



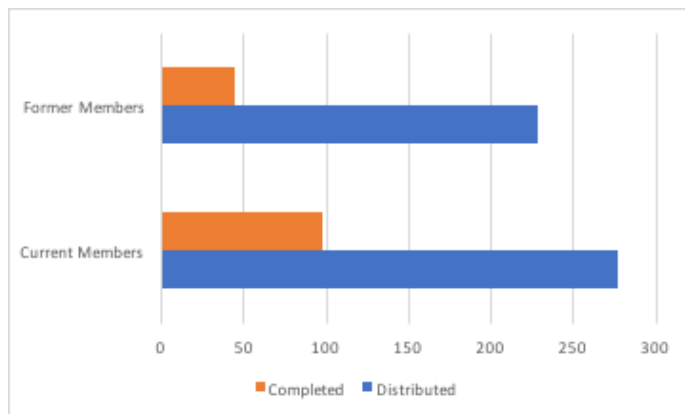
Membership Surveys Summary Results

October 2017

Survey Goals and Approach

The goal of the membership surveys was to solicit feedback about the LLL Alumnae Association from current and former members as input to the organization's strategic planning efforts.

Survey Distribution and Completion

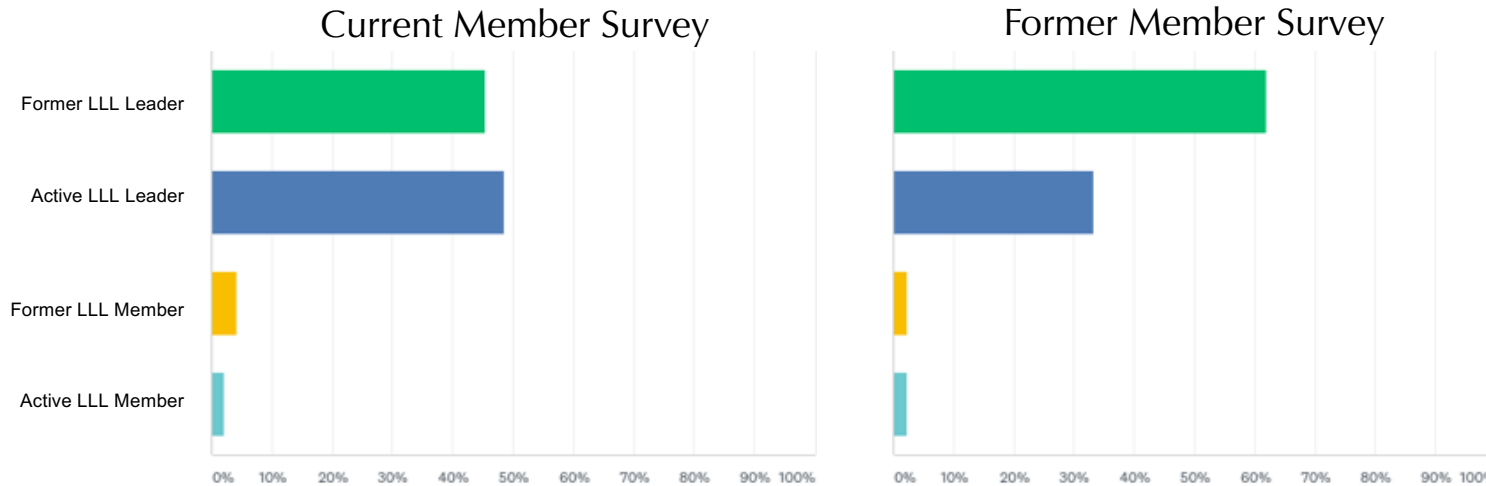


- ❖ Receiving the former member survey email also prompted four individuals to renew their expired memberships that week
- ❖ Two surveys created using SurveyMonkey service – some different questions asked of current members vs. those whose memberships had lapsed
- ❖ Member survey link sent via email to 277 current members
- ❖ Former member survey link sent via email to 228 individuals whose memberships had expired from January 2012 to present
- ❖ Received 98 member survey responses (35% yield) and 44 former member survey responses (19% yield)
- ❖ Most respondents provided write-in comments
 - ❖ 67% of current members and 73% of former members made comments
 - ❖ 263 total comments provided (153 from current and 110 from former members)

