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**MEMBERSHIP SURVEY QUESTIONS**

You need to understand the wants and needs of your members if you want to retain them and keep them satisfied. One of the best ways to do this is through a membership survey. Surveys allow you to collect important member feedback and show your members that you care about their experience with you--as long as you ask the right questions. Here are some sample questions that you can use when you survey your membership:

***NOTE: We recommend only sending 3 questions in any one survey. Make your survey quick and easy to respond to.***

* How long have you been a member of the organization?
* Have you ever volunteered with our organization? What might encourage you to volunteer?
* What type of content would you like to see in our newsletters/social media?
* Have you attended any of our events in the past year?
* Which of our events/programs do you find most valuable? *Be sure to list them.*
* What kind of events would you like to see our organization hosting?
* What topics related to our industry are most important to you right now?
* What do you like most/least about our organization?
* How likely are you to renew your membership?
* Would you recommend our organization to a colleague?
* What are your biggest pain points now and in the coming year?