Membership Survey Overview

2020 Member Survey Responses

*Completed September 2020*

*101 Responses*

**MEMBERSHIP VALUE**

- 93% are likely to recommend AL!VE to a friend/colleague. This is a 9.7% increase from 2019!
- 88.1% are likely to renew membership

If you are considering discontinuing membership, what would make you stay?

- Limited Funds due to COVID (2)
- More free trainings on relevant topics (3)

**INVolvEMENT**

- 39.6% (40) would be interested in volunteering with an AL!VE Committee.
- 29.7% (30) are already involved in volunteering for AL!VE in some capacity.

**COMMUNICATION**

- 87.1% believe AL!VE’s official communication channels keeps them well informed
- 87.1% read all of the monthly AL!VE newsletter.
- 63.4% visit the AL!VE website at least once a month (10.9% visits weekly).

What is the best way for members to receive updates about AL!VE?

1. AL!VE Monthly Newsletter (80.2%)
2. Facebook (6.9%)
3. AL!VE Website (5.9%)

What other items/stories would you like to see covered in the newsletter?

- Member Spotlights (2)
- Board and Committee Activities
- Local Association Specific Resources/Newsletter

**BENEFITS**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Participated in past 12 months</th>
<th>Rank which benefits are most important to you.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>Very Important</td>
</tr>
<tr>
<td>AL!VE Academy</td>
<td>68 (67.3%)</td>
<td>66 (65.3%)</td>
</tr>
<tr>
<td>Resource Library/Calendar</td>
<td>61 (60.4%)</td>
<td>49 (48.5%)</td>
</tr>
<tr>
<td>Hybrid Conference</td>
<td>27 (26.7%)</td>
<td>40 (39.6%)</td>
</tr>
<tr>
<td>Partner Discounts</td>
<td>19 (18.8%)</td>
<td>21 (19.8%)</td>
</tr>
<tr>
<td>IJOVA</td>
<td>32 (31.6%)</td>
<td>20 (19.8%)</td>
</tr>
<tr>
<td>Communities of Practice</td>
<td>27 (26.7%)</td>
<td>32 (31.6%)</td>
</tr>
<tr>
<td>Member Skill Database</td>
<td>18 (17.8%)</td>
<td>16 (15.8%)</td>
</tr>
</tbody>
</table>
### PROGRAMS & ADVOCACY

**What could or should AL!VE be doing to advance the volunteer engagement sector?**

- Strengthen and build relationships with other organizations in the nonprofit space (5)
- Advocacy (3)
- More resources that volunteer managers can use on a daily basis - training, graphics, engagement ideas, etc. (3)
- DEAI Education & Tools (2)
- Continue to highlight meaningful ways volunteers contribute to the missions of the organizations in which they serve. (2)
- Formal recognition of profession by the Department of Labor.
- Elevating the profession to encourage members to think at a higher strategic level.

**What would you like to see AL!VE do around advocacy?**

- Information on how to advocate for yourself as a professional. (3)
- Take stances on policies and offer opportunity for members to support critical legislative initiatives. (3)
- Inform members about potential impact in our programs to empower us to advocate at local, state, and national level for our programs. (2)
- Partner with organizations for better visibility of volunteer engagement needs. (2)
- Continue to work on validating the need for funding to be invested in volunteer engagement. (2)
- I loved what AL!VE did to support the CORPS Act, and the VCLA changes. More of that.

### COMMENTS AROUND DEAI

Given the social and cultural unrest of 2020, most of our organizations are addressing systemic Diversity, Equity, Accessibility, and Inclusion (DEAI) issues and are finding themselves ill equipped to do so. What skills or resources do you personally need as you tackle these issues within your organization and what do you hope to see AL!VE do nationally to help lead the charge for our industry?

- Host trainings that provide tactical tools to address DEAI at an organization. (19)
- Share resources from other organizations. (3)
  - Sample DEAI policies
  - Verbiage for volunteer orientation and handbooks
  - Case studies on how to involve volunteers with diverse backgrounds or abilities
- Provide a list of recommended consultants/speakers. (2)
- Evaluate AL!VE Board and Leadership to have a more diverse voice. (2)
- How to influence your organizations leadership to accept DEAI issues to begin addressing them. (2)
- Diversifying the profession.