What Do Your Members Want?

Members want to feel engaged with you and the community you create. But first, ensure many members feel cornerstone trust to engage in a community and keep effective. The following results are from a membership survey.

Overview of Respondents

- **Experience**: Only 60% of members feel fully engaged with their society.
- **Education**: 56% of members feel connected to their job.
- **Research**: Only 7% renewed because it felt automatic.
- **Experience**: Engagement is an ongoing process.

I joined because...

- **My first choice**: 49%
- **I was in a community**: 38%
- **I wanted to be**: 28%
- **I used to be**: 24%

I renewed because...

- **I lost my funding**: 38%
- **I retired**: 29%
- **It was too expensive**: 22%
- **I never had a reason**: 21%

In the last year I have...

- **Engaged Social**: 35%
- **Engaged Community**: 34%
- **Engaged Information**: 33%
- **Engaged Development**: 19%

Knowing your community is key to providing a valuable membership. Understanding how they engage, and how potential members want to engage, will help inform the evolution of your membership offerings.

What did members say?

- **Discipline**: Only 60% of members feel fully engaged with their society.
- **Place of Work**: Engagement is an ongoing process.
- **Experience**: Only 7% renewed because it felt automatic.

I joined because...

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