**Example 1: Sample Cover Letter For Member Satisfaction Survey**

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dear Member of (name of the initiative):

The purpose of the attached member satisfaction questionnaire is to get your feedback on how well (the initiative) is doing. As you know, (the initiative's) mission is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (city/county).

Please complete each question by circling the letter that best shows your satisfaction with that aspect of the initiative. We welcome additional comments and suggestions you have for improving (the initiative).

For your anonymity and convenience, please use the enclosed envelope to return your completed questionnaire to our evaluators, the (name them).

Thanks in advance for your valuable advice and feedback.

Best regards,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Executive Director

**Example 2: Sample Member Survey of Satisfaction**

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please return by: (date) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We welcome your feedback on how well (the initiative) is doing. For each item, please circle the number that best shows your satisfaction with that aspect of the initiative. Provide additional comments if you wish.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Planning and Implementation** | **Very dissatisfied                           Very satisfied** | | | | |
| 1. Planning process used to prepare objectives for the iniative | 1 | 2 | 3 | 4 | 5 |
| 2. Follow-through on the initiative's activities | 1 | 2 | 3 | 4 | 5 |
| 3. Strength and competence of staff | 1 | 2 | 3 | 4 | 5 |
| Comments: |  |  |  |  |  |
| **Leadership** |  |  |  |  |  |
| 1. Clarity of the vision for where the initiative should be going | 1 | 2 | 3 | 4 | 5 |
| 2. Strength and competence of leadership | 1 | 2 | 3 | 4 | 5 |
| 3. Sensitivity to cultural issues | 1 | 2 | 3 | 4 | 5 |
| 4. Use of the media to promote awareness of the initiative's goals, actions, and accomplishments | 1 | 2 | 3 | 4 | 5 |
| 5. Opportunities for members of the initiative to take leadership roles | 1 | 2 | 3 | 4 | 5 |
| Comments: |  |  |  |  |  |
| **Services** |  |  |  |  |  |
| 1. Training and technical assistance | 1 | 2 | 3 | 4 | 5 |
| 2. Fundraising and grantwriting | 1 | 2 | 3 | 4 | 5 |
| 3. Information and referral | 1 | 2 | 3 | 4 | 5 |
| 4. Advocacy | 1 | 2 | 3 | 4 | 5 |
| 5. Service programs to the community | 1 | 2 | 3 | 4 | 5 |
| Comments: |  |  |  |  |  |
| **Community involvement in the coalition** |  |  |  |  |  |
| 1. Participation of influential people from key sectors of the community | 1 | 2 | 3 | 4 | 5 |
| 2. Participation of people and other minorities | 1 | 2 | 3 | 4 | 5 |
| 3. Diversity of membership of the initiative | 1 | 2 | 3 | 4 | 5 |
| 4. Involvement of respected grassroots leaders in the community | 1 | 2 | 3 | 4 | 5 |
| 5. Involvement of grassroots organizations | 1 | 2 | 3 | 4 | 5 |
| 6. Involvement of civic organizations | 1 | 2 | 3 | 4 | 5 |
| Comments: |  |  |  |  |  |
| **Progress and Outcome** |  |  |  |  |  |
| 1. Progress in meeting the initiative's objectives | 1 | 2 | 3 | 4 | 5 |
| 2. Success in generating resources for the initiative | 1 | 2 | 3 | 4 | 5 |
| 3. Fairness with which funds and resources are distributed | 1 | 2 | 3 | 4 | 5 |
| 4. The initiative's contribution to the goal of (list primary goal) | 1 | 2 | 3 | 4 | 5 |
| 5. The initiative's contribution the goals of (list other major goals, if appropriate) | 1 | 2 | 3 | 4 | 5 |
| Comments: |  |  |  |  |  |
| **Overall Suggestions and Approval Rating** |  |  |  |  |  |
| Is the community better off today because of (the initiative)? | Yes | | No | | |
| Overall comments: |  | | | | |

**Example 3: Sample Memorandum of Results**

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TO: (Leadership, Board of Directors of the group, members of the group, members of the community)

cc: Program officer, Funding source

FROM: The Evaluation Team

RE: Results of the Annual Member Satisfaction Survey for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Enclosed please find the results of the Annual Member satisfaction Survey. We had a good response - \_\_\_people (\_\_%) completed the survey. This report includes the average rating and the range of responses for each question, and a summary of the comments for each section.

Generally, respondents were satisfied with the different aspects of functioning outlined in the survey. However, the range of responses was from 1 to 5 for each issue. The highest ratings were noted for the strength of competence of staff, the strength and competence of leadership, and the clarity of the vision of the initiative. The lowest rating was noted for item 20, the group's contribution to the goal of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Ninety-three percent of the members who completed the survey felt that the community was better off today because of (the initiative).

Many of the members who completed the survey also provided comments at the end of each section. The comments, in addition to the ratings of each question, may provide some helpful feedback in planning for future activities of (the initiative ).

If you have any questions, please feel free to call us. We will also further discuss the survey findings at our next meeting.

Source: KU Work Group for Community Health and Development. (2013) Chapter 38, Section 4: Rating member satisfaction. Lawrence, KS: University of Kansas. Retrieved February 17, 2014, from the Community Toolbox <http://ctb.ku.edu/en/table-of-contents/evaluate/evaluate-community-initiatives/member-satisfaction/examples>