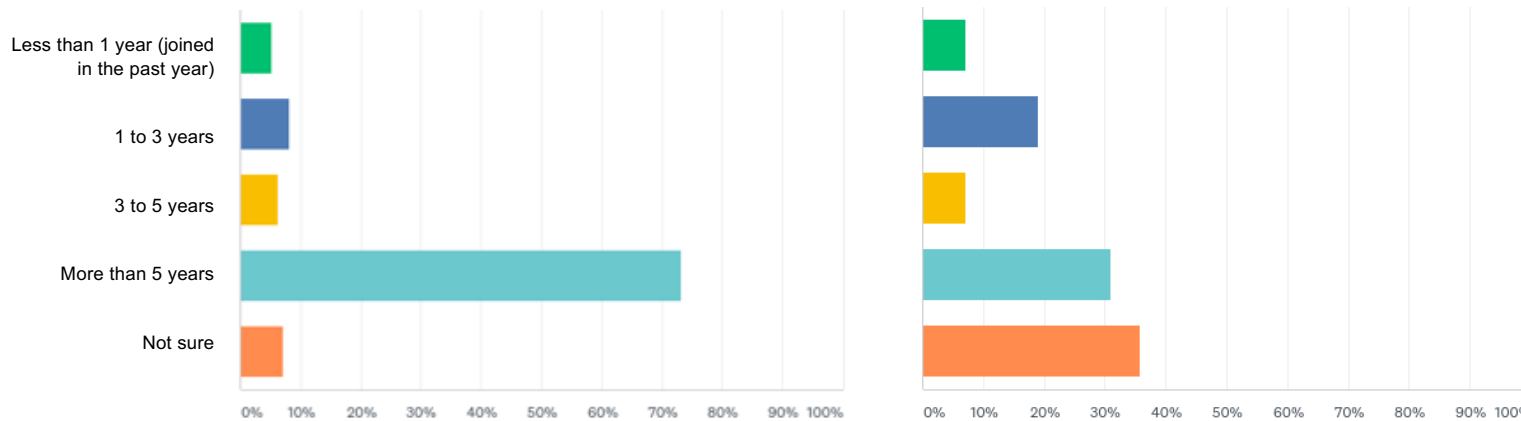
Survey Respondents

The respondents were a good mix of active and former LLL Leaders and a few members. The vast majority of current member respondents have been members for a long while, while many former members let their memberships expire after a briefer involvement.

Question: How long have you been [were you] an LLL Alumnae Association member?



Question: What is/was your involvement with La Leche League?



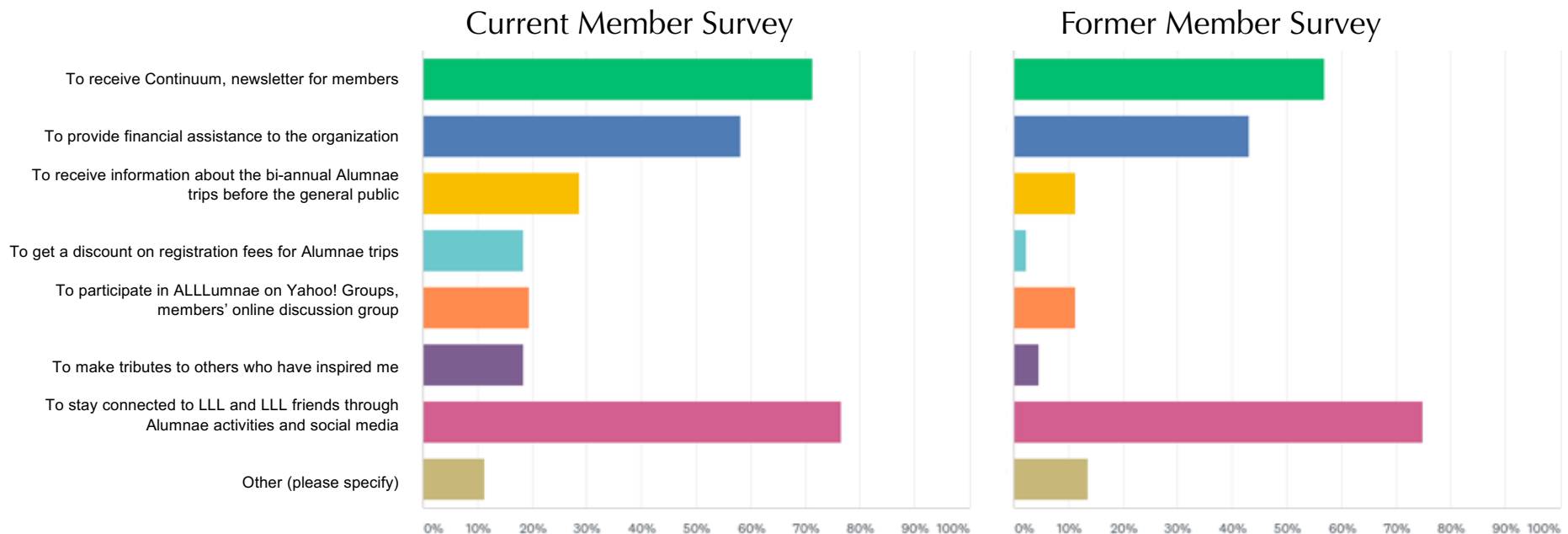
❖ Current member respondents live in at least 31 different US states (CA, TX, and OH with most responses) and 3 other countries

