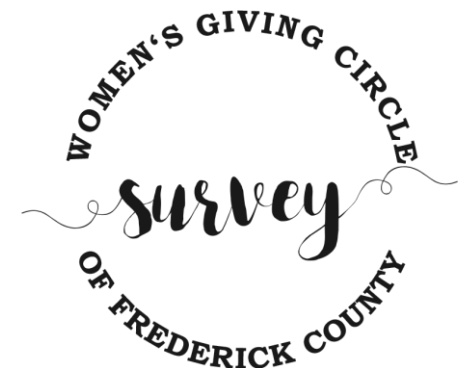


WGC Membership Survey Executive Summary

MAY 2020





Outline

- Survey Overview
- Section 1: Demographics
- Section 2: Mission, Membership
- Section 3: Grantmaking
- Section 4: Programs
- Section 5: Communication
- Section 6: Continued Giving
- Section 7: Final Comments
- Section 8: Follow-up



Survey Overview



Objectives

- Understand who are members are
- Improve our ability to reach and engage potential and current members
- Get feedback on our mission and grants process
- Understand continued giving patterns
- Use results to drive strategic planning as WGC grows and matures in its second decade



Methodology

- Developed by members of the WGC ad hoc Survey Committee using Google Forms with guidance from Catalist (now [Philanos](#))
- Pretested by subcommittee first, then remaining members of WGC Leadership Circle
- Pre-announcements sent out via email and on social media
- Distributed via email to WGC member list on February 3
 - Sent to the 352 members for whom we have email addresses
 - Follow-up on social media
- Survey open for two weeks (February 3 – February 17)



Participation

- 137 responses received
- Response rate is challenging to determine, due to permanent nature of WGC membership. Many members are no longer active and/or living in the area.
- Active member count was estimated at 312, where an “active” member is defined as one who has donated in the last four years and/or attended an event in the last two years
- $137/312 = 43\%$

Considered “very good” in
survey methodology



Survey Questions

Section	Number of Questions
Mission	1
Membership	8
Grantmaking	5
Programs	5
Communications	2
Continued Giving	6
Demographics	5
Final Comments	2

34 Questions



Section 1: Demographics

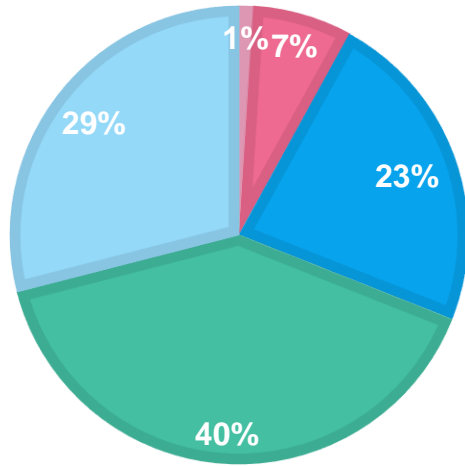


Who are we?

We are primarily older, white women

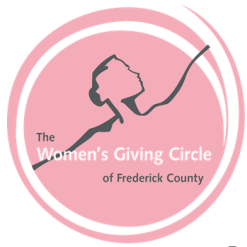
AGE

■ Under 40 ■ 40-49 ■ 50-59 ■ 60-69 ■ 70+



RACE/ETHNICITY

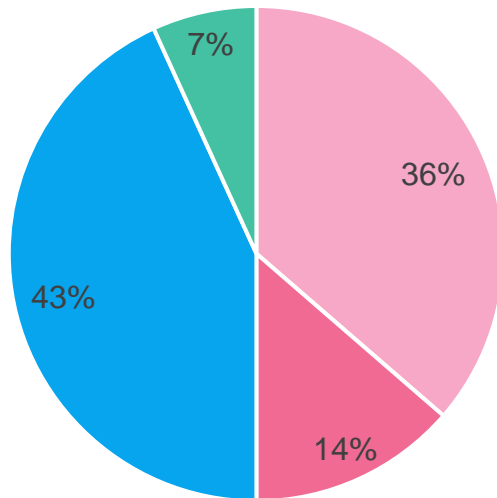
White	98%
Black/African-American	4%
Hispanic/Latina	2%
Native American	2%
Pacific Islander	2%



What do we do?

