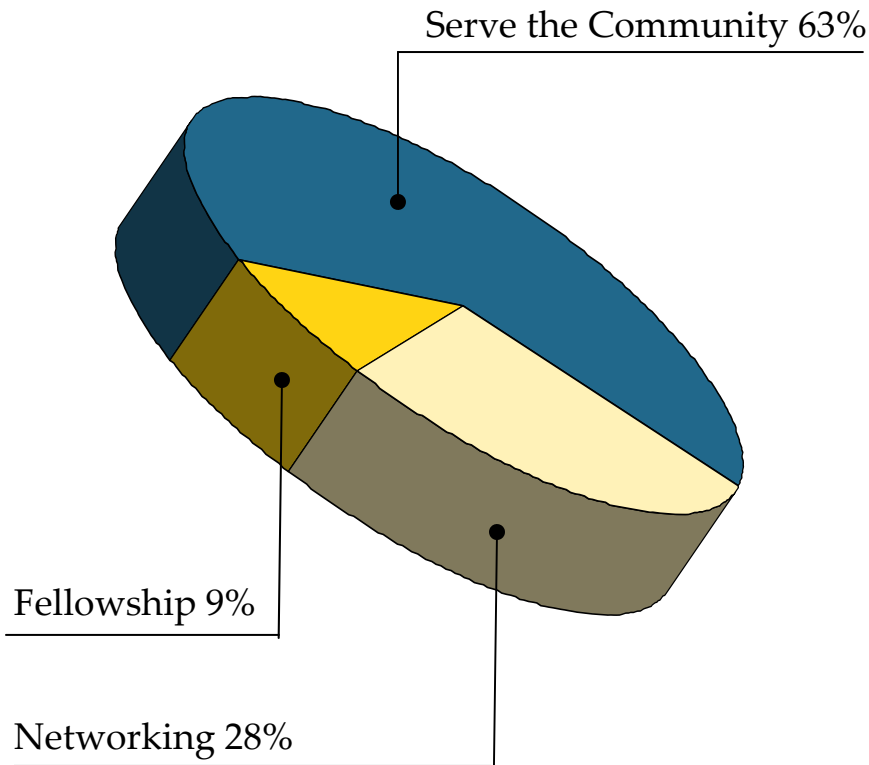
community involvement  
community service and fellowship  
multiplier of time and talent  
opportunities for service to others at all levels  
payback and working with young people  
service above self / networking  
service and fellowship  
service and great group of people

