



# Lions Clubs International District 105W

## CLUB EVALUATION QUESTIONNAIRE

### How's your Club doing?

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This questionnaire can be used to elicit the views and opinions of existing members, as to where the club currently stands and where it might be taken in the future. It is important that all existing members are given the opportunity to complete a questionnaire so that full consultation is taken before the results are evaluated and a consensus is drawn. There is no space for a name as it is felt that, if they are completed anonymously, then the answers will be more honest. However, you may choose to invite members to put their names on their replies if they wish, so that potential unrest or conflict among existing members can be identified and resolved. A suitable covering note to club members is below.

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"Dear Lion [first name of member]

The club development membership committee has been asked to draw up a report for the club as to how we currently view ourselves, and how we might develop our club and attract new members. It is important for all members to have an input into this study, and enclosed is a questionnaire to elicit your views.

All aspects of club life have a bearing on our future development, and on the attractiveness of the club to prospective members, and so the questionnaire asks for your views on club meetings, activities, etc., as well as on the question of membership itself. Your honest answers to all questions will not only help the committee in its deliberations, but will also enable the other club committees and the directors to review many other facets of club life.

Most of the questions are multi-part, so that many can be answered merely by ticking in the chosen place. However, each question has a line for comment, and we would ask you to use this line, particularly if your answer indicates that you feel a change is needed. If you need more than one line for your comment, please use the reverse of the form or General Comments at item 5.

There is no space on the form for your name. It is felt that, if answers are anonymous, they may be more honest. If the forms are handed to me, rather than being posted, they will not be read until all forms are together, and therefore will not be attributed to you. However, if you wish to put your name to your reply, please do so.

Finally, the committee does need to collate the replies and report to the club directors by [date]. Therefore, we should be grateful to receive your completed questionnaire by [date] at the latest.

With Lion Regards,

Club Membership Officer [or other responsible Lion]

**MEMBERSHIP QUESTIONNAIRE**

Please return to \_\_\_\_\_

*Completion of this questionnaire places no rights or obligations on the member, the Club or Lions Clubs International*

By (date) \_\_\_\_\_

**1 MEMBERSHIP PROFILE**

1.1 Do you feel that the **number of active members** currently in the club is:

(a) too low? ☐ (b) about right? ☐ (c) too high? ☐

If you have ticked (a) or (c), please state the number which you feel is about right:

Comment \_\_\_\_\_

1.2 Do you feel that the **average age** of the club's members is:

(a) too low? ☐ (b) about right? ☐ (c) too high? ☐

If you have ticked (a) or (c), please state the average age which you feel is about right:

Comment \_\_\_\_\_

1.3 Is the **mix of members** between business/professional/employed/retired:

(a) not right? ☐ (b) about right? ☐

If you have ticked (a), please state the categories of which you feel the club needs more

Comment \_\_\_\_\_

1.4 Is the **mix of members** between male and female:

(a) not right? ☐ (b) about right? ☐

If you have ticked (a), please state the categories of which you feel the club needs more

Comment \_\_\_\_\_

1.5 Do you feel that the **cost of membership** (including reasonable attendance at meetings and social functions) is a problem for some members or potential members?:

Yes ☐ No ☐

Comment \_\_\_\_\_

# **MEMBERSHIP QUESTIONNAIRE**

## **2 CLUB MEETINGS/ACTIVITIES/SOCIAL EVENTS**

2.1 Is the club's **business meeting** venue, date and time satisfactory?

Yes ☐ No ☐ If "no", please comment:

Comment \_\_\_\_\_

2.2 Should the club's **business meeting** format be varied from time to time?

Yes ☐ No ☐ If "yes", please comment:

Comment \_\_\_\_\_

2.3 Are the club's **dinner/supper meeting** venues and costs satisfactory?

Yes ☐ No ☐ If "no", please comment:

Comment \_\_\_\_\_

2.4 Are the club's **welfare/community service** activities of the type, nature and quantity required by the community and the club's members?

Yes ☐ No ☐ If "no", please comment:

Comment \_\_\_\_\_

2.5 Are the club's **fund raising** activities satisfactory overall?

Yes ☐ No ☐ If "no", please comment:

Comment \_\_\_\_\_

2.6 Do you feel the club's **social events** are:

too infrequent? ☐ about right? ☐ too frequent? ☐

not varied enough? ☐ about right? ☐ too varied? ☐

too inexpensive? ☐ about right? ☐ too expensive? ☐

Comment \_\_\_\_\_

2.7 Do you feel there should be more **family involvement** in the club's activities and social events?

Yes ☐ No ☐

Comment \_\_\_\_\_

2.8 Are the club's **internal communications** (minutes, newsletters, etc.) adequate?

Yes ☐ No ☐ If "no", please comment:

Comment \_\_\_\_\_

# **MEMBERSHIP QUESTIONNAIRE**

## **3 THE SEARCH FOR NEW MEMBERS**

3.1 **How many new members** do you think the club should aim for?

Two per year  Four per year  Six per year

Comment \_\_\_\_\_

3.2 What **age groups** should the club aim for, when seeking new members?

20 – 30  30 – 40  40 - 50

50 – 60  Over 60

Comment \_\_\_\_\_

3.3 What **employment group(s)** should the club aim for, when seeking new members?

Business  Professions  Trades

Employed  Retired

Comment \_\_\_\_\_

3.4 What **recruitment method(s)** do you feel would be most successful?

Word of mouth by existing members	<input type="text"/>
Targeting specific groups (e.g. 41 Clubs, Chamber of Commerce, etc)	<input type="text"/>
Targeting local firms, businesses, etc.	<input type="text"/>
Organisation of open evenings, guests social meetings, etc.	<input type="text"/>
Promotion in local press articles, etc.	<input type="text"/>
Specific membership advertising in local press	<input type="text"/>
Other (please specify)	<input type="text"/>

Comment \_\_\_\_\_

3.5 Do you feel the club's **new member information** and orientation systems and methods are satisfactory?

Yes  No  If "no", please comment:

Comment \_\_\_\_\_

# **MEMBERSHIP QUESTIONNAIRE**

## **4 MEMBERSHIP RETENTION**

4.1 Are there any aspects of the club which you feel might give **existing members cause to leave**?

Yes

☐

No

☐

If "yes", please comment

Comment \_\_\_\_\_

4.2 Have you recently had any **thoughts of leaving**?

Yes

☐

No

☐

If "yes", please comment

Comment \_\_\_\_\_

4.3 Could the club do more to maintain the **wellbeing of its members**?

Yes

☐

No

☐

If "yes", please comment

Comment \_\_\_\_\_

## **5 GENERAL COMMENTS**