Employment Status

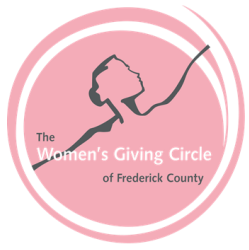
- Employed Full Time
- Employed Part Time
- Retired
- Not employed, not retired



About half of us are employed



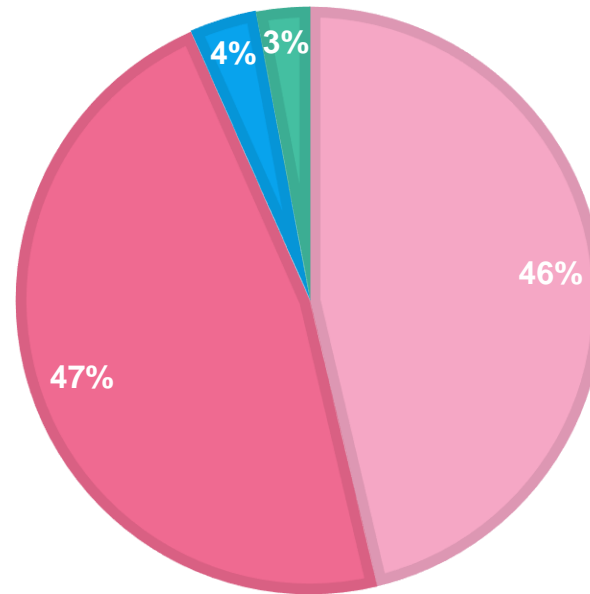
Many of us are business owners or are in management or education

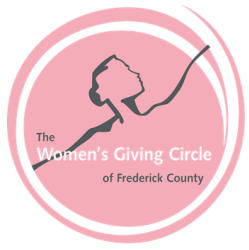


Where do we live?

RESIDENCE

■ Frederick City ■ Frederick County ■ Maryland, outside Frederick ■ Out of State





Section 2: Mission, Membership



Mission

The Women's Giving Circle of Frederick County provides opportunities for donors to promote and support programs that enable and empower women in challenging situations to improve the quality of their lives and the lives of those for whom they are responsible.

98% of our members agree that our mission is still relevant and that we are fulfilling our mission through our grants program.



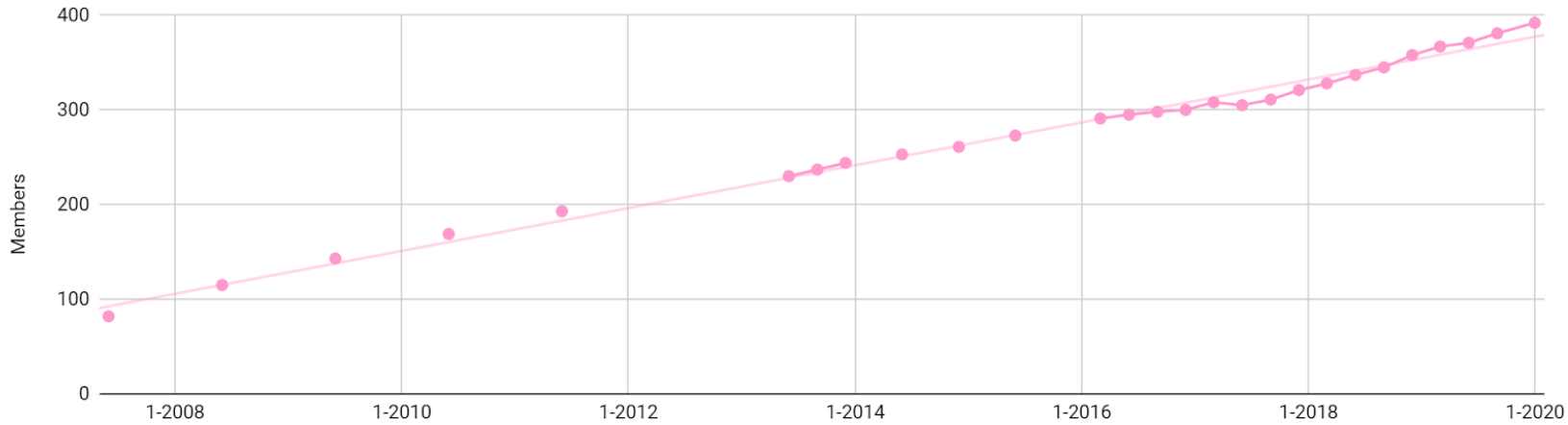
Membership Growth/Longevity

Many of our active members are with us for the long run (31% over 10 years and 58% over 5 years)

But we're growing – 39% have been members for less than 5 years

Our Membership growth has been remarkably steady over the 13 years since our beginning

WGC Membership Trend



* Data from membership records, not survey



How do we get new members?

