



CLUB RESOURCES

Surveys & Focus Groups



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Ask. Listen. Respond. Keep Your Membership Satisfied and Loyal

Today, more than ever, it's all about understanding and responding to your members' input and feedback. Learning the interests, preferences and concerns of every member so you can deliver the products, services and communications that fit their ever-changing needs is critical to member retention.

Drive Member Satisfaction

Our experience over the past 19 years clearly indicates that those clubs that survey their memberships most frequently have the highest levels of membership satisfaction. Almost without fail, satisfaction levels increase as members are polled and club leadership listens and responds to member input and feedback.

Our **ClubSurvey**SM suite of membership survey products are designed as a cost effective way to frequently poll your members and increase levels of satisfaction and retention at your club.

Pre-Survey Focus Groups

Survey research is ineffective unless the questions are pertinent to the issues facing the club. We emphasize the importance of conducting comprehensive member focus group sessions to obtain objective member input before designing the member survey. Our focus groups have been professionally moderated since 1991, digitally recorded, fully transcribed and qualitatively summarized to help us design the best surveys.

Design

Design is a critical element in any survey or data collection project. To ensure effective results, your survey should look good, follow a logical flow and contain smart content.

Questionnaire Development

Our Survey Consultants work with you to develop the questions that get you the most useful results. If your survey already exists, we can also provide refinement of your survey, without starting from scratch and to allow the most effective year-to-year benchmarking.

Reporting & Analysis

A well designed survey provides information that assists club leaders in making decisions about specific opportunities, challenges and issues. In the end, the reason you conducted the survey is for the response data. We provide custom designed reports to meet your specifications. From simple reports at the summary level to complex reporting and analytic applications, we can meet your reporting needs.

Club Resources vs. the Competition

Why choose us? We realize each of our client clubs is unique and customize our survey questions to meet each club's specific needs. We believe there is more value in a customized survey approach than predetermined questions that can be used as benchmarks for comparisons to other clubs with different circumstances and in different club markets; particularly when the benchmarked clubs aren't identified by name and location.

We believe an annual satisfaction survey is instrumental in effectively managing a private club in today's rapidly changing club environment. Benchmarking satisfaction results annually provides a foundation for constant improvement which leads to greater membership satisfaction over time.

Many clubs attempt to handle their annual satisfaction surveys in house with poor results; members' perception of a lack of objectivity and low response rates usually result. Our **ClubSurvey**SM Annual Satisfaction Survey effectively addresses your club's need for a professional, yet cost effective survey solution.

Our Surveys are Results-Oriented

Our survey response rates are among the highest in the industry. We work very hard to ensure a response rate of 50% or higher, leading to actionable results. Each survey is carefully designed to seek the data that will be useful to our club clients; that is, information that will allow them to take action and move forward.

MEMBER FOCUS GROUPS

- Pre-Survey Focus Groups
- Digital Audio Recording
- Full Transcript
- Qualitative Analysis
- Marketing Surveys

MEMBER SURVEYS

- Mail-in surveys
- Online Surveys
- Pre-Survey Focus Groups
- Pre-Vote Surveys
- Satisfaction Surveys
- Marketing Surveys

ANALYSIS, REPORTING & RECOMMENDATIONS

- Multi-layered Queries
- Comprehensive Reporting
- Analysis & Benchmarking
- Recommendations
- Executive Summaries

PRESENTATIONS

- Town Hall Meetings
- Online Summaries
- Pre-Vote Presentations
- PowerPoint Presentations
- Quicktime Presentations

Features & Benefits

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.

Membership Marketing Surveys

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

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.

Professional

Experienced club industry professionals

Scientifically Objective

On staff PhD to develop survey questions and analyze results

Customized Questions

Designed to address your club's needs.

Member Communication

Form letters you can customize

Branded

Survey includes your club's logo and colors

Measurement Tool

Utilize as a tool to measure satisfaction improvements as part of a staff bonus plan

New Member Orientation

Utilize our customized survey tool to survey new members at frequent intervals

Membership Marketing

Have you asked your members for names of potential members in an organized fashion lately? Utilize our survey tool as part of a membership marketing campaign.



ABOUT CLUB RESOURCES

Founded in 1991, Club Resources is a leading private club consulting firm specializing in all aspects of private club consulting. Our services include membership satisfaction and strategic planning surveys, membership marketing and development, strategic planning, club governance and standards of operations. Since our inception we have assisted hundreds of clubs and their Boards of Directors, Planning & Membership Committees, Owners/Developers and Management.

At Club Resources we emphasize hands-on, client-oriented consulting services, based on accuracy, integrity and professionalism. Our comprehensive approach ensures accountability through the direct and exclusive involvement of our principals, each with over 25 years of executive-level club experience, in each and every project we undertake.

We measure our success by the feedback and repeat engagements received from our club clients, and take great pride in the quality of our work. We apply our decades of club industry and survey development experience to deliver a product second-to-none, complete with an expert analysis of the results and recommendations as appropriate to exceed the expectations of our clients.

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