#### Other

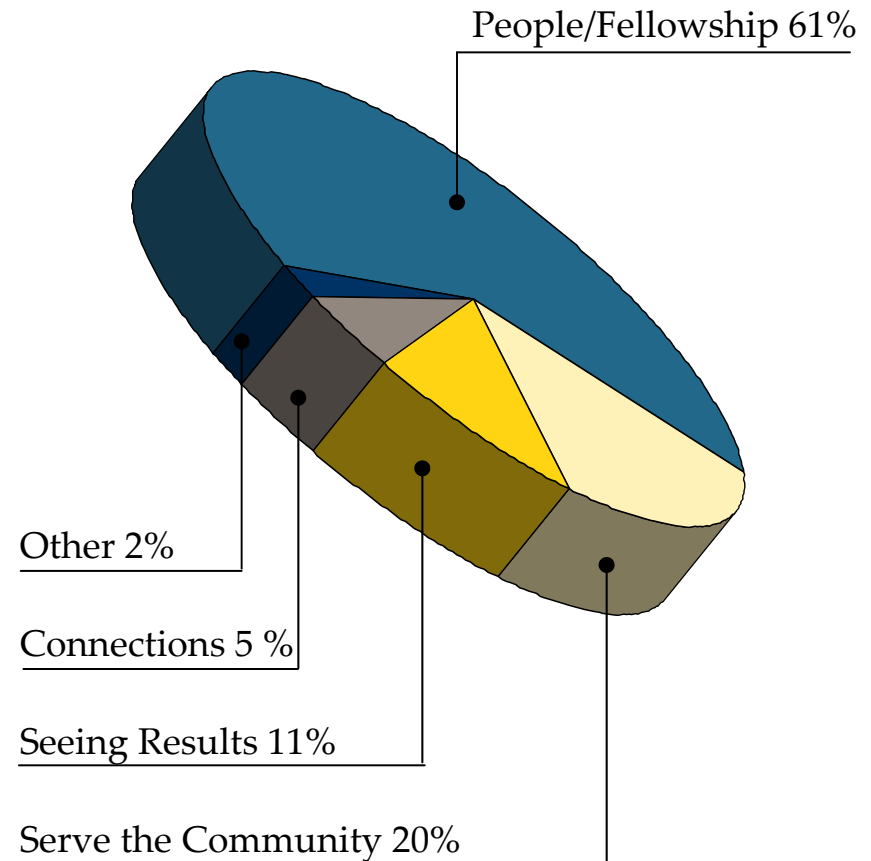
Habit



## Please Tell Us What Your Primary Reason was for Joining Rotary



## Please Tell Us What Motivates You to Remain a Member of Rotary



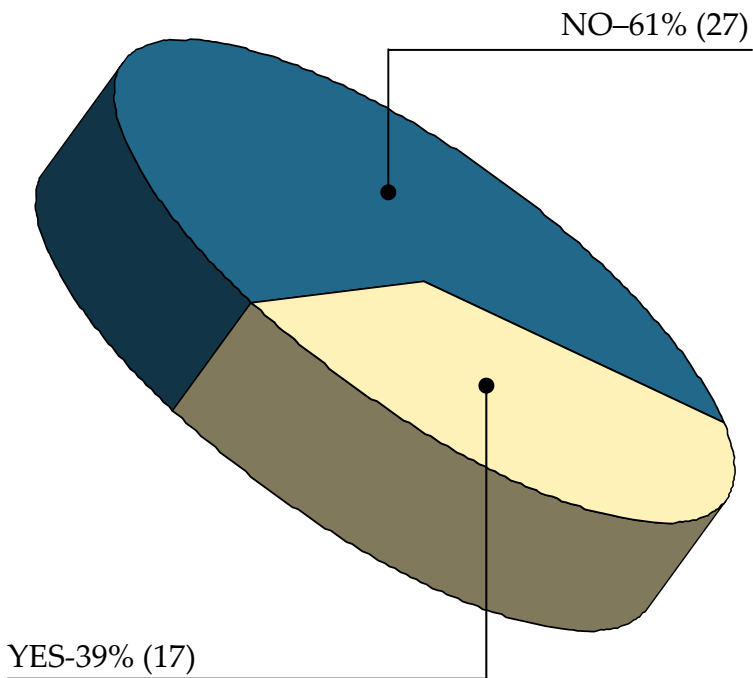
Q2: n=46 (2 DNA). Q3: n=44 (4 DNA). Percentages subject to rounding.



## Membership of Another Service Organization

### Member of Another Service Organization?

### If Yes, Which Ones? Describe the Experience.



- American Cancer Society; good cause but not well organized
- Another Rotary Club; Kiwanis
- Chamber of Commerce
- Charity Newsies, Agonis Club
- Church
- Development Board @ Children's Hospital; great DNA
- Dublin/Worthington Rotary - Sunrise is better
- Heartland Hospice, Dress for Success
- Honolulu Jaycees; 25 years ago, limited exposure
- Jaycees, Kiwanis
- Kiwanis; great
- mason; great fellowship
- Masonic/Shrine
- N/A
- sertoma; chamber of commerce
- three other Rotary clubs
- United Way Leadership Club; has professional staff to support effort



## What Do You See as the Best Quality of the Sunrise Rotary Club?

### Mapping Individual Answers to Common Themes

#### Energy / Enthusiasm / Fun

Energetic and fun  
Energetic and well connected  
Energy & Deliver Rotary Values  
energy and club leadership  
energy, accountability of each member  
energy, humor, quality of members  
enthusiasm  
enthusiasm, dedication to community  
excitement, feeling of family  
fellowship and great results  
fellowship and service  
friendship  
Fun  
Fun and fellowship  
fun group  
Growing club  
the energy of our meetings

#### The Members

active, "get it done" people  
people  
people and willingness to help others  
Quality of the members and the unselfishness of its members  
The involvement of high quality leadership of the members  
The members  
the members (High energy, ambition, professional)  
the people and their willingness to help the community

#### Dedication and Service

ability to go high-level, high quality projects effectively - we make a difference  
can-do attitudes, sense of openness to new members and ideas  
Club involvement  
community service  
community service focus  
community work and involvement  
dedicated members  
family atmosphere, willingness of members to get involved  
hard working dedicated volunteers  
Its dedicated members  
its heart  
level of activity  
opportunities for service  
positive attitudes and sincerely want to spend time together  
Public service  
the dedication and desire to serve  
the quantity and quality of service  
willingness to jump in and work  
willingness to make a difference in the lives of others



## What Would You Most Like to See Improved in the Sunrise Rotary Club?

### Mapping Individual Answers to Common Themes

#### Better Participation

- 100% participation of members in projects
- active participation by all members
- get a higher percentage of participation
- get everyone involved so as not to burn members out
- more member involvement in service projects
- more participation encouraged in fellowship events
- Too easy to not do anything.

#### Recruiting / Retaining Members

- Diversity
- grow to 100 members
- Need to think about younger people as new members
- work on retaining members
- younger membership recruiting

