





## FACP Survey Report





Survey: **Thursday Survey 12-12-13**

Total Responses: **37**







### 1. Did your Chamber hold a membership campaign in 2013?

Answer	Votes	%	Graph
Yes, we hired a professional company	3	8.1%	
Yes, we conducted it ourselves	9	24.3%	
No, we have an ongoing program to recruit and do not have a campaign	21	56.7%	
No, we typically hold a campaign, but did not in 2013	4	10.8%	






### 2. If you answered, "Yes, we hired a professional company" to question #1, how many new members were recruited during the campaign?

Answer	Votes	%	Graph
31-50	1	2.7%	
51-75	1	2.7%	
76-100	1	2.7%	
No Response	34	91.8%	

### 3. If you answered, "Yes, we conducted it ourselves" to Question #1, how many new members were recruited during the campaign?

Answer	Votes	%	Graph
21-30	1	2.7%	
31-50	2	5.4%	
51-75	3	8.1%	
101-125	2	5.4%	
126-150	1	2.7%	
No Response	28	75.6%	

### 4. If you answered, "No, we have an ongoing program to recruit and do not hold a campaign" to Question #1, how many new members did you recruit to date in 2013?

Answer	Votes	%	Graph
11-20	1	2.7%	
21-30	1	2.7%	
31-50	2	5.4%	
51-75	4	10.8%	
76-100	1	2.7%	

101-125	4	10.8%	<div></div>
126-150	1	2.7%	<div></div>
More than 150	8	21.6%	<div></div>
No Response	15	40.5%	<div></div>

5. If you answered, "No, we typically do, but did not in 2013" to Question #1, please select the answer(s) that best describe(s) your situation.

#### It was a conscious decision to not hold a campaign

Answer	Votes	%	Graph
Checked	4	10.8%	<div></div>
Unchecked	33	89.1%	<div></div>

#### The retention rate for the last campaign wasn't worth the time and effort

Answer	Votes	%	Graph
Checked	0	0%	
Unchecked	37	100%	<div></div>

#### We intended to hold a campaign, but weren't able to plan it

Answer	Votes	%	Graph
Checked	4	10.8%	<div></div>
Unchecked	33	89.1%	<div></div>

#### Other

Answer	Votes	%	Graph
Checked	0	0%	
Unchecked	37	100%	<div></div>

6. If you could provide advice to a Chamber that is considering whether to hire a professional company or to do an internal campaign, what would you say?

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7. If your Chamber uses (or used) a professional company and you would be comfortable recommending the company, please list the company's name. If you would not feel comfortable recommending them, please list the company's name and add "no" behind the name (all responses are anonymous).

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