

SRWC Member Survey Results June 5, 2022

Survey Response Rate

285 members received the survey

112 members responded

39.29% response rate

About Me:

1. *I am in Sunriver:*

76.8% Full-time (Membership is 72.3% Full-time)

23.2% Part-time (Membership is 27.7% Part-time)

2. *If you are part-time, what months are you typically here?*

6/25% Specific times each month

5/21% Snowbirds

2/8% Predominately summer months

11/46% Varies

3. *I am currently:*

8.0% Working full-time

14.3% Working part-time

77.7% Not working

4. *Which best describes your life partner status:*

12.5% With no partner/spouse

28.6% With partner/spouse that does not want to participate in SRWC activities

54.4% With partner/spouse that does want to participate in SRWC activities

4.5% Prefer not to answer

5. *How long have you been a member of SRWC?*

24.1% Less than 2 years

50.0% 2 – 10 years

25.9% More than 10 years

6. *How did you first hear about the SRWC?*

44.2% Personal contact (friend, neighbor, relative, co-worker)

41.1% The Sunriver Scene

7.4% A SRWC event

3.7% Internet search/website

2.7% Don't remember

.9% Social media

7. Why did you join the SRWC?

	Disagree		Neutral		Agree
To make friends	5 4.4%	0	6 5.3%	46 41%	55 49.1%
	90.1%				
To participate in social and/or recreational activities	5 4.4%	0	5 4.45	44 39.2%	58 51.7%
	90.9%				
To get involved in the philanthropic programs	5 4.45	2 1.7%	23 20.5%	57 50.8%	25 22.3%
	73.1%				

8. Why do you continue as a member of the SRWC?

	Disagree		Neutral		Agree
I like being a part of this group of women	6 5.3%	0	13 11.6%	49 43.7%	44 39.2%
	82.9%				
I like the focus on philanthropy	7	0	19	43 38.3%	43 38.3%
	76.6%				
I like many of the activities offered	6 5.3%	0	11 9.8%	53 47.3%	42 37.5%
	84.8%				
I like the opportunities for social interaction	5 4.4%	1 .9%	11 9.8%	53 47.3%	42 37.5%
	84.8%				

My Interests:

9. Please tell us your interest level in participating in these social activities:

	Not Interested		Neutral		Extremely Interested
Lunch with Friends	24 21.4%	33 29.4%	22 19.6%	26 23.2%	3 2.6%
	25.8%				
Monthly Luncheons at Crosswater	6 5.3%	20 17.8%	26 23.2%	30 26.7%	32 28.5%
	55.2%				
Birthday Lunches	16 14.2%	32 28.5%	27 24.1%	26 23.2%	13 11.6%
	34.8%				
The Community Picnic	9 8%	16 14.2%	28 25%	35 31.2%	24 21.4%
	52.6%				

10. Please tell us your interest level in participating in the following clubs and activities:

	Not Interested		Neutral		Extremely Interested
Book Club	41 36.6%	16 14.2%	6 5.3%	15 13.3%	34 30.3%
	43.6%				
Dinner Club	40 35.7%	17 15.1%	20 17.8%	17 15.1%	18 16%
	31.1%				
Mid Soles Hiking Group	18 16%	14 12.5%	26 23.2%	24 21.4%	31 27.6%
	49%				
Hearty Soles Hiking Group	34 30.3%	13 11.6%	15 13.3%+	22 19.6%	28 25%
	44.6%				
Winter Fun	34 30.3%	11 9.8%	22 19.6%	17 15.1%	32 28.5%
	43.6%				
Loose Cannons	40 35.7%	16 14.2%	27 24.1%	13 11.6%	16 14.2%
	25.8%				

11. Please tell us your interest level in participating in the following community service projects:

	Not Interested		Neutral		Extremely Interested
SRWC Event Greeters	36 32.1%	22 19.6%	22 19.6%	23 20.5%	10 8.9%
	29.4%				
Winter Wear	30 26.7%	27 24.1%	25 22.3%	20 17.8%	14 12.5%
	30.3%				
Soap Collection	47 41.9%	24 21.4%	17 15.1%	17 15.1%	7 6.2%
	21.3%				
Sunriver Knitters	79 70.5%	9 8%	9 8%	9 8%	6 5.3%
	13.3%				

Q. 12 We have received suggestions for some new clubs/activities. Please let us know if you'd be interested in any of the following:

	Definitely not		Neutral		Definitely
Travel Club	11 9.8%	29 25.8%	42 37.5%	19 16.9%	13 11.6%
					28.5%
Central Oregon Adventurers	1 .9%	12 10.7%	55 49.1%	31 27.6%	13 11.6%
					39.2%
Community service projects at different area nonprofits	4 3.5%	22 19.6%	44 39.2%	29 25.8%	13 11.6%
					37.4%
Game Nights	10 8.9%	21 18.7%	44 29.2%	22 19.6%	15 13.3%
					32.9%
Mentor/Buddy program for new members	11 9.8%	43 38.3%	34 30.3%	16 14.2%	8 7.1%
					21.3%
Educational programs	1 .9%	16 14.2%	45 40.1%	31 27.6%	19 16.9%
					44.5%

13. Other suggestions for new clubs or activities:

- Monthly activity for members under 40
- An activity organized by neighborhood where we live to meet others nearby
- Volunteers for local nonprofit organizations and activities
- Music activities such as choir or ensemble.
- Bridge Club
- Biking group x 3
- 1-hour walks in Sunriver
- Pickle ball
- Bowling group
- 9-hole golf
- Stitchery
- Birdwatching

Other comments/requests:

- Because I am still working, having a few more of the active groups meet occasionally on a weekend would be nice. I don't work Fridays, so that is also an option.
- Activities that include spouse
- Activities that include dogs 🐕
- A Dinner club where the people at the table stay the same for three to four meetings -- so you really get to know them. X 3

- I would like to see the format for Dinner Clubs change to repeated dinners with the same group of diners for several months. One dinner with one group in my experience does not lead to getting to know people and making new friends.

14. Which volunteer activities do you participate in?

- 62.5% I volunteer at one or more fundraising events
- 19.6% I am a committee member
- 18.8% I volunteer leading a club or activity group
- 14.3% I volunteer as a SRWC Board member or Board assistant
- 18.8% I do not currently volunteer for any aspect of SRWC
- 19.6% I would like to volunteer but I haven't found a good fit/haven't been asked

15. The SRWC relies on volunteers to deliver all of the services we provide to members and our community. Unfortunately, it has been difficult recruiting volunteers recently, especially to leadership positions. Tell us whether you agree or disagree with the following ways to deal with lack of volunteers.

	Strongly Disagree		Neutral		Strongly Agree
Schedule more activities on weekends and evenings so working women can volunteer.	1 .9%	8 7.1%	70 62.5%	27 24.1%	6 5.3%
Eliminate some social activities that are less popular.	4 3.5%	12 10.7%	55 49.1%	36 32.1%	4 3.5%
Reduce the number of fundraising events.	11 9.8%	21 18.7%	58 51.7%	18 16%	4 3.5%
Contract some of the organizational services to reduce volunteer hours needed and increase dues to compensate.	16 14.2%	32 28.5%	34 30.3%	24 21.4%	6 5.3%
Make volunteer roles smaller/less overwhelming.	1 .9%	5 4.4%	37 33%	55 49.1%	14 12.5%
Strengthen volunteer on-boarding, training and mentorship.	2 1.7%	6 5.3%	59 52.6%	34 30.3%	11 9.8%
Do a better job of communicating the value of volunteerism.	2 1.7%	6 5.3%	59 52.6%	34 30.3%	11 9.8%
Do a better job of showing appreciation for our volunteers.	2 1.7%	15 13.3%	54 48.2%	28 25%	13 11.6%

My Preferences:

16. I get information about club programs and activities through:

	Strongly Disagree		Neutral		Strongly Agree
The SRWC website	5 4.4%	16 14.2%	35 31.2%	35 31.2%	21 18.7%
	49.9%				
The SRWC monthly newsletter	0	0	5 4.4%	53 47.3%	54 48.2%
	95.5%				
Direct email blasts	3 2.6%	2 1.7%	12 10.7%	48 42.8%	47 41.9%
	89.2%				
Word of mouth	10 8.9%	27 24.1%	30 26.7%	33 29.4%	12 10.7%
	40.1%				
Facebook	47 41.9%	27 24.1%	22 19.6%	12 10.7%	4 3.5%
	66%				
Instagram	56 50%	33 29.4%	15 13.3%	5 4.4%	3 2.6%
	79.4%				

17. Communications from the SRWC:

	Strongly Disagree		Neutral		Strongly Agree
Are too frequent and/or don't contain the information I need	24 21.4%	50 44.6%	35 31.2%	3 2.6%	0
	66%				
Provide me with what I need to know	1 .9%	2 1.7%	14 12.5%	65 58%	30 26.7%
	84.7%				
Are too much about service, volunteering and fundraising	11 9.8%	40 35.7%	50 44.6%	6 5.3%	5 4.4%
	45.5%				
Are about the right balance between service and social activities	2 1.7%	6 5.3%	31 27.6%	56 50%	17 15.1%
	65.1%				
Are too much about social activities	15 13.3%	51 45.5%	48 42.8%	1 .9%	0
	58.8%				
Are often too long; I'd prefer shorter more frequent communication	10 8.9%	31 27.6%	53 47.3%	14 12.5%	4 3.5%
	36.5%				