#### No Issues or Problems

- everything is great
- none at this time
- not much
- not sure
- nothing

#### Mingling / Socialization of All Members

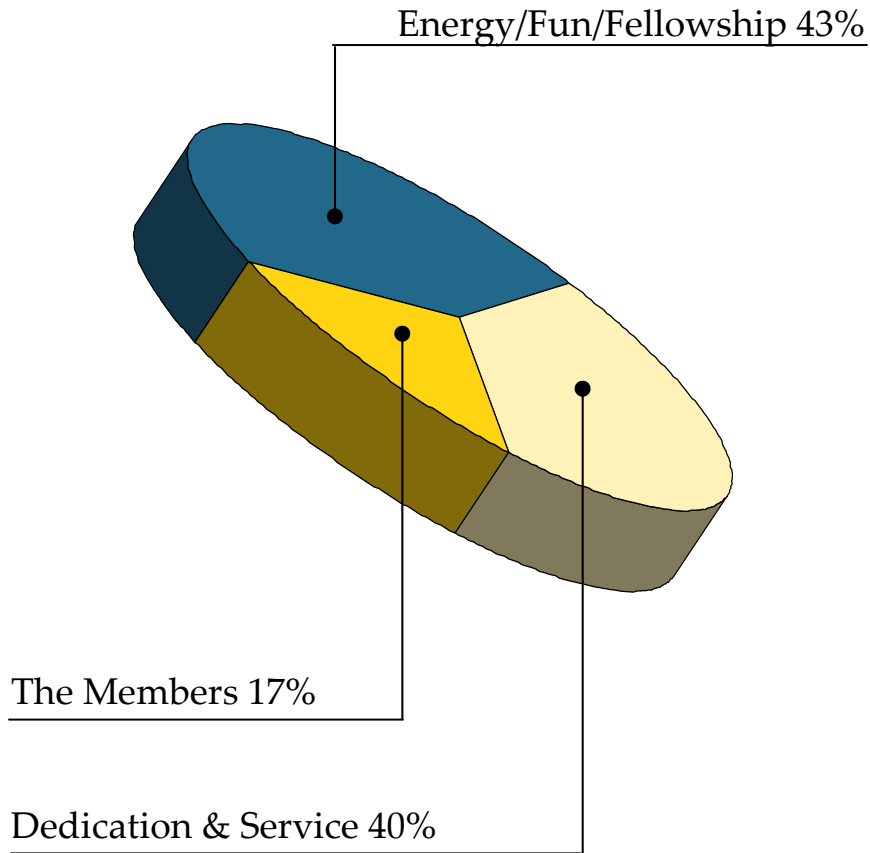
- assimilation of others into the club
- cliqueish
- fellowship
- Fun
- get rid of cliques / favorites
- getting new members into the flow of the club
- less cliques
- Members need to meet everyone
- more social activities including families
- more social time and random seating at meetings

#### Other

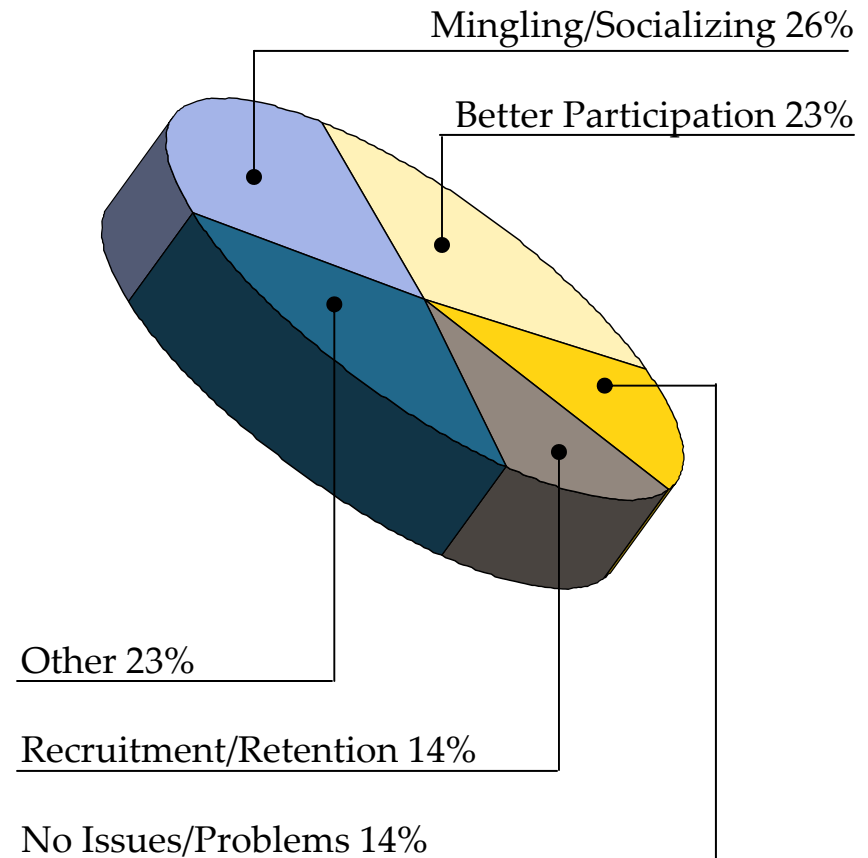
- coffee - better quality of beans
- cost containment on fees
- courtesy (noise level)
- less focus internally on club functions and more external emphasis
- location of meeting
- more of the same
- more small-level & hands-on projects
- overload of activities last year



## What Do You See as the Best Quality of the Sunrise Rotary Club?



## What Would You Most Like to See Improved in the Sunrise Rotary Club?



Q5: n=47 (1 DNA). Q6: n=35 (13 DNA). Percentages subject to rounding.



