



## Survey with Purpose Webinar Chat

Marcia	"Hellllooo!"
Nancy	"Hi from the Plymouth, MN!"
Tony	"Hello from Madison WI"
Melanie	"Hi from Southern IL"
Roberto	"Hello from Hayward, CA"
Sam	"Hi Everyone from Milton, Ontario"
Karen	Hello from Aurora OH
Leah	"Hello from MPLS, MN!"
Heidi	"Hi from Windy Virginia!"
Marlene	"Hi, from Trail, BC, Canada!"
Melanie	"Hi from Sparta, IL"
Nelly	"Hey from Baltimore, MD"
Lia	"Hello from Des Moines, IA"
Dawn	"Hello from Southern New Hampshire!"
Ann	"Hi from Pulaski, TN"
Carrie	"Hello from Bellevue, Iowa"
Leanna	"Hello from Paso Robles, CA!"
Shirley	"Shirley Davis, Shawnee Oklahoma"
Sherri	"Hello from Norman, Oklahoma!"
Cathy	"Hello from El Dorado County, CA"
Kathy	"Hello from Stuart, FL"
Karen	"Hello from Meadville, PA"
Jessica	"Hello from Albuquerque, NM!"
Leonie	"Hello all from Michigan"
Tony	"Aspiring CAE from Madison, WI. Please connect with me! <a href="https://www.linkedin.com/in/tonyveroen/">https://www.linkedin.com/in/tonyveroen/</a> "
Michelle	"Hello from Alamogordo, New Mexico, michelle.gill@alamogordo.com"
Craig	"Hello from Hamilton, NJ - Lennae Lenapi land"
Penny	"Hello from Charlottetown, Prince Edward Island Canada"
Christopher	If you're not going to use it, don't do it
Erica	"Hi, from Pehala Park (Long Beach Township), NJ"
Realtor	"Hello from The Villages, Florida"
April	None of these re my reason -)
cindy	none of the above
Sheryl	None are my reason eiher
Karen	my reason not there either
Maria	None of these options....lack of access to technology, lack of literacy

Andy I don't know how

Ann one other reason for not - didn't get many responses the last time

Cheryl Low response rate

Christopher I'm curious what the chat people's reasons are

Leah I think it is wise to survey only if an association has the time, resources and buy in to make changes. That is always my "caution" for clients.

Christopher Agreed Leah

Jess None of these pertain to us... Our response rate in the past hasn't been worth the time commitment for staff.

Beth or not answer at all

Realtor Our members expect results after the surveys....

Ann And only hope if the association is open or serious about making the changes

Deborah Leah - very good point

Amy it is time consuming to build a survey with good questions from scratch.

Realtor Agreed....great point Leah

Christopher Often times the difficult thing is the balance between showing potential respondents how the data is going to be used, as well as justifying the time they spend will impact how your organization responds. If they don't value your services, they may be less likely to think that you'll change to serve them.

Rory you need to survey to determine your segmentation model which will drive your communications message , channels and customized value proposition. it why we buy and not what you buy. this is the market of 1."

Melissa Sorry, are we sending separate surveys to these groups (same question), or are we just breaking this down within one large survey. We use survey monkey, so wondering what's the best way to get this data sorted. I may have missed this..."

Magid How do u determine the MOE?

Tony Dang, that stats class in college meant something? :) HA!

Magid LOL

Nelly Yes @Tony haha

Christopher Qualtrics is a good option, but spendy

Christopher We use SurveyMonkey, but do a lot of the reporting outside of the platform.

Carolyn Incentives? Do they work?

Leah Courageous question here, what does OOCH mean?

Leah Is it like WIFM?

Kerry I want to know too!

Beth I think it means incentivize

Debbie By "confidential" do you also mean "anonymous"?

ken Consider the incentives that Starbucks has.

Christopher Be like a restaurant and encourage them to continue engaging with your services. The more people that come the more can get referred

Sandra What's a reasonable amount of time to spend answering a survey

ken Blood drives use AM PM gas cards, target, Walmart,

Christopher Sandra that would depend on the intention of the survey itself and probably the receptiveness /investment of those you're surveying

Kim	great guidelines
Christopher	I'm not a super expert on surveys, but we get great response rates. I shoot for 5 minutes or less, but typically 2-3 minutes for a short feedback survey on services we provide
Carolyn	I reviewed the findings of my new organization's previous survey and looked at the findings in a more negative way than their original analysis. Is there a wrong and right way to analyze the data?
Carolyn	For example, they reported that 65% found membership valuable as good news. I concluded that nearly half are not committed to renewing and assumed they may not understand, know about or value our products, services, opportunities.
Christopher	They are both valid responses Carolyn, but it is important to look at the 35% not finding it valuable. It depends on what your goals are and how past surveys found. If you had 50% previously you're making progress in the right direction.
Alan	65% might be really low. Can you determine how that would compare to other similar organizations?
Jessica	Love that movie!
Jessica	Melynn thank you so much. I always gain insight from your webinars! Thank you GrowthZone!
Megan	Thank you!
kristine	thank you! valuable information
Cathy	Thank you Melynn. Very informative.
Belinda	thank you!
Tony	Great job Melynn! Thank you GZ.
Amy	Melynn is such a wonderful speaker. I love it when she speaks with GrowthZone and always find it valuable. Thank you for the great information!
Graham	Great examples and thank you for the resources!
Debbie	thank you!
Sherri	Thank you!
Christopher	But at the same time you don't always want to ask the same question to each group if they don't have the background to answer them.
ken	Could you send the year after year survey to me?
Deborah	thanks!
Ann	Thank you! Wonderful information.
Leah	thank you!
Kelli	thank you
Sandra	thank you!
Christopher	but you do want to have an over-arching quality question that spans across everyone
Tanya	Thank you!
Iris	thank you
Carolyn	Thank you!
Kim	Thank You!
Kathy	Thank you, great lesson!
Sarah	Thanks Melynn!
Jessica	THANK YOU!
Leonie	Thank YOU
Heather	Thank you! Such great information!

Joanie      Thank you!

Lisa      Thank you

Carolyn      Have a great day!