



## MEMBERSHIP SURVEY JUNE 2010

### REPORT

The survey was conducted using Survey Monkey over 2 weeks in June 2010. It was sent to our 473 member organization contacts, representing 188 member organizations. Seventy-six people completed the survey.

Pillar surveys our members every two years to gauge member satisfaction with their relationship with Pillar and with the services they receive. The last survey was in June 2008. It focused on member benefits, the website, and the experience of membership. This year, we focused on satisfaction with Pillar's work and member benefits, including the volunteer matching function of the website. There were 18 questions in the survey, taking approximately 10 minutes to complete.

### RESULTS:

#### A) Member Benefits

Overall the respondents are overwhelmingly satisfied with the services and benefits they receive. In all aspects of our work, the vast majority (84%-97%) rated their satisfaction as good or excellent.

Pillar's success in maintaining a prominent community presence was perceived by 87% to be good or excellent.

Most respondents were aware of our benefits and services. Awareness was highest (ranging from 87% to 52%) in regards to the newsletter, professional development at reduced rates, links to resources on the website, posting of volunteer opportunities and promotion of job openings. When asked whether they would use services of which they were previously unaware, 43% responded that they would now access our databases and the lending library through Imagine Canada's John Hodgson Library. As in 2008, 60% use the website to post volunteer opportunities and 32% do not use the service. 78% of members read the newsletter all or most of the time and, as in 2008, the comments show that time is a factor for many who do not read it.

While 44% of respondents say they will engage with us via Facebook in the future, the majority (ranging from 56-79%) are not interested in engaging with us through social media like Facebook, Twitter, Flickr or YouTube. The reasons given were almost unanimously that they don't use these media and do not have time for them.

Interest was high for both suggested workshop series (Executive Director and Nonprofit Leader Series and a Board Governance Series). Similar interest was shown for the suggested new member benefits, with over 76% in favour of a database of available venues and meeting spaces.

## B) Volunteers

Of the 90% of respondents who engage volunteers at their organizations, close to 80% met their volunteer needs in the past year. Only 35% indicated that they use Pillar's volunteer referral service on the website and, of those who did not (47%), the majority said that they did not know about it, with many replying that they would look at using it in the future. Of those who do use the website to find volunteers, 40% felt it was helpful or very helpful, 30% didn't know if it helped them. This indicates strongly that it would be helpful to find a way to track the number of people who use the site to successfully find positions as volunteers.

## C) Overall questions

A large majority (94.6%) felt that the value of membership was good or excellent. The specific examples of how membership with Pillar benefits member organizations are (in order of number of citations): participation in opportunities for professional development; networking opportunities to share stories and create alliances; access via the newsletter and website to valuable information and the opportunity to share job and board vacancies; success in volunteer recruitment; telling the stories about the organizations to the community; and value of community conversations to gain awareness of other nonprofits.

Additional comments about experience as a member or in support of Pillar's work were all positive expressions of support for our work.

## RECOMMENDATIONS

Some recommendations for follow-up are:

- Follow up with LAVA to enhance volunteer management offerings for members.
- Integrate more networking opportunities into Pillar's programming.
- Develop a database of venues and meeting spaces.

## SELECTED TESTIMONIALS FROM THE COMMENTS SECTIONS OF THE SURVEY

- Pillar has been extremely helpful to me moving into my current role as ED. I couldn't have done it without you! Thanks for everything. Great Leadership from Michelle!
- Extremely impressed with the resources provided and calibre of the work you do and most importantly the abilities of your staff and volunteers.
- Our membership with Pillar has provided us with excellent tools and resources that have assisted the change and growth in our organization. As a small charity it has been beneficial to have one source to work with in finding solutions to a multitude of scenarios.
- I think Pillar is doing a great job at connecting volunteers to organizations, and Pillar offers fantastic workshops and conferences. Personally, I haven't been worked with Pillar for very long, and am still getting used to everything. I will be reading the e-newsletter on a regular basis because I find the articles interesting and informative.

- I really like Pillar and the work it does. I think if you were going to focus on your next phase of strategic planning, focus on advocacy, real advocacy not just showcasing all the good work in London - push the boundaries; got to the edges.
- Staff are very friendly, helpful and dedicated.
- Pillar really understands the needs of our communities not-for-profit sector
- I love the way you constantly gather feedback and information from members and then add services and supports.
- I really enjoy our membership with Pillar and believe Pillar does an amazing job working with and for Non Profits in our community. The Executive Director of Pillar and its staff are truly committed to providing nonprofit organizations with an amazing experience whenever they engage us in events, etc.
- The newsletter provides information it would take me a significant amount of time to collect.
- I think Management bought in the idea of social media when Pillar presented workshops on its importance to non-profits. I'd only been trying for years.
- The newsletter keeps me up to date on local not for profit happenings, highlights resources that are available, and provides leads for funding.
- Good networking, excellent way to keep up to date with changes in nonprofit policy, governmental changes
- The resources available and workshops are excellent and stretch beyond the norm. They always are much more timely in relation to content than other nonprofit seminars.
- In the past, we have been able to have our staff attend various workshops and conferences that have been very valuable to us, and the feedback from the staff who attended these workshops have been really positive.
- Greater awareness of other nonprofits and their issues and challenges. Don't feel so alone out there.
- Several members of our team have attended workshops e.g. proposal writing and social networking, and were very happy with the information they took away; Good opportunity to learn about the happenings in other organizations.
- In my position, I use the job postings all the time. I also love that I am able to list upcoming events and that it reaches so many people.
- We are utilizing the information gained from workshops attended to improve our fund raising strategies.
- We have utilized the volunteer connections to staff our events, we find they are always committed to the task that they volunteer for. We also utilize the media lists often as well as the workshops offered.
- Training opportunities especially in governance, marketing and fund development; Getting connected helps to identify resources & training opportunities elsewhere also. Unfortunately our paucity of human resources means we are unable to take advantage of many of the excellent opportunities offered.