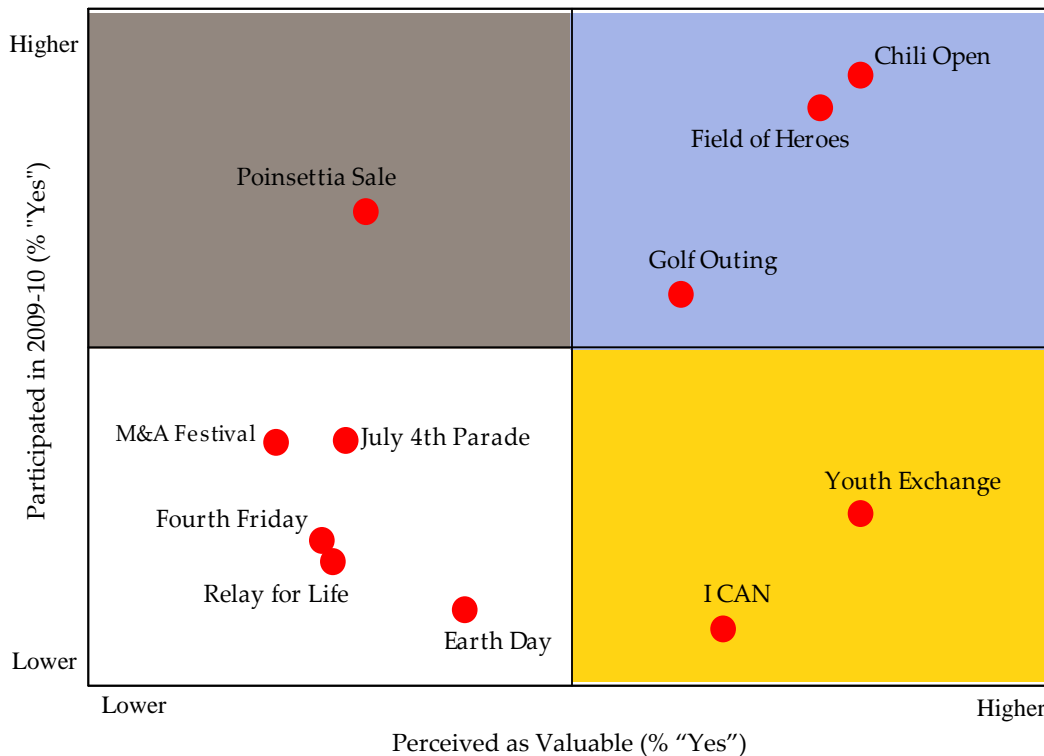
The Best Quality Cited by Members is Also Often the Area in which they See Needing the Most Improvement

Q6 - Most Needed Improvement	Q5 - Best Quality of the Club			
	Dedication and Service	Energy, Fun, & Fellowship	The Members	Total
Socializing of All Members	15%	39%	0%	26%
Better Participation	31%	22%	0%	23%
No Issues or Problems	23%	11%	0%	14%
Recruitment/Retention	15%	6%	50%	14%
Other	15%	22%	50%	23%
Total	100%	100%	100%	100%

Q5: n=47 (1 DNA). Q6: n=35 (13 DNA). Percentages subject to rounding.



## Relative Comparisons of Projects Based Upon Value and Participation



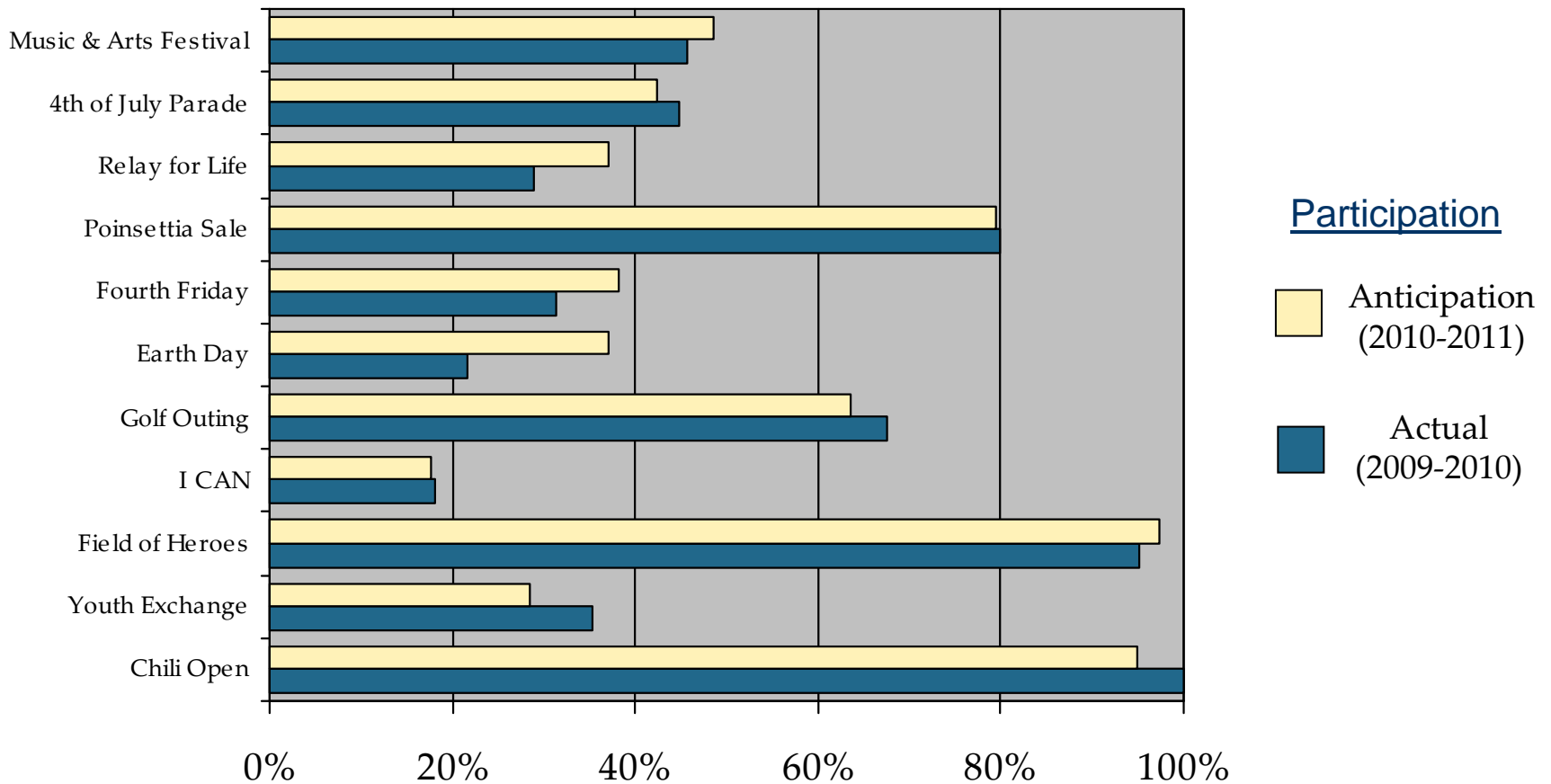
Event	% Declaring "YES"	
	Valuable	Participated
Chili Open	100%	100%
Field of Heroes	98%	95%
Golf Outing	91%	68%
Youth Exchange	100%	35%
ICAN	93%	18%
Poinsettia Sale	74%	80%
Earth Day	80%	21%
Fourth Friday	72%	31%
Relay for Life	73%	28%
4th of July Parade	73%	46%
Music & Arts Festival	70%	46%