HOW DID OUR MEMBERS HEAR ABOUT US?

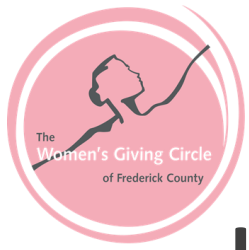
- 88% of our members heard about WGC through a friend or acquaintance (including Karlys!)
- But print and online presence is becoming important too – 10%

WHAT PROMPTS OUR MEMBERS TO JOIN, AND WHY?

- Friends/Acquaintances (63%) and our events (24%) are the biggest influences
- Our mission is a big factor – 98% say that it's very or somewhat important
- Wanting to leverage collective giving matters too – 89% say that it's very or somewhat important
- And 87% felt that the Giving Circle's reputation was an important factor

IDEAS for MEMBER RECRUITMENT

- Respondents offered a variety of innovative suggestions for member recruitment, including different event formats, recruitment by existing members, communication and outreach, and easing of financial obstacles



How involved/satisfied are we?

MANY OF US ARE VOLUNTEER-MINDED

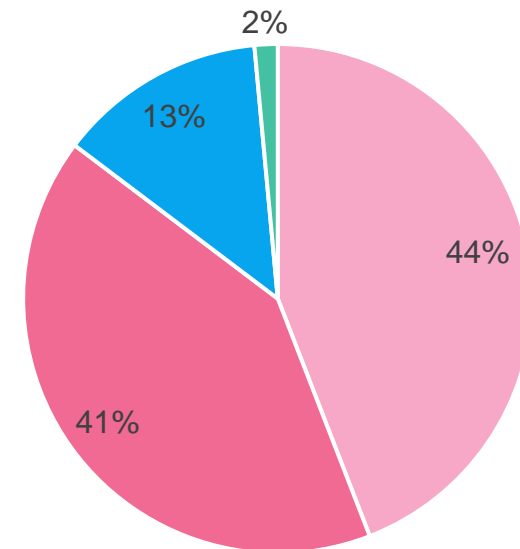
- 35% are current or former volunteers with WGC; 21% are interested in volunteering

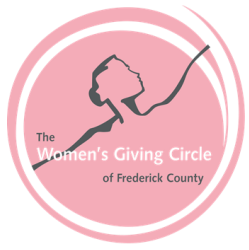
OVERALL, WE ARE SATISFIED WITH OUR MEMBERSHIP

- 85% of respondents are extremely or very satisfied
- A couple of members had concerns related to the organization seeming to be more of a “networking” group or too “cliquey”, but overall there were very few responses to the open-ended question related to membership issues or problems.

Membership Satisfaction

- Extremely Satisfied
- Very Satisfied
- Somewhat Satisfied
- Not Satisfied





Section 3: Grantmaking



How do our members feel about our grants program?

MOST MEMBERS UNDERSTAND HOW WE AWARD GRANTS

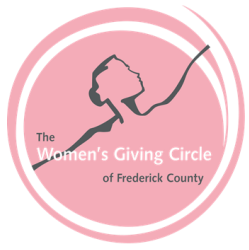
- 95% are very or somewhat familiar with how our grants program works
- In response to the open-ended question, many members showed great appreciation for the work performed by the grants committee.

ARE WE REACHING OUR MEMBERS WITH OUR GRANT RECOMMENDATIONS?

- We could do a better job of informing our members of the grant recommendations ahead of the June awards event. Only 77% recall receiving the email.

ARE OUR MEMBERS COMFORTABLE WITH THE RECOMMENDATIONS OF THE GRANTS COMMITTEE?