❖ Former member respondents hail from at least 15 US states and Canada

Membership - Reasons

Both current and former members say they joined for the same reasons – the most important of these were: to stay connected with LLL; to receive *Continuum*; and to provide financial support for the organization.

Question: What are [were] the most important reasons to you for being [becoming] a member of the LLL Alumnae Association?
(Check all that apply.)

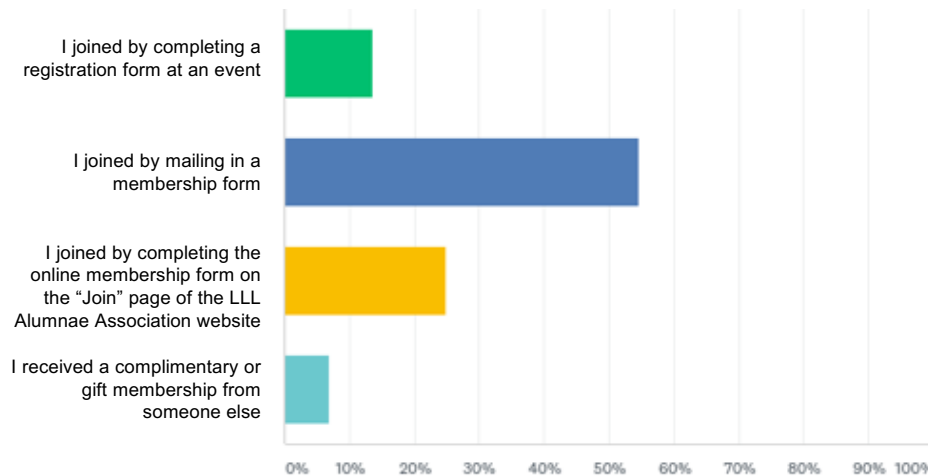


- ❖ Other (write-in) reasons include: to stay current with breastfeeding research and advocacy; getting help finding disconnected LLL friends; to write articles; to find a way to still be of service.

Most former members joined by mailing in a membership form; one-quarter of former members joined or renewed via the website store.

Question: How did you initially join the Alumnae Association?

Former Member Survey



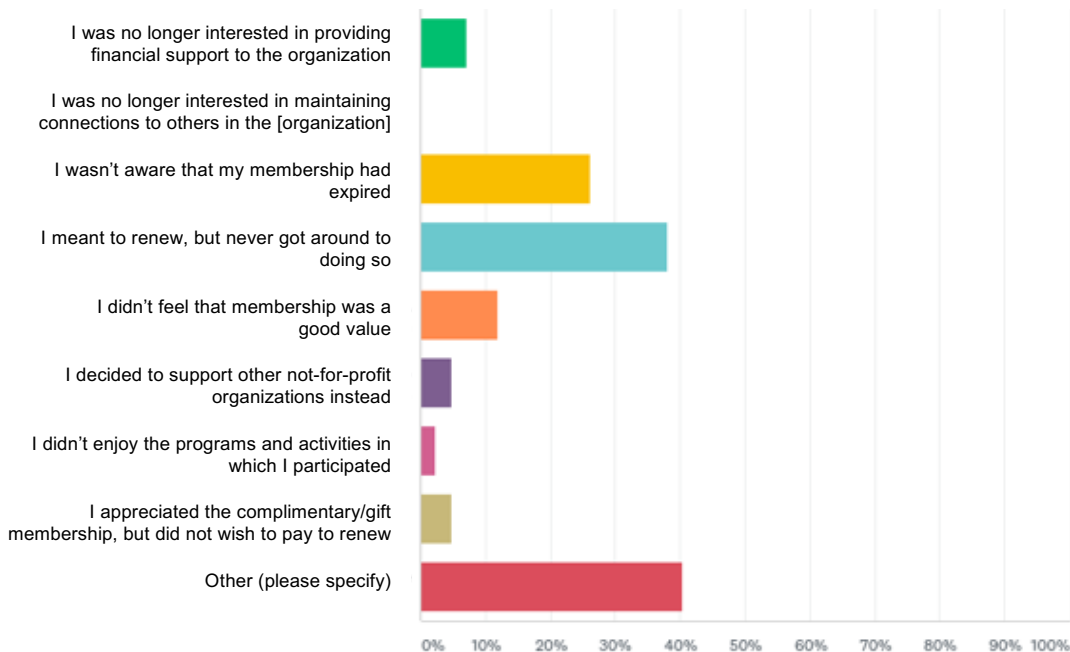
- ❖ We did not ask current members how they purchased their membership/renewal, however we have some information about online membership purchases via our website questions [on slide 15]