- Grow
- Improve Participation; Partner with Others
- Increase Value or Redirect Work Effort
- Lower Priority

Pin Placement of each event is based upon the percentage of total respondents who declared "Yes" as to the value of the event and to their participation in 2009-2010.



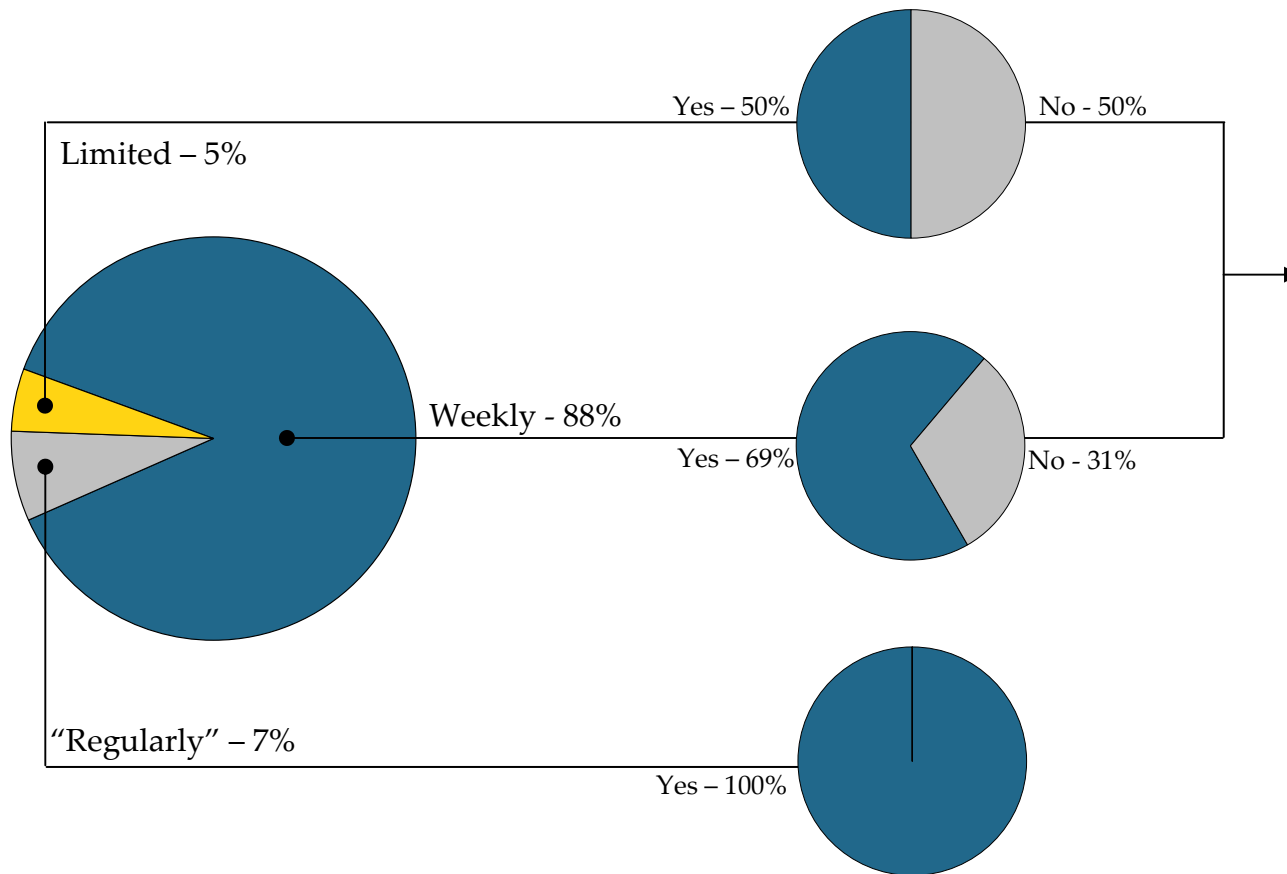
## Actual Participation (2009-2010) vs. Anticipated Participation (2010-2011)



