



ANNUAL MEMBER SURVEY REPORT 2016

The first annual Alliance Member Survey was conducted earlier this year. The primary goal of this survey is to discern how members view the Alliance and our work so that we may continue developing ways to achieve our collective goals together.

The Alliance received very high marks across the board, covering the topics of Advocacy & Representation, Member Service, Information & Communication, and Networking. We are pleased to share this success and will continue to learn from the results as we strive to better serve our members.

General Information

The survey yielded a total of **109 responses**. Based on email click rates, we calculate this survey represents **82%** of Alliance member organizations. In terms of demographic representation, approximately **50%** of respondents' organizations held Alliance membership for 10 or more years. Additionally, privately funded organizations represent over **70%** of responses, and Executive/Leadership staff positions represent over **60%** of responses. We are pleased to report that members ranked the overall importance of the Alliance at **87%**.

ADVOCACY & REPRESENTATION

Members rated the overall effectiveness of Alliance advocacy efforts at **77%**

Alliance advocacy product satisfaction was rated at **80%**. Products were consistently ranked as Excellent, Very Good, or Good (see accompanying satisfaction rating):

- Position papers (80%)
- Talking points (81%)
- Tool kits (79%)
- Advocacy trainings (80%)
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Alliance advocacy representation was rated consistently at **79%**. This score was calculated for various categories:

- Congress (91%)
- Department of State (91%)
- Media (67%)
- Conferences/Meetings (79%).

80%

Alliance advocacy
product satisfaction

MEMBER SERVICE EXPERIENCE

Overall, respondents rated the Alliance Member Service experience at **91.5%**.

Comments expressed high satisfaction with staff responsiveness, courtesy, and knowledge.

Satisfaction ratings were calculated in the following areas:

- Effectiveness (89%)
- Promptness (91%)
- Professionalism (95%)



Respondents consistently rated Alliance membership benefits as Extremely important or Important in their decision to renew membership:

- Alliance advocacy (95%)
- Advocacy representation (87%)
- Access to Department of State (86%)
- Annual Meeting invitation (84%)
- Networking (82%)
- Advocacy Day invitation (74%)
- Weekly Digest (71%)
- Workshops/Training (69%)
- Webinars (68%)

INFORMATION & COMMUNICATION

The Alliance website received an overall satisfaction rating of **74%**. Respondent comments expressed a desire to update the Alliance website in terms of “look and feel” to optimize member engagement.

53% of respondents indicated that they read the Weekly Digest every week, and **38%** reported reading it 1-2 times per month.



NETWORKING

Respondents indicated an average Networking satisfaction rate of **61%**. Respondents indicated the extent to which they have been able to establish professional relationships within the Alliance network (see accompanying respondent percentage):

- Very much (38%)
- Somewhat (26%)
- A little bit (20%)

77% of respondents said that Alliance networking opportunities have contributed to some degree in their business activities:

- Very much (21%)
- Somewhat (36%)
- A little bit (20%)

