

CLUB SURVEY SUITE

Governance Best Practices Tool



Governance - Best Practices Self-Evaluation based on "Best Practices" from McKinsey & Company and CMAA

Allows directors to evaluate their performance compared to industry best practices and establishes a clear set of Board priorities and action plans

Membership Satisfaction Surveys



Member input is vital to effective club operations and member retention. Take advantage of our survey experience and our fast, convenient online surveys.

*Fast
Convenient
Professional
Scientifically Objective
Customized Questions
Affordable*

Membership Marketing Surveys



Membership Marketing is more important than ever before. Use our Marketing Surveys to develop and implement new membership strategies, including:

*Member Input
Targeted Email Marketing
Value and Pricing
New Member Follow up
Resignation & Exit Polls*

Strategic Planning Surveys



Club Resources has developed a comprehensive and contemporary system for strategic planning, incorporating effective use of online surveys to make the process more dynamic.

*Pre-Planning Survey
Online S.W.O.T.
Member Input
Pre-vote Surveys
Mission/Vision*