Percentages based upon those responding "Yes" to whether they participated in the event in 2009-2010 and whether they will in 2010-2011.

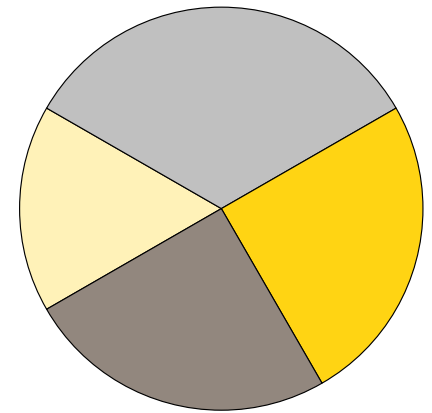


## How Often Do You Read the Club Newsletter?



## Have Your Recently Visited the Websites?

## If Not, Why?

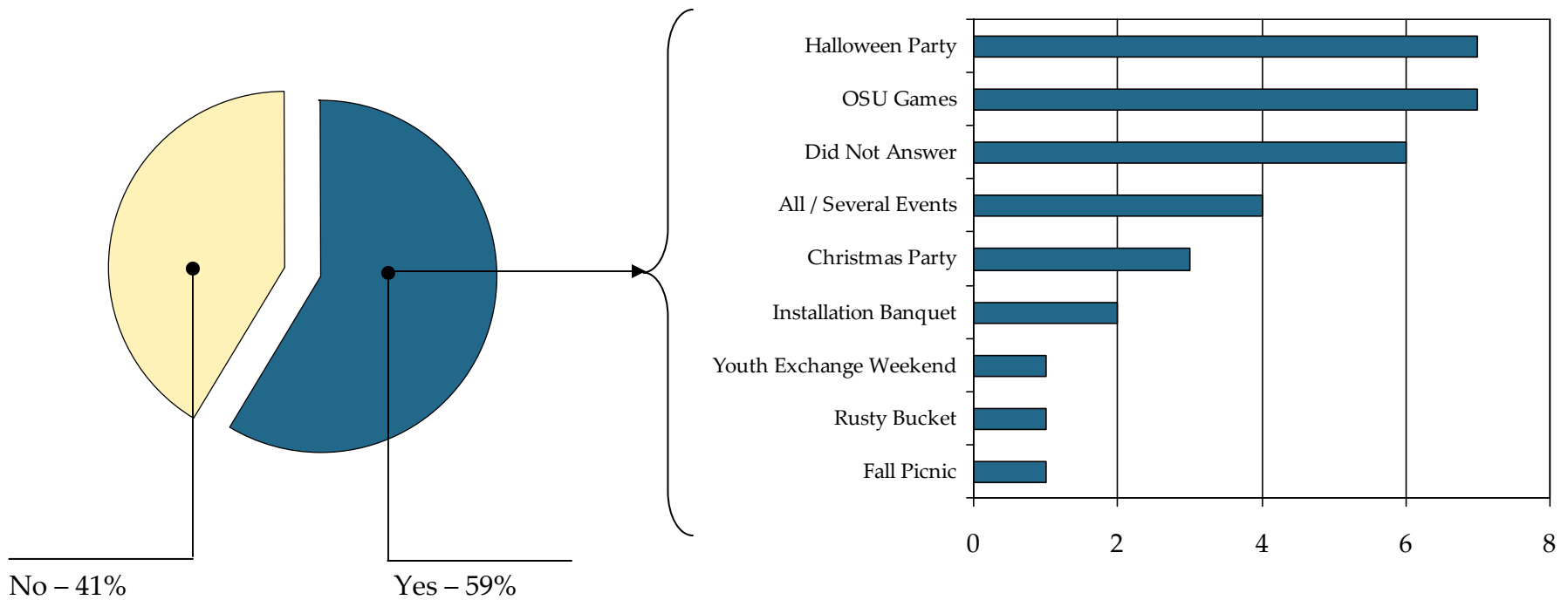


- ▶ Did Not Answer – 33%
- ▶ No Time – 25%
- ▶ No Desire – 25%
- ▶ Computer Challenged – 12%

Q8: n=46 (2 DNA); "Regularly" = Often, Twice/week, every other week. Q9: n=46 (Yes=73%(34); No=27% (12))