- 87% of respondents were generally in agreement with the committee's recommendations and 10% weren't sure
- 3% were not comfortable with the recommendations



Section 4: Programs



How do our members feel about our events?

- 70-80% of respondents have attended our events in the last two years, and they found the content, schedule, location and registration logistics to be satisfactory (75%-85% said “very satisfied” or “mostly satisfied”)
- Many respondents would support alternate time periods, particularly late afternoon/early evening
- **BUT** our members expressed concerns that our luncheons have become too crowded, noisy and impersonal

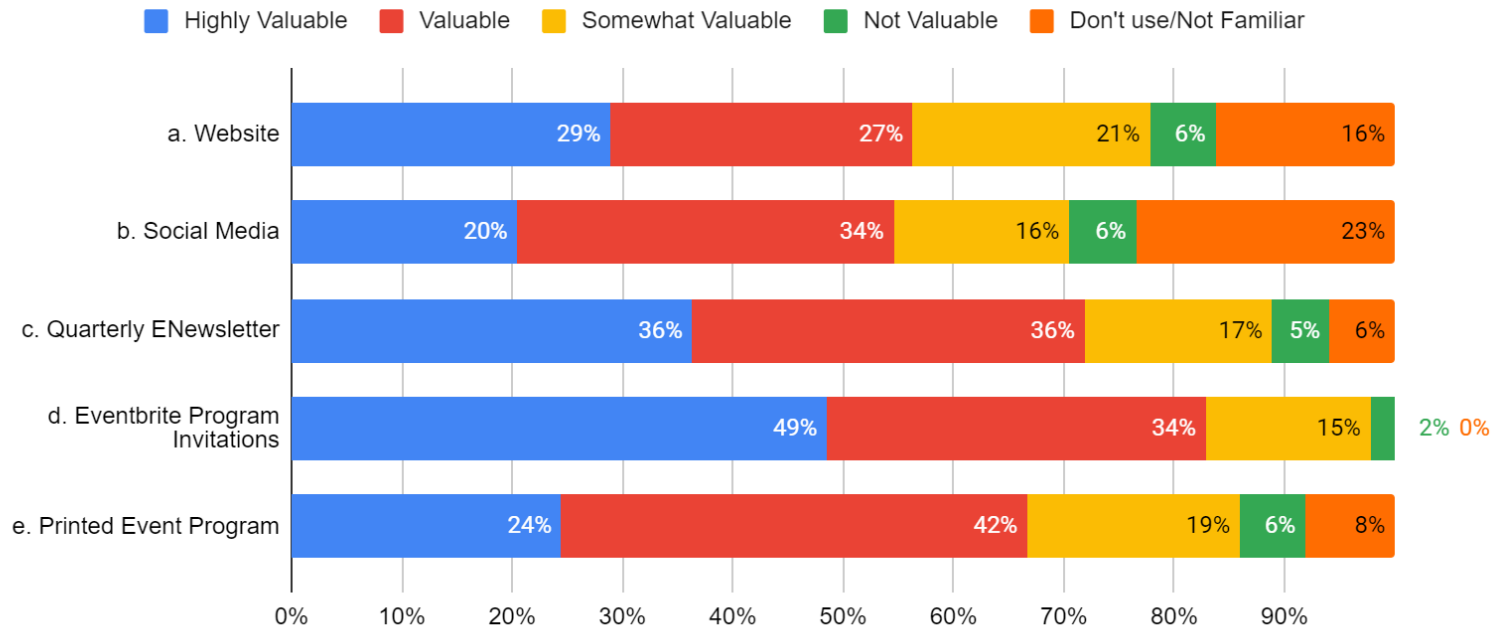


Section 5: Communications



Our members are mostly satisfied with our communications channels

20. Please comment on the value of our communication channels to you (n=135)



We have lower penetration on social media and our website



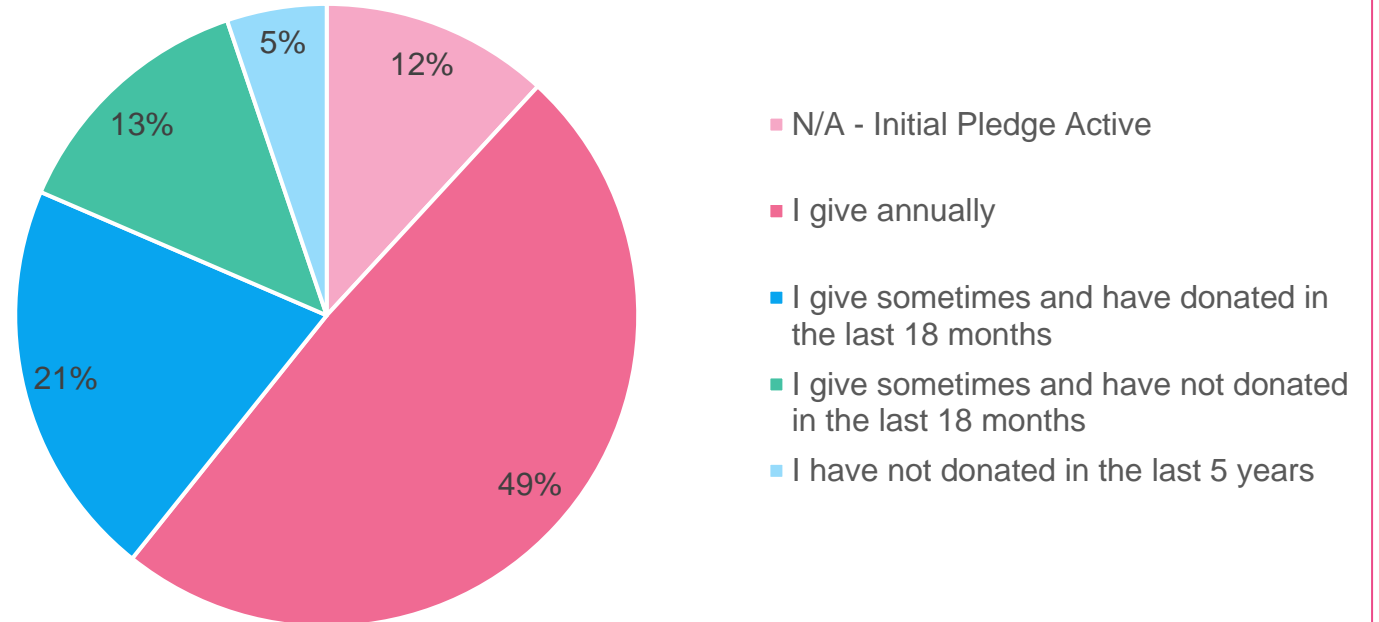
Section 6: Continued Giving

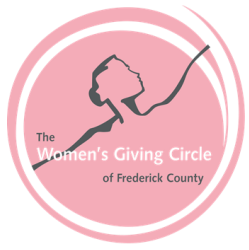


Our members are generous

- *84% have donated in the last 18 months*
- *87% are likely to donate in the next 12 months*
- *AND - 76% also give to our grant recipients apart from their WGC donations*

