

What we know about our members from the current database structure:

Member Type
Category
Status
Do they get the newsletter
Name (First and Last)
Company
Cell and home phone
Email
Home address
When they joined
Did they pay their dues
Did they donate
Did they donate to annual appeal
Some notes.

What do we want to know about them?

Age
More details about membership, especially family memberships? Such as number of people in the family and ages.
Occupations of adults in the household
Why did they join?
What do they do at WPWP and how did they hear about us?
What would they like to see from their membership?
Email addresses if possible, but best way to communicate.
Reason(s) for why membership was not renewed (...may be hard to get a respond to that question but it would be worth a lot to find out what is behind the decision.)

What should we do?

All the above are not currently available in our database and we have very limited knowledge about what drives our members to join and what they are interested in. This data would help in expanding the membership by giving us ideas of how to outreach and who our members are.

The survey will feature rating scales (1 through 5), where feasible or will supply sample answers to choose from, e.g. "I joined WPWA because.... (1) love the river (2) like Chris F (3) This will make it easier to transpose the survey data into a spread sheet and possibly quantify the answers (e.g. by frequency or some numerical value).

The task force suggests as a primary way to expand the knowledge, to send out a survey to all the members to update and expand our database. We feel it is important to mail this survey, make it relatively easy to send back by enclosing a return envelope that is stamped, and use constant contact for those members who email. Assuming 750 members, this would cost about \$1000-\$1200 which would include about \$650 for postage as well as an additional \$600 for staff time

and printing costs. The processing of the surveys as they come in can be done by Board Members.

Updating the Data base

The current structure of the database is fine but is really just a spreadsheet. To make the database more useable as well as consistent from person to person, it would be helpful to update it into a more user friendly database, as well as take advantage of the Access properties. Forms should be created to make the input easier. Queries can also be set up to make common questions easier to answer and reports easier to generate. Standard reports on membership should be included in the annual report.

Time Line

The survey should be sent out as soon as possible. Database work can start once the survey is finalized. Once the survey results begin to come in, the Membership committee will meet again to discuss the results and make suggestions on increasing membership based on the answers that are received.

Potential Member Survey

Questions about our members -

What type of membership do you have? Single Family Corporate

What is the age of the primary member holder? 20-30 31-40 41-50 51-60 61-70 >70

If a family membership, how many people are in your household ?

What are the ages of the children in the household? 0-10 11-14 15-20 >20

Occupation of members (Specify if possible)

- ☐ Education _____
- ☐ Medical _____
- ☐ Professional _____
- ☐ Government (US, State, or local) _____
- ☐ Building trade/construction _____
- ☐ Entertainment _____
- ☐ Food Industry (Service or production) _____
- ☐ Other _____

Area of interest (what did we want to get out of this question?)

- ☐ Hiking
- ☐ Canoeing
- ☐ Fishing
- ☐ Camping
- ☐ Bird watching
- ☐ Nature walk
- ☐ Other _____

How did you hear about us?

- ☐ Friend
- ☐ Visit to campus
- ☐ Attended a program
- ☐ Newspaper or other publication
- ☐ Internet / Social Network
- ☐ Other: _____

Why did you join WPWA?

- ☐ Environmental interest
- ☐ Discounted programs
- ☐ Access to river
- ☐ Support our mission

☐ Other: _____

WPWA is offering a number of activities and program. Please indicate which ones you have heard about:

- ☐ Classes
- ☐ Walks
- ☐ Lectures
- ☐ Paddles
- ☐ Read the newsletter
- ☐ Website
- ☐ Annual meeting

How often do you (or anyone in your household) take advantage of the current WPWA programs offered?

Never Once or twice Often Didn't know about them

In addition to existing programs and activities, what other ones would you like to see WPWA offer?

- ☐ Movies
- ☐ Building/facility rentals
- ☐ Birthday parties
- ☐ Bird Hikes
- ☐ Guided Hikes
- ☐ Classes – list type
- ☐ Other: _____

Which of the following media do you routinely use? USMail Email Twitter Facebook

Would you mind if WPWA contacts you in the future? ☐ Yes ☐ No

If so, how would you like to be contacted?

- ☐ Phone
- ☐ Mail
- ☐ Email
- ☐ Social Network

Are you interested in volunteer opportunities with WPWA?

☐ Yes ☐ No ☐ Not right now but would consider volunteering ☐ next year ☐ Summer only

Besides those in existence, what type of volunteer opportunities would you like to see at WPWA?

Choices?

Other: _____

WPWA Membership survey

Example lines from current database

2012-2013 ACTIVE MEMBERS																											
ID	N_R _G_ C	MEMBE R_TYPE	CATE GOR_Y	CAT_ PLUS	STA TUS	NEWSL ETTER	FIR ST NAME S	LAS T NAME S	FULL_ NAME	COM PAN Y & SPO USES	CELL_ PHON E	HOME PHONE	EMAIL_ 1	ADD RESS	CITY	ST AT E	ZIP_ COD E	DATE_R ENEWE D	JOIN_D ATE	PAI D_ TH RU	DUE S_201 3	DO N_20 13	APPE AL_201 2	AN ON?	NOTES	NOTES_ 2	VOLUNTEE R
44 41	C	NMC	AS	LIB	A	Y				Robert Beverly Hale Library				2601 Com modo re Perry High way	Wake field	RI	02879			5/3 1/2 011							
12 87 0	C	MC	INME M		A	Y				Nordic Lodge , Inc.				178 E. Pasqu iset Trail	Charl estow n	RI	02813		2/25/200 9	5/3 1/2 012						in mem Louis Pucci	
39 06	R	M	FAM		A	Y	Richard and Marcia	Albro	Richard J. & Marcia E. Albro			401-294- 1217		65 Tripp s Corne r Rd.	Exeter	RI	02822 -2936	08/21/201 2	1/1/2001	5/3 1/2 013			25				
8	R	M	INDV		A	Y	William	Aldrich	William P. Aldrich			(401) 785-1596	wpaldrich @cox.net	134 Howie Avenue	Warwick	RI	02888	9/12/2011	1/1/1986	5/3 1/2 012					In Mem of David Mutton		