# Have You Attended Any Fellowship Events This Year? If So, Which?



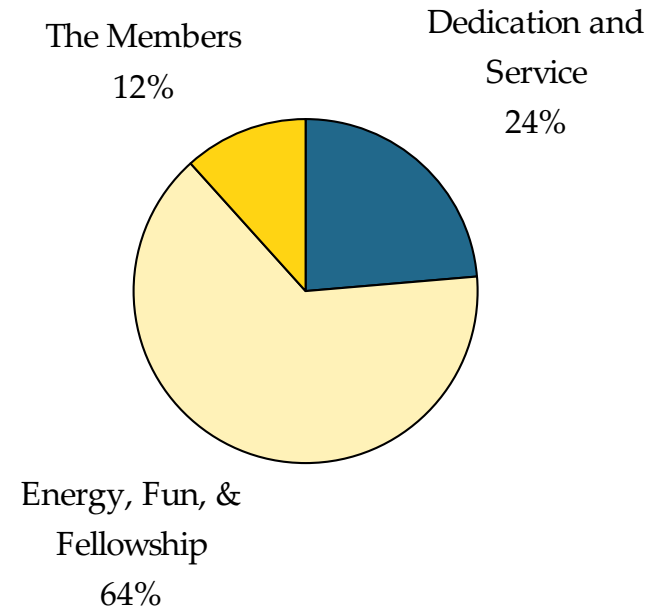
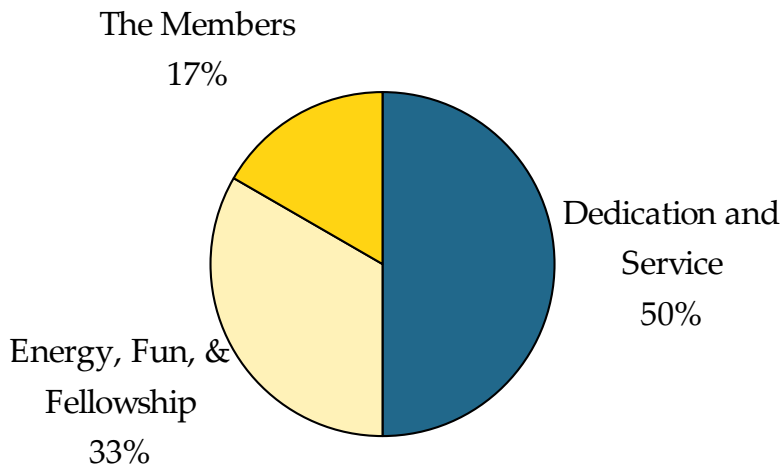
Q10: n=41 (7 DNA); Yes = 24; No=17.



## What Do You See as the Best Quality of the Sunrise Rotary Club?

Members Who Participated in a Fellowship Event this Year

Members Who Did NOT Participate in a Fellowship Event this Year

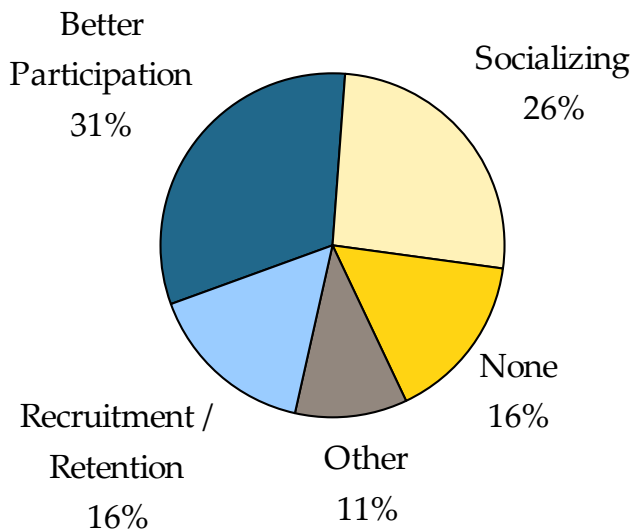


Q10: n=41 (7 DNA); Yes = 24; No=17.

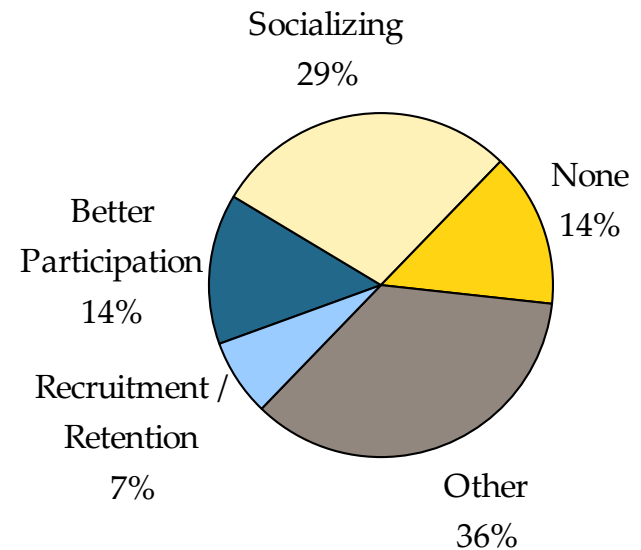


## What Would You Most Like to See Improved in the Sunrise Rotary Club?

Members Who Participated in a Fellowship Event this Year



Members Who Did NOT Participate in a Fellowship Event this Year



Q10: n=41 (7 DNA); Yes = 24; No=17.