Membership - Expiration

Most commonly, former members didn't realize that their membership had lapsed, or they meant to renew but never got around to doing so. A small number felt the membership was not a good value or were no longer interested in supporting the organization financially.

Question: What were the major reasons that you allowed your LLL Alumnae Association membership to expire without renewing?
(Check all that apply.)

Former Member Survey

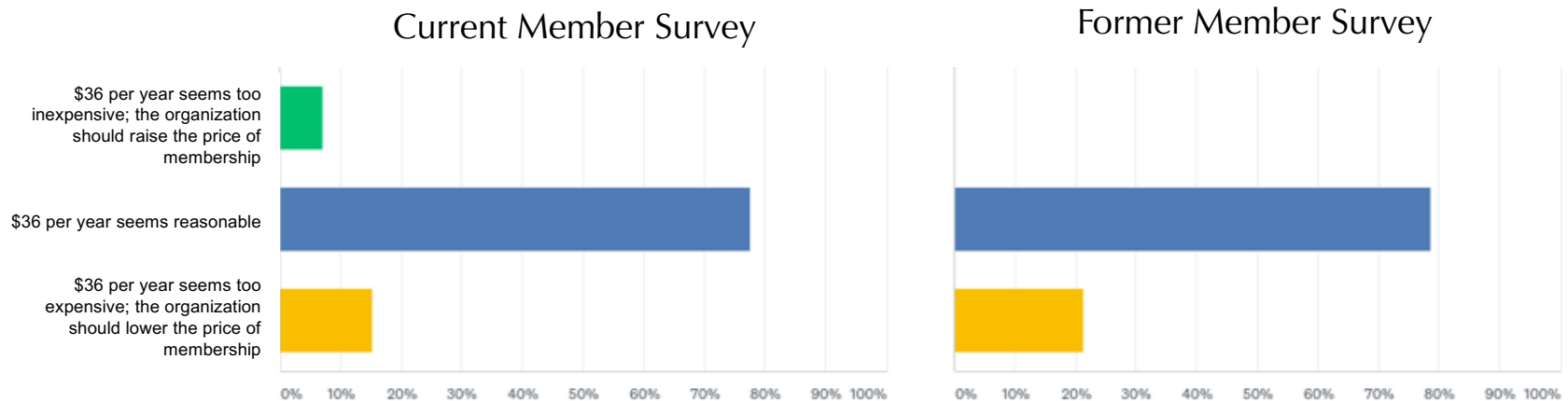


- ❖ Almost 40% of respondents indicated an “other” reason for allowing their membership to expire
- ❖ Other (write-in) reasons included:
 - Plan to renew soon [four former members renewed online upon receiving survey email]
 - Could not afford membership
 - Did not have time to participate; too busy
 - Found *Continuum* articles less interesting and relevant
 - Wanted to distance themselves from anything related to LLLI and LLLI “political” stances

Membership - Price

Former members are slightly more inclined to believe that \$36 per year is too expensive for membership; a few current members believe that membership should be priced higher.

Question: Annual membership is [now] \$36/year and is the major source of funding for the organization. What do you think about this pricing?



- ❖ Responses for current members who are Active LLL Leaders (who presumably also pay membership dues/assessments to LLL/local LLL entities) were almost identical to those of current members who have retired from LLL
- ❖ In general comments one respondent suggested that rounding off the price – “to \$35 (preferable) or \$40” – might be more attractive than the current pricing

Membership – Retention

Former members provided several suggestions to help the organization do a better job of retaining members, including:

“Have a lower [priced] membership available, or arrangement to pay quarterly or twice yearly at 18.00 each time. Or even \$20.00 twice a year. Options are always nice.”

“I think special rates and recognition for previous Leaders would be very nice.”

“More publicity”

“Better articles!”

“Promotions or advertising memberships more might be helpful, or buy one get one free, and the free one could go to someone in need, or as a complementary one to a former Leader.”

