



FREQUENTLY ASKED QUESTIONS ABOUT THE MEMBER CENSUS

In November, Rotary will begin sending an annual census to Rotaractors and Rotarians to learn about their Rotary experience.

Find answers to frequently asked questions about the Member Census and additional information about other member surveys below.

What is the main goal of the census?

To continue learning about our members and their club experiences, including their satisfaction with their club and its activities, the costs and value of membership, their interests, and their demographics.

How long does it take to complete the census?

The Member Census should not take more than 15 minutes to complete.

What are the dates of the census?

It will open in November 2020 and close in December, after 4 to 6 weeks.

Who will receive the census?

We're sending the census to all active Rotaractors and Rotarians whose email addresses are in our records. Club leaders are encouraged to [update membership information](#) before November to make sure that all of their members can participate. Members can add or update their own email addresses in their [My Rotary profiles](#).

We're inviting all current club members to participate so we can get a more complete understanding of our members and the club experience. This survey is not intended for prospective members, former members, or program participants.

What topics does the census cover?

The census covers:

- Introduction to and knowledge about Rotary
- The overall membership experience
- The costs and value of membership
- Member satisfaction
- Service and club activities

What will Rotary do with the results of this census?

Understanding who our members are and getting their opinions is vital to [Rotary's Action Plan](#) and strategic initiatives. The census responses will help us understand the expectations of both new and longtime members so we can improve the Rotary experience.

Will we get the census results?

Yes, we'll share the results through Rotary's communication channels, including the [Membership Minute newsletter](#).

Will you send a preview of the census to governors?

No, but this document should answer most questions your members might have about the census and our other new surveys. If you or they still have questions, write to ri_research@rotary.org.

Why didn't I receive the census?

If we don't have your email address in our records, we won't be able to send you the census. To make sure you can participate, sign in to [My Rotary](#) by November 1, 2020 and check your profile to confirm that we have the correct email address for you.

If you are a member in Germany, you will not have received an invitation to participate in the Member Census because of GDPR restrictions. If you have any questions about data privacy, please see our [policy](#) or write to privacy@rotary.org.

ROTARY'S NEW ANNUAL SURVEYS

Research & Evaluation, Fall 2020



WHY ROTARY SURVEYS ITS MEMBERS

- To ensure Rotary is keeping up with the latest trends in our membership
- To help Rotary leaders make better decisions about our clubs
- To efficiently and effectively obtain quality data from all of our members



REASONS FOR REPLACING THE MEMBERSHIP & PARTICIPANT EXPERIENCE SURVEY

The Membership & Participant Experience Survey was conducted annually from 2011 to 2019.

- It only surveyed a sample of our members. *We want to hear from all of our active Rotaractors and Rotarians.*
- Members said the survey was too long. *We want everyone to have time to respond thoughtfully to our questions.*

To accomplish our goals, we divided the survey into three different surveys and improved the survey design.



THREE NEW MEMBER SURVEYS

1. Member Census
2. Member Program and Product Survey
3. Leadership Survey

All members will be asked to complete at least one of the surveys each year. Leaders may be asked to complete all three.

HOW OUR NEW SURVEYS BENEFIT MEMBERS

- **Shorter surveys take less time to complete**

The surveys will include fewer questions and take from 10 to 15 minutes to complete.

- **Improved survey design makes it easier to respond**

The questions have been redesigned with the help of the University of Wisconsin Survey Center and the National Opinion Research Center at the University of Chicago.

- **Responses are anonymous allowing for more candid feedback**

We remove all identifiable information to protect the confidentiality of members before compiling and sharing results.

- **Leaders are better informed when making decisions**

Shorter and more frequent surveys allow us to quickly analyze the data and share results so leaders can make better decisions.



Member Census

- **When:** The census opens in November and closes in December
- **Who:** All members with functioning email addresses who haven't opt-ed out of Rotary communications. Because of GDPR restrictions, the survey won't be sent to members in Germany.
- **How:** The survey will be distributed through Qualtrics from surveys@research.rotary.org. It will be translated into Rotary's seven official languages.
- **What:** The survey will ask respondents about their club experience, costs and value of membership, involvement in their club, and their interests.



Member Program and Product Survey

- **When:** The survey will be distributed in February
- **Who:** A sample of members with functioning email addresses who haven't opt-ed out of Rotary communications. Because of GDPR restrictions, the survey won't be sent to members in Germany.
- **How:** The survey will be distributed through Qualtrics from surveys@research.rotary.org. It will be translated into Rotary's seven official languages.
- **What:** The survey will ask respondents about Rotary International and The Rotary Foundation programs, communications, and Rotary products like MyRotary and Rotary Showcase.



Leadership Survey

- **When:** The survey will be distributed in March or April
- **Who:** Club presidents, district leaders, and regional leaders. Because of GDPR restrictions, the survey won't be sent to members in Germany.
- **How:** The survey will be distributed through Qualtrics from surveys@research.rotary.org. It will be translated into Rotary's seven official languages.
- **What:** The survey will ask respondents about Rotary institutes and trainings, services available through our international offices, and Rotary initiatives such as virtual club visits.



QUESTIONS?

**Contact us at
ri_research@rotary.org**