

### **Membership Retention Study**

*Why do people join your organization? Why do they stay? Why do they leave? Our research department uses validated methods to research and understand the real reasons for issues surrounding membership retention. This study will provide data driven solutions and training to your community/ chapters on how to keep your membership and keep them engaged.*

#### **Deliverables:**

- Administration of Phired Up's validated retention survey to left and current members
- Survey analysis and comprehensive report
- Optional qualitative components: on or off site focus groups, full day campus based analysis, one-on-one interviews
- Detailed recommendations about how to retain members
- On site or distance coaching/ counseling
- Retention and Engagement keynote

#### **Cost:**

\$2500 with distance coaching; \$4400 with one onsite coaching and keynote; \$8000 with one onsite coaching, keynote, and ethnographic research or focus group; \$12000 with report and ongoing consultation including one onsite visit, keynote, and ethnographic research or focus group

### Potential New Member Recruitment Assessment

*There is much to be learned from a potential member as they navigate the process of recruitment into membership in an organization. How did they make the choice to join? What was the recruitment experience like and why did they decide on their selected organization? This project offers the option of three assessments: pre-recruitment, post-recruitment, and one year after recruitment to understand the joining and membership processes.*

**Questions:**

- Why are potential members participating in recruitment?
- How did potential members learn about Greek membership?
- What was the recruitment experience like for potential members?
- How did potential members perceive individual organizations?
- To what degree do previous relationships with existing members impact chapter choice and satisfaction?
- To what degree do new members feel connected to the organization they joined?
- What do new members hope to gain from their membership?
- How have perceptions and expectations of the chapter and recruitment changed after one year of membership?

**Cost:**

\$1000- one assessment point with access to raw data

\$2000- two assessment points with basic written report

\$5000- one year of assessment including three assessment points and a written report

\$8000 One year of assessment with three assessment points, report, and distance consultation

### Headquarters New Member Assessment

*Want to collect data on new members that just joined your organization? Let us help! Our research department will create a new member survey with customizable questions for you to assess their recruitment experience.*

**Questions:**

- What was the new member's perception of the chapter during the recruitment process?
- What was the new member's perception of the chapter before the recruitment process?
- What made the new member choose this chapter?
- To what degree did previous relationships with existing members impact chapter choice?
- What is the new member hoping to gain from membership?
- To what degree is the new member connected to the chapter?

**Deliverables:**

- Standard report with up to three customized questions per national organization
- Raw data regarding the new member recruitment experience

**Cost:**

\$1000- Under 100 chapters

\$1500- 101-150 chapters

\$2000- 151+ chapters

### Growth Study

*How has membership grown and changed over the years on your campus, in your chapter, or in your national organization? By analyzing growth and changes every year, we can identify the changes and trends in the growth of your community or organization. This 5-year recommended study will compare results to previous years in a written report and distance consultation meeting annually.*

**Questions:**

- In what ways is membership growing in the given community/organization?
- How many members have joined/left in the year?
- What is the demographic of members in the organization/community?

**Cost:**

\$2000 per year with report; \$4000 per year with distance consultation

### Headquarters Expansion/Extension Assessment

*Why do some campuses choose you for extension/expansion and others don't? Let our industry experts review your materials and coach you as to how to make the right presentations to the right campuses in the right way.*

**Questions:**

- How effective are the existing extension/expansion materials and presentations?
- Why are campuses selecting your organization?
- What prevents campuses from selecting your organization?
- What are the best campuses for your organization to be presenting to?

**Cost:**

\$2000 with materials review and report; \$3000- with distance coaching; \$5000- with onsite coaching

### Chapter Recruitment Assessment

*Is your chapter, community, or national organization recruiting to your full potential? Are you falling closer to hosting a static or dynamic recruitment experience? By surveying current and new members at the conclusion of your recruitment, we can help identify what your chapter can be doing to improve your recruitment practices in real sustainable ways.*

**Questions:**

- What recruitment methods are currently being used?
- Where can we make improvements on those methods?
- To what degree did current members feel recruitment was successful?
- What are the chapter's recruitment strengths and weaknesses?
- To what degree are current members utilizing social excellence?
- How does the existing recruitment experience compare to other chapters or communities?
- Why do potential members join this organization?
- What prevents potential new members from joining this organization?

**Cost:**

\$2500 with report and distance consultation; \$4800 with onsite consultation- \$8000 with one onsite consultation and focus groups; \$12000 with report and ongoing consultation including one onsite visit, keynote, and ethnographic research or focus group

### **Staff/ Volunteer Needs Assessment**

*How are you recruiting and retaining your staff and volunteer force? Are the right people in the right place for the right job?\_ Want to uncover what your organization's staff and volunteers need to increase their effectiveness and satisfaction? We can answer these question using customized methods geared toward your needs to help your organization reach it's full potential.*

#### **Questions:**

- To what degree is staff/ volunteer structure committed to an organization's mission?
- Do people feel happy and fulfilled in their current roles?
- What are the major issues preventing the organization from reaching its potential?
- What are the goals and vision of existing personnel?
- How are staff recruited and retained? Is that system working?
- How are volunteers recruited and retained? Is that system working?
- What are the most prevalent needs of the organization's personnel?

#### **Cost:**

\$2500 report only; \$4800 Report and distance consultation; \$8000 Report and onsite consultation; \$12000 Report and ongoing consultation-1 year including one onsite visit

### **Membership Experience Survey**

*What is the experience of your collegiate and alumni membership?*

*This survey is the foundational piece of an extensive study that evaluates the current pulse of the membership in an inter/national organization or on a campus.*

#### **Research Questions:**

*Questions and topics can be chosen as they relate to the existing need of the organization or community.*

- Why do people join this organization/community?
- Why do people leave this organization/ community?
- Why do they lead in this organization/ community?
- Do people in this organization/community feel a sense of belonging?
- To what degree are members satisfied with their membership?
- To what degree are members connected to risk reduction, philanthropy, ritual, and organizational values?
- To what degree do members feel connected to their organization/community?
- What are the current recruitment practices of the organization (how do those compare to best practices?)
- What do members hope to gain as a result of their membership? (and how does that compare to current membership experiences?)
- Are the current operations of the organization in line with the values of the organization?
- What are the best and worst parts of being a member?
- Is the organization operating to it's full potential?

#### **Cost:**

\$2500 with standard report; \$4800 with report and distance consultation; \$8000 with report and one onsite consultation; \$12000 with report and ongoing consultation including one onsite visit

### Customized Research Solutions

*Is there a question you need answered? Do you need help with a specific area of your organization? If it has to do with the fraternity/ sorority experience or group growth we can probably answer it. Give us a ring ...*

**Cost:**

\$2500 with report; \$4800 with report and distance consultation; \$8000 with report and onsite consultation; \$12000 with report and ongoing consultation including one onsite visit

\*Fees can be adjusted to reflect the size of the project