“Improve communication and be sure to reach out to all members, especially new ones. “

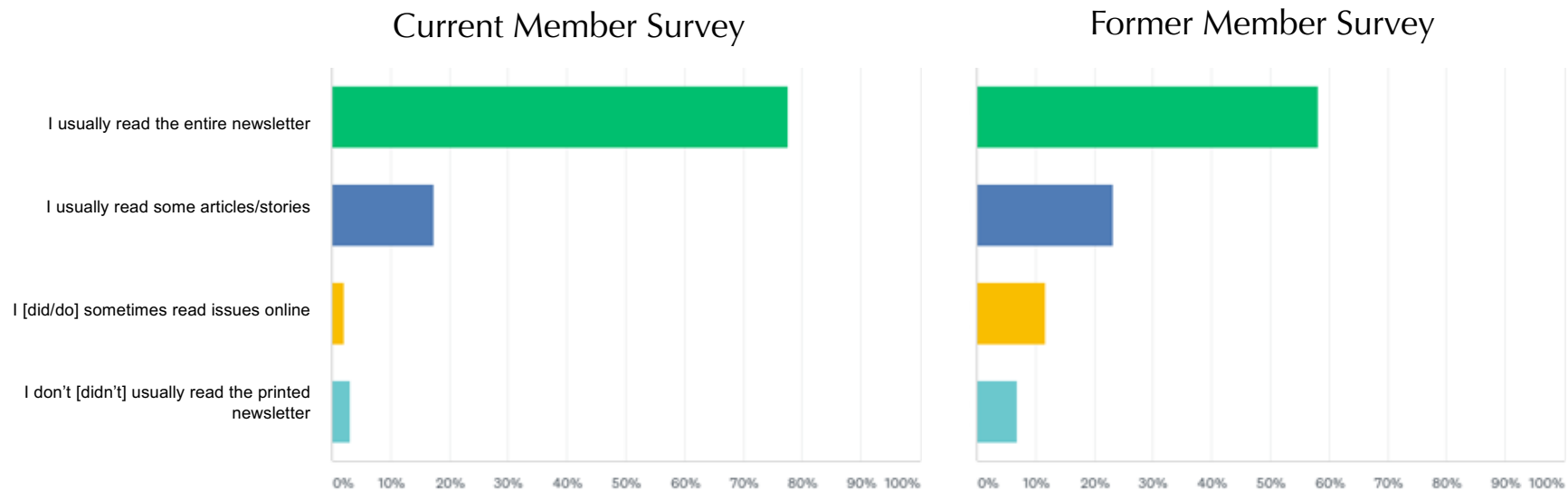
“Have scholarships for memberships.”

“Reminders. As I get older, reminders for everything are needed!!”

Continuum - Readership

Over three-quarters of current members usually read their issues of *Continuum* from “cover to cover,” but former members said they were less likely to have read the entire newsletter.

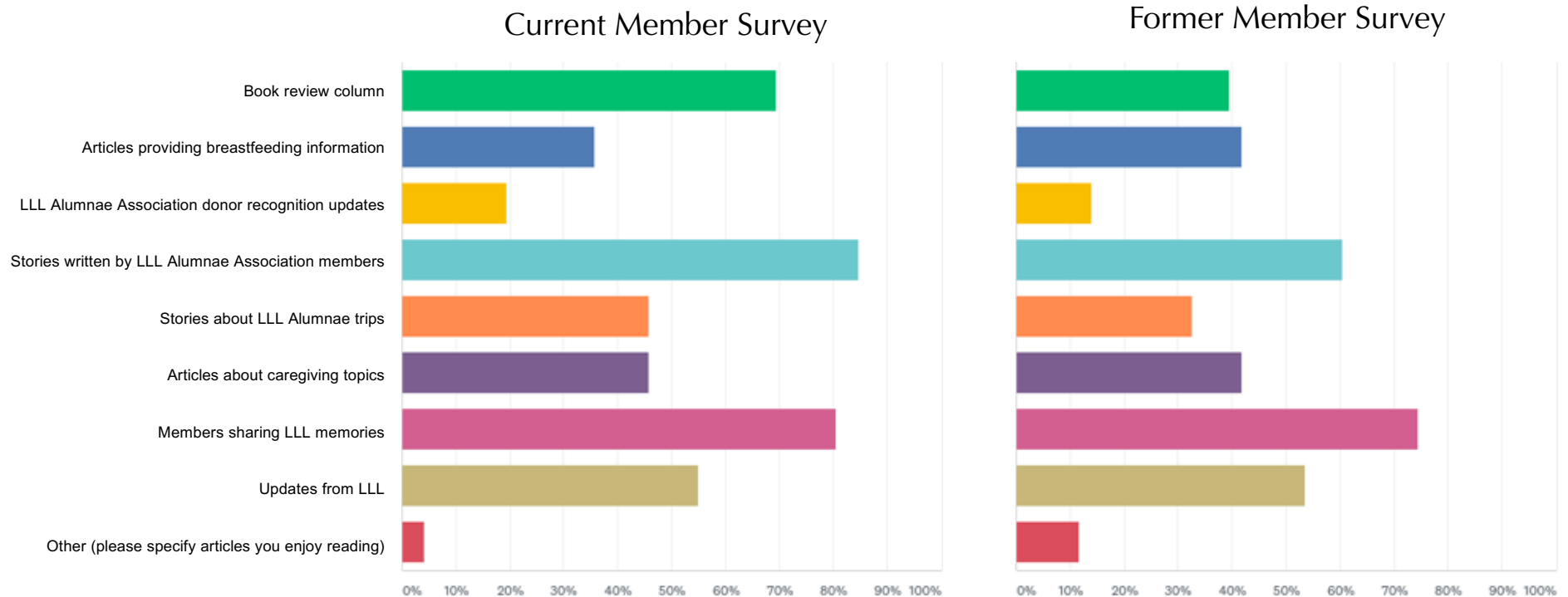
Question: Do [Did] you usually read *Continuum*?