What is your pattern of continued giving?





Section 7: Final Comments



Free-form responses

TRANSPARENCY

- Several of our members would like to understand more about our grant application/selection process, our relationship to the Community Foundation, and our volunteer opportunities

EVENTS

- Continued emphasis on addressing issues related to events and the difficulty of connecting with other members

FINANCIAL OPTIONS

- Reduce financial barriers to membership through greater emphasis on recurring payments on pledges and tailoring pledge requirements to individual circumstances

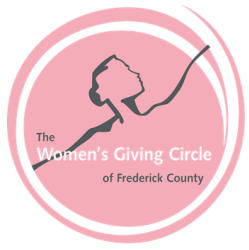


Free-form responses

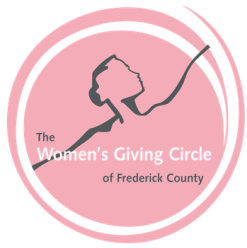
KUDOS

- The largest number of free-form comments demonstrated gratitude and support for the work that WGC is doing in the community.





Section 8: Next Steps



What's Next?

- Summary distributed to WGC membership
- Leadership Circle Committee Chairs use survey to recommend specific goals/initiatives
- Incoming WGC Chair/Vice-Chair use survey and recommendations to execute strategic planning for FY2021 and FY2022

Stay tuned for more information on how **your** input will be incorporated into Circle operations