**Dartmouth General Interest Survey for Clubs Example**

This sample survey is provided by the Office of Alumni Relations as a follow-up to our November 18, 2014, webinar on how clubs, classes, and groups may effectively survey their alumni.

**On the** [**Alumni Relations Website**](http://alumni.dartmouth.edu/Communities/clubs/toolsforclubvolunteers) **(look under 'Archived Webinars' on the right side of page), you will find links to:**

* The webinar itself. The webinar features Matt Wakeman '98 (president of the Philly club) and Alec Casey '88 (vice president of the Class of '88), both of whom share their insight and experiences with surveying their membership. The webinar also features Jean Romeo – who is the director of market research for Dartmouth's Advancement Division (alumni relations and development – if you've taken one of their surveys in the last 18 months, you've experienced Jean's excellent work) – Jean provides great feedback on survey design, survey question order, word phrasing, and much more!
* Two sample surveys:
	+ This survey, focused on general interests
	+ Another survey, focused on a specific event, such as a class reunion

**Notes about how to use the sample surveys:**

* Each class, club, or group should review the sample to determine what they need to delete, add, or alter to best meet their needs. When making changes, what is most important is they style of the question – to ensure that it is an effective question.
* Before you alter the survey – especially if you are not familiar with survey design - we encourage you to watch the webinar.
* Be sure to replace all 'XX' text with the appropriate text (usually refers to a date or class year).

**Notes about the Sample Class Reunion Survey below:**

Purpose is to gauge general interest in:

* Types of events
* Content for events
* Locations for events
* Family info
* *NOTE – Clubs may want to personalize this survey to their unique needs/situation. We've identify possible ways to personalize using italics.*

**Sample Email** (state why important, time to take survey and when the survey should be completed by)**:**

The Dartmouth Club of XXX works hard to serve your needs and interests. Your opinions and ideas are an important part of our planning efforts. Please help us better understand what you expect of your club by completing this 5-minute survey.

Use this link to access the survey [hyperlink].

Please complete the survey by [INSERT DATE]. We value your input.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_ Executive Board/President

**Dartmouth XXX Club Survey**

1. **Which type of Club events are you most likely to attend? Select all that apply.**

NOTE: This list is just a sample

* Professional networking events for alumni in the area
* Social events for adults (e.g., happy hours, holiday party)
* Family-focused events (e.g., films like the Lorax, trips to the zoo, apple picking, etc.)
* Activity-based events where alumni participate (tennis, cycling, softball, hiking, bird watching, etc.)
* Dartmouth athletic teams when playing in the area (football game tailgates, hockey games, etc.)
* Professional sporting events (i.e., non-Dartmouth teams)
* Community service projects (volunteer with other Dartmouth alumni on local projects)
* Cultural events (wine tasting, art museum tours, etc.)
* Admissions-related events
* Events with representatives from the Tuck School of Business
* Events with representatives from the Geisel School of Medicine
* Events with representatives from the Thayer School of Engineering
* Events with representatives from Dartmouth (e.g., lectures by undergraduate professors, Dartmouth singing and performance groups)
* Events with other Ivy League alumni
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Not interested in attending Club events
1. **Please use the space below to provide any additional ideas you have for club events and activities. If you have been involved with another Dartmouth club, please share what you thought was particularly effective.**

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

1. **Have you attended a XXX Club event in the past 2 years?**
* Yes
* No
* Not sure

IF NO:

1. **Why have you not attended an event?**

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

1. **Assuming that the club plans events of interest to you, how often would you attend events organized by the Club?**
* At least once a month
* About once every three months
* Twice a year
* Once a year
* Every couple of years
1. **For an evening event during the week, which evening is typically best for you? Select up to 3 choices:**
* Monday
* Tuesday
* Wednesday
* Thursday
* Friday
* No preference
* Depends on my schedule – each week is different
* Would not attend an evening event during the week