Continuum - Features

The most popular features in *Continuum* are articles of members sharing LLL memories or personal articles, book reviews (especially among current members), and updates from LLL.

Question: What [did/]do you like most about *Continuum*? (Check all that apply.)



- ❖ Again, the responses for current members who are Active LLL Leaders were consistent with those of retired Leaders
- ❖ Other (write-in) popular article types included grandparenting situations and cartoon strips

Continuum – Suggestions

Current members' suggestions for improvement to *Continuum* and topic ideas for future issues include:

"I think you are doing great!"

"more photographs"

"I wish it could be bigger."

"Shorter articles."

"Small typeface and crowded layout make it hard [to read]"

"I like reading the newsletter in paper."

"My biggest complaint is that it feels like it's just for grandmothers. I feel like I don't fit as a Leader or an alumnae."

"include Classifieds to find former co-Leaders & coLLLeagues"

"online version vs. print"

"Needs more color."

"Good books to read aloud, chapter books to read aloud."

"Writing your personal history, your family history. Getting started in exploring your family tree."

"Articles about getting older, health tips, financial advice."

"more for younger readers, i.e., parenting teens, college-age and young adults"

"Status of LLL in general"

"Travel tips for women traveling alone."

"Adult children living at home."

"Adjusting to death of a spouse"

"End-of-life issues, i.e. creating a meaningful obituary, mentioning LLL"

"more articles about local LLL alum activities across the nation with photos"

