

## 2020 Member Survey Responses

Completed September 2020

101 Responses

### MEMBERSHIP VALUE

- 93% are likely to recommend ALIVE 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 ALIVE Committee.
- 29.7% (30) are already involved in volunteering for ALIVE in some capacity.

### COMMUNICATION

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

What is the best way for members to receive updates about ALIVE?

1. ALIVE Monthly Newsletter (80.2%)
2. Facebook (6.9%)
3. ALIVE 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

Benefit	Participated in past 12 months	Rank which benefits are most important to you.			
	Yes	Very Important	Important	Not at All Important	No Opinion
ALIVE Academy	68 (67.3%)	66 (65.3%)	26 (25.7%)	0 (0%)	9 (8.9%)
Resource Library/Calendar	61 (60.4%)	49 (48.5%)	42 (41.5%)	0 (0%)	10 (9.9%)
Hybrid Conference	27 (26.7%)	40 (39.6%)	38 (37.6%)	7 (6.9%)	16 (15.8%)
Partner Discounts	19 (18.8%)	21 (19.8%)	43 (42.5%)	14 (13.8%)	23 (22.7%)
IJOVA	32 (31.6%)	20 (19.8%)	40 (39.6%)	7 (6.9%)	34 (33.6%)
Communities of Practice	27 (26.7%)	32 (31.6%)	42 (41.5%)	5 (4.9%)	22 (21.7%)
Member Skill Database	18 (17.8%)	16 (15.8%)	43 (42.5%)	5 (4.9%)	37 (36.6%)

## PROGRAMS & ADVOCACY

### What could or should ALIVE 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 ALIVE 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 ALIVE 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 ALIVE 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 ALIVE 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.