NOTE: Do not show if would not attend an evening event

1. **Which geographic location would be most appealing for events to be held during the week (Monday through Friday)?**
* In the city
* Northern suburbs
* *In the suburb of \_\_\_\_\_\_\_\_\_\_\_\_ (if you know you have a large # of alumni living in a particular suburb)*
* *In the town of \_\_\_\_\_\_\_\_\_\_\_\_ (may be useful if your club is geographically expansive)*
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* No preference
1. **For a weekend event, which time frame is typically best for you? Select up to 3 choices:**
* Friday evenings
* Saturday mornings
* Saturday afternoons
* Saturday evenings
* Sunday mornings
* Sunday afternoons
* Sunday evenings
* No preference
* Cannot say – each weekend is different
* Would not attend a weekend event

NOTE: Do not show if would not attend an weekend event

1. **Which geographic location would be most appealing for events to be held on weekends?**
* In the city
* Northern suburbs
* *In the suburb of \_\_\_\_\_\_\_\_\_\_\_\_ (if you know you have a large # of alumni living in a particular suburb)*
* *In the town of \_\_\_\_\_\_\_\_\_\_\_\_ (may be useful if your club is geographically expansive)*
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. **Ideally, how often would you like to hear from the Club about events and updates?**
* Daily
* Weekly
* Monthly
* Once a quarter
* Once a year
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. **What is your preferred way for the Club to communicate with you? Select all that apply.**
* Email
* Postal Mail
* Post information on Club Website
* Social Media (Facebook)
* Social Media (Twitter)
* Phone Calls
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please tell us a little about yourself to help us with event planning.**

1. **Where do you live?** *[choices need to be relevant to geo area - examples]*
* In the city
* Northern suburbs
* *In the suburb of \_\_\_\_\_\_\_\_\_\_\_\_ (if you know you have a large # of alumni living in a particular suburb)*
* *In the town of \_\_\_\_\_\_\_\_\_\_\_\_ (may be useful if your club is geographically expansive)*
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. **Where do you work?** [choices need to be relevant to geo area]
* In the city
* Northern suburbs
* *In the suburb of \_\_\_\_\_\_\_\_\_\_\_\_ (if you know you have a large # of alumni living in a particular suburb)*
* *In the town of \_\_\_\_\_\_\_\_\_\_\_\_ (may be useful if your club is geographically expansive)*
* From home
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Not applicable
1. **Please indicate your Dartmouth affiliation(s). Select all that apply.**
* Undergraduate alumnus/a
* Tuck alumnus/a
* Geisel alumnus/a
* Thayer alumnus/a
* Graduate studies alumnus/a
* Related to an alumnus/a (spouse, partner, etc.)
* Parent of a current student
* Current student
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. **[for undergraduate alumni only] My college-affiliated class year is:**
* 2010-2014
* 2000-2009
* In the 1990’s
* In the 1980’s
* In the 1970’s
* In the 1960’s
* In the 1950’s
* In the 1940’s
* In the 1930's
1. **Gender:**
* Male
* Female
1. **Please indicate the ages of your children. Select all that apply:**
* No children
* 0 to 5 years
* 6 to 10 years
* 11 to 13 years
* 14 to 18 years
* 19 years and older
1. **Use the space below to provide any additional feedback that could help the Club plan activities and events.**

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

1. **Many Hands Make Light Work!**

*Our Club can only be the best when we involve as many alumni as possible to help plan and implement our programs, events, and services. We have opportunities that take a minimal amount of time as well as opportunities for a more substantial commitment. If you are interested in helping our club, please complete the information below.*

Name:

Email:

Phone:

Class Year:

*We also hope you will join us for an upcoming board meeting, which typically are held at \_\_\_\_\_\_\_\_ (location) on the \_\_\_\_\_\_\_\_\_\_\_ (4th Tuesday of the Month) from \_\_\_\_\_\_ to \_\_\_\_\_\_\_ (times).*