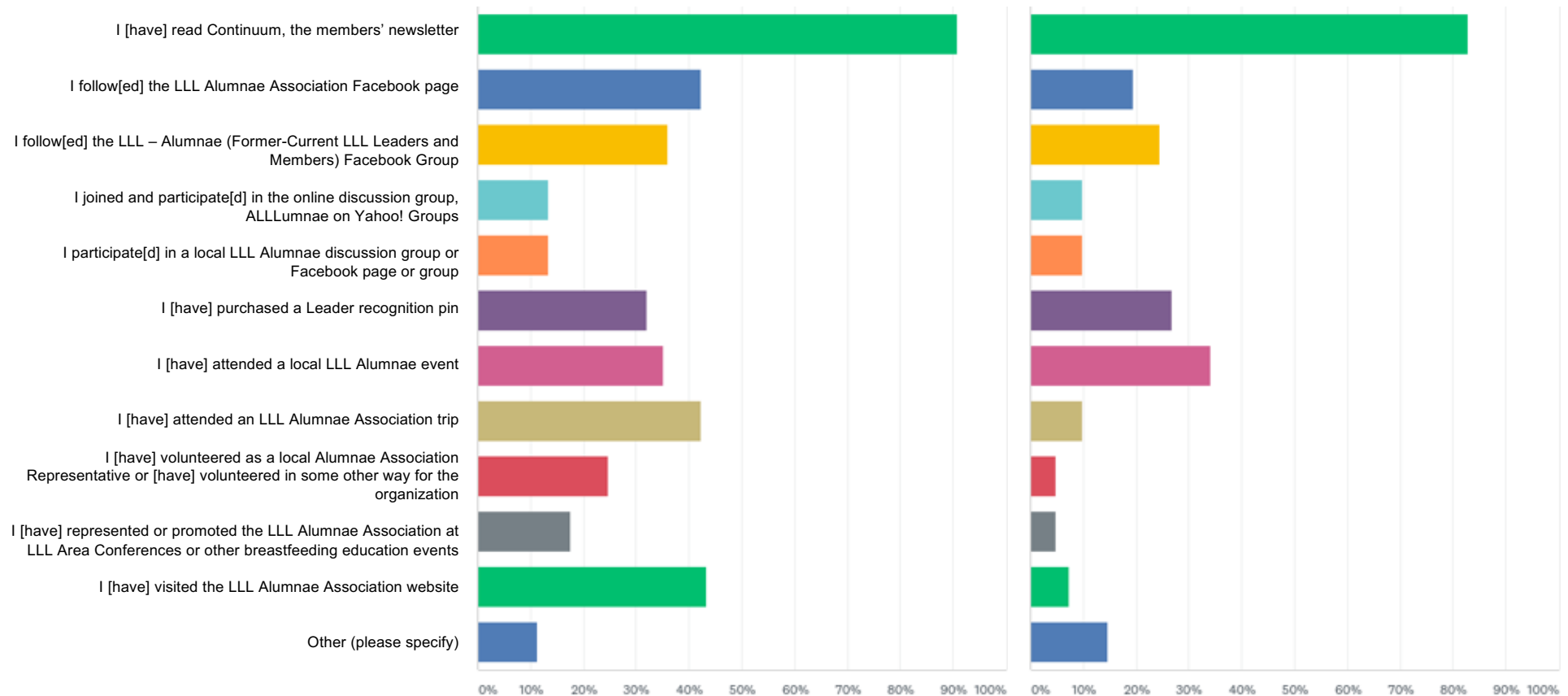
Programs and Services - Participation

The programs in which members are most involved include: reading *Continuum*; attending local events; purchasing pins; and participating in online discussions.

Question: In which LLL Alumnae Association programs and activities have [did] you participate[d]? (Check all that apply.)

Current Member Survey

Former Member Survey



- ❖ Participation in Facebook discussions and visiting the website are more popular with current members than former members; former members were much less likely to have attended an Alumnae Association trip
- ❖ Current members who are active Leaders were more likely to volunteer as Alumnae reps and represent the Alumnae Association at breastfeeding education events than were retired Leaders

Programs and Services – Suggestions



Current members' suggestions for improving Alumnae programs and services include:

"Encourage Areas to include an Alumnae gathering with annual Area Conferences. It stimulates interest in joining."

"opportunities to help support the new leaders and mothers in forming real face to face communities"

"Like the trips, but can't handle a lot of walking."

"I love what the Alums do and reaching out to support the breastfeeding community and occasional LLLI projects."

"I think it is nice...that the organization financially helps with LLLI projects, to benefit families who are nursing..."

"Maybe I've missed it--can you occasionally list all the groups--yahoo discussion group, Facebook Groups, any others--in Continuum? I didn't know about some of them."

"Maybe be a little more responsive."

"what if the Council wrote a short event planning handbook?"

"More frequent, less expensive get togethers, perhaps even online chats."

"Maybe more localized activities (i.e., Area or Area Network alumnae outings)."

"Please run a sale on Alum membership once/year. Between the cost of my active Leader status of \$60 + the \$36 Alum membership, I'm ready to retire from both."

"I like the We Remember appreciation."

Programs and Services – Suggestions



Regarding programs and services, former members made some comments similar to those of current members. In addition, former members mentioned reasons they were no longer involved in the Alumnae Association. Former member comments included:

“Too busy for the Senior Center. Our [sic] LLL Alumnae. Sorry.”

“They [programs and activities] seem to be OK, but I don't take advantage of them.”

“have projects that members feel are worthy to work on--maybe helping to get a breastfeeding stamp in USA or an art museum exhibit of breastfeeding art somewhere, organize a letter writing campaign to get LLL a Nobel Peace Prize or other awards...”

“I'm thinking I might not be aware of all of the alum online options. Nothing happens in my LLL Area.”

“I tried to get plugged in to the Yahoo Group but was never added, despite applying and emailing. Other than getting the Continuum and money requests, I never received/heard anything else from the association.”