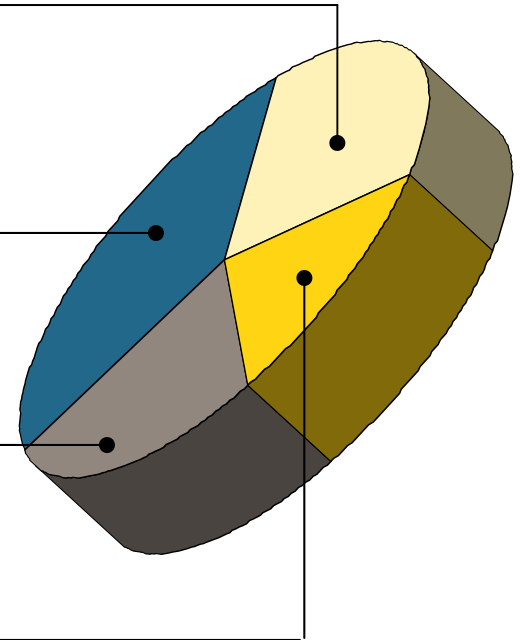
## Preferences on Club Size and Project Load

<100 members focusing on a few big projects each year – 28%

<100 members focusing on many big and small projects each year – 33%

>100 members focusing on many big and small projects each year – 23%

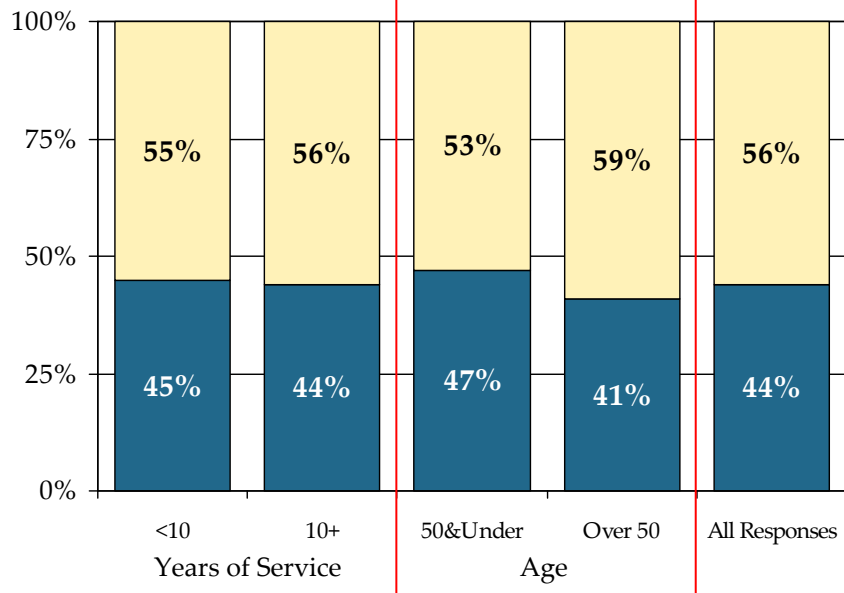
>100 members focusing on a few big projects each year – 16%



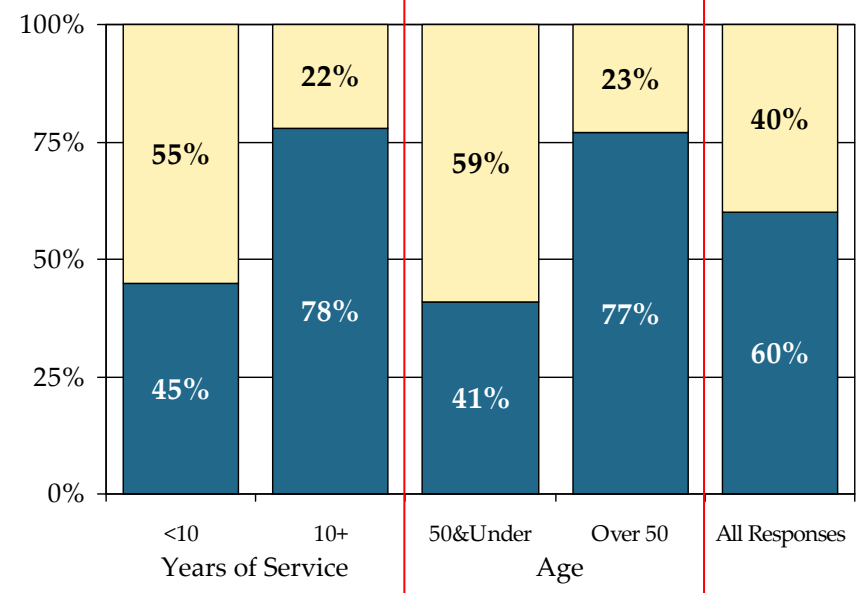


## Preferences by Years of Service and Age

### Project Load



### Club Size



A few big projects

Many big & small projects

<100 Members

>100 Members



- Reinforce alignment between our Avenues of Service and projects
  
- Members join to serve, but stay for the fellowship
  
- Develop strategies that:
  - ✓ *Leverage the clubs' best qualities (Dedication to Service and Energy, Fun, & Fellowship) to affect necessary improvements in Participation by, and Socializing among, members.*
  
  - ✓ *Rationalize work effort with those projects that present the most value*
  
- Acknowledge that there are significant differences of opinion between age groups and between years of service in Rotary.