# New Member Feedback Survey (Simple)

The sample survey content below provides you with some question and layout suggestions to help you develop your own new member survey.

This will allow your club to easily survey new members who have recently joined their club for their view on a range of areas; including their view of the ‘joining experience’, ‘aspirations of membership’ and other issues as identified..

The results will provide valuable and factual information to you as you consider how to improve the retention of members and continue to attract new ones.

We recommend that a new member survey be issued every time a member joins your club.

In the first instance, the survey could be conducted in person, over the telephone or via post.

## Sample covering letter / script sheet (new)

Dear *Name*

Thank you for joining Example Golf Club.

As part of our ongoing efforts to improve our facilities and services and deliver an improved service to our members, we would be very grateful if you could spare five minutes to answer a few questions on the attached survey. The results will help us to identify areas for improvement.

We appreciate your assistance and trust you will enjoy our club.

## Questions

1. Which of the following factors caused you to join Example Golf Club? (Please select as many as apply)

|  |  |
| --- | --- |
| Quality of the golf course | 🌕 |
| Family / friends are members | 🌕 |
| Social / networking | 🌕 |
| Sport / recreation activity | 🌕 |
| Health / Well-being | 🌕 |
| Proximity to home / work | 🌕 |
| Other (please specify) | 🌕 |

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1. Ultimately, what was the deciding factor behind your decision to join? (Please explain)

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1. In terms of your overall joining experience, how would you rate our performance in the following areas? (Please select one only)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Excellent** | **Very Good** | **Good** | **Fair** | **Poor** | **Don’t Know** |
| Website Information | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Response to Initial Enquiry | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| New Membership Information Pack | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Club Tour | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Application and Acceptance Process | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Membership Payment Terms | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| New Member Induction | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Overall Joining Experience | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |

Are there any ways we could improve your joining experience?

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1. How often did you intend to play golf at Example Golf Club? (Please select one only)

|  |  |
| --- | --- |
| Less than 1 time per month | 🌕 |
| 1-2 times per month | 🌕 |
| 3-4 times per month | 🌕 |
| 5-9 times per month | 🌕 |
| More than 10 times per month | 🌕 |

1. What type of golf do you think you will play more of?

Competition 🌕

Social 🌕

About the same for both 🌕

1. Would you recommend a golf membership at Example Golf Club to your family or friends?

Yes 🌕

No 🌕

Thank you for completing this survey.

Optional:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Sample Survey Content (electronic)

For a more efficient and effective solution, it is recommended you utilise one of the free online survey tools available. Survey Monkey is a popular tool <http://help.surveymonkey.com/articles/en_US/kb/How-to-create-a-survey>.

You can create your survey on-line and utilise the features within the tool to develop the questions (potentially based on the previous manual example), distribute to departed members, collect the results and then easily analyse and interpret the results, including graphs.