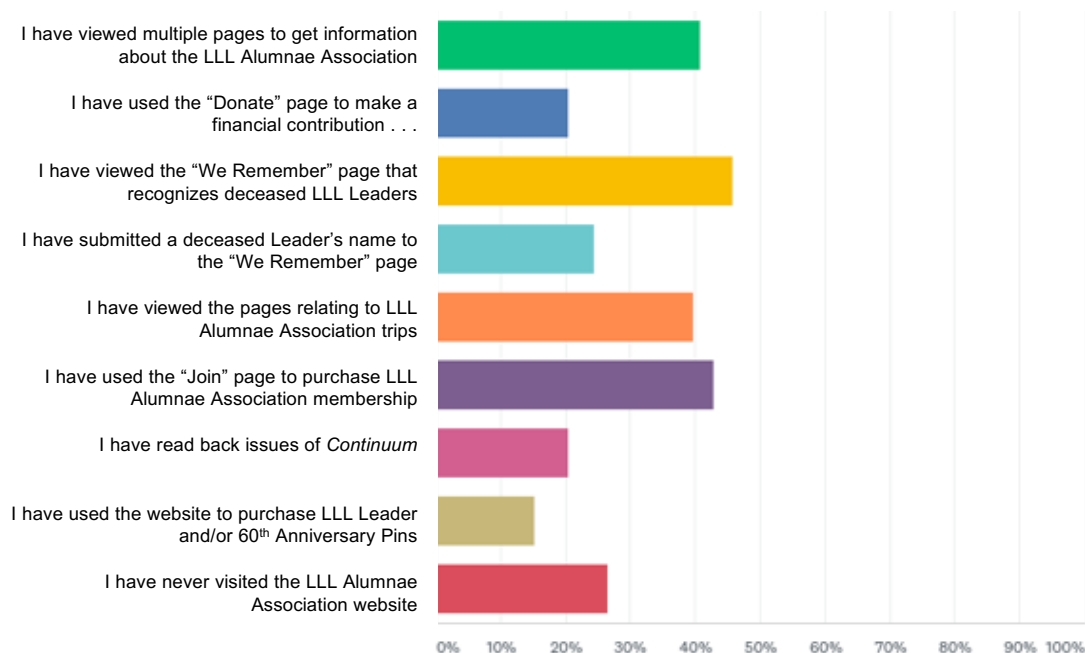
“I feel the Alumnae [sic] Association could help towards working to get LLL recognized for it's important work in increasing breastfeeding rates in USA!”

“I personally am not able to participate in trips and some other functions purely because of my extremely low budget (SSI) but think they are great and would if I could.”

A full quarter of members have never visited the website; of those who have, the “We Remember” and Alumnae trip pages were popular. More than 40% of members report using the “Join” page to purchase/renew their membership.

Question: How much have you used the LLL Alumnae Association website?
(Check all that apply.)

Current Member Survey



- ❖ The 43% of current members purchasing/renewing membership via the website is much higher than the 25% reported by former members; the automated renewal notifications provided by the website make it easier to renew than mailed postcard reminders
- ❖ Responses to the question by active Leader members vs. retired Leader members show no major differences in website usage

Website – Suggestions

Many current members indicated that they weren't very familiar with the website, but several made suggestions for improvements; comments included:

"I don't have enough experience with it to comment."

"The Memories & Stories page seems to be mostly links. Put those links on another page in a more succinct manner."

"I like the variety of choices and feeling connected to others across the country."

"Encourage more membership. Contact LLLI about the issues that Leaders are discussing and join in."

"Simplify! Not so much text."

"Maybe a heading that includes particularly interesting stories from Continuum or other sources."

"More alerts and reminders to check it through email or text messages"

"More color and graphics would be nice."

"I think websites in general are being used less these days and would not like to see a lot of \$ dedicated to updating it."

Former members were not asked a detailed website usage question but were encouraged to provide comments about the website; most indicated they had not viewed the site, although a few gave positive feedback:

"I do not think I have ever visited it."

"Very informative"

"it is definitely needed, and should be user friendly, and be kept up, so as to be current"

Additional Comments

In concluding the survey, many members took the opportunity to thank the Alumnae Council, while some provided additional positive – and negative – feedback for the organization, including:

“While I do not participate in many Alumnae activities, I do appreciate the opportunity to keep in touch with Leaders from the past and to keep LLL history alive. “

“Think it's wonderful we have this LLL Alumnae Association to stay connected with LLL and one another. Keep up the good work!”

“I have continued to be a member, but I don't feel like I get much out of it.”

“The newsletter is informative and interesting. I also like that you honor those Leaders who have passed away.”

“Sure hate to miss the trip this year!”

“I enjoy connecting through the Continuum. I general I don't participate in social media. I only occasionally visit the website.”

“We shoiuld [sic] be represented on the LLL USA Council.”

“I would like to find ways to locate leaders, former leaders from my past. I've tried unsuccessfully by reaching out to leaders in the cities where I last knew them, but have gotten no feedback in the 2 attempts I've made. Looking for other ways.”

“I'd prefer the group be non-political. I feel I do not fit in because of my non-agreement in views.”

“I enjoy the friendly and accepting tone of the publications.”