18. How could we keep you better informed about activities and events?

Positive comments:

- You do a great job already
- Communication efforts are effective
- Encourage all members to access and read direct communications to the membership....all pertinent information is included!!!
- I am satisfied with my level of information.
- Doing a great job!

Suggested improvements:

- Email is most effective x2
- The newsletter often contains very redundant information. All calendar information does not need to be repeated every month in the newsletter. It should be used to highlight/promote current happenings. I do like the member profile, the philanthropy spotlights but I think the president's message could highlight hot organizational topics from the Board of Directors rather than reiterate calendar items.
- Announce upcoming activities and events when you have people together -- luncheons, dinners, HOA happy hours, etc. Ask Book Club coordinators to announce upcoming stuff at their monthly meetings, hiking folks at the end of the hike or beginning.
- A newsletter that is in a different format and is more frequent.
- Email a calendar. I don't check the SRWC website
- An up-to-date website calendar
- Maybe have a monthly newsletter with different sections (ie. calendar, club meetings, upcoming volunteer possibilities, updates on finances, and current philanthropic activities, maybe a spot on new or existing members). ***I would be open to assisting with this. I have done this service for a rotary club that I was a member of in the past.***
- Have an in- person tutorial about the website for us fossils

My Donations to the SRWC:

19. Which donation programs do you participate in?

53.6%	Power of 100+
39.3%	Power of 50 for Education
16.1%	Community Grant Program
17.9%	Best Use Fund
38.4%	Amazon Smile
34.8%	Fred Meyer Rewards
24.3%	Other (Art Meets Wine, In Kind, COVID, Bricks, etc.)

20. Why do you choose to donate to the SRWC?

74.3%	The SRWC supports causes I believe in
71.4%	The SRWC understands the needs of the community
63.8%	The SRWC is respected in the community
83.8%	I can trust the SRWC to make a positive impact in our community with my donation.

21. How do you prefer to donate financially?

- 51.4% Personal check
- 60.0% By credit card through the SRWC website
- 9.5% Automatic recurring donations
- 40.0% Shopping at Fred Meyer and/or Amazon Smile
- 1.0% Donation of securities

22. Rate your level of satisfaction with how the SRWC shows you that your financial support is meaningful.

Very Dissatisfied		Neutral		Very Satisfied
0	4 3.6%	22 20%	39 35.5%	45 40.9%
			76.4%	

23. Rate the level of impact you feel your financial support has made in the community we serve.

Very Unimpactful		Neutral		Very Impactful
0	4 3.7%	21 19.3%	29 26.6%	55 50.5%
			77.1%	

24. How can we improve the donation process?

Positive Comments:

- I love seeing the group concentrate on larger disbursements to fewer organizations

Negative comments:

- I don't donate. Convince me that it is a priority.
- Donating via credit card is easy but I hate the request to cover the CC fee.
- I donate to MANY organizations and so the Women's Club is just one of them. Your process for donating and selecting organizations fine, just please understand that it is not the only charity that I donate to. I feel like I'm CONSTANTLY bombarded by requests for money.
- Grant process seems cumbersome for those seeking funds.
- I donated for greatest need. It would have been nice if someone had called or emailed me and told me what my donation was being used for.

Suggested improvements:

- I would like to see a group of women within the SRWC who come together to decide where their donation will go as opposed to having it decided by SRWC. I also think we could have a power of \$1000. There are many cities who have a group of women who raise large amounts of money and they are very connected in deciding where the money goes. See ninety-nine girlfriends.
- Don't assume that putting something on the website is asking for a donation. I have yet to see anything about making a recurring donation automatically -- yet it appears on the website.
- Consider part of dues, or social events a donation.
- More phone calls to thank donors; more speakers from agencies we support

- Donors need to know specifically where their donation is going... continued communication about results of donations!
- Tie gifts to specific programs
- Reminders :)
- Make it easier to do a direct donation via bank.
- Have opportunities for donation of time x2
- Accountability, hearing about how it helps.

My Overall Club Experience:

25. Please rate your level of satisfaction with your overall experience as a member of the SRWC?

Dissatisfied		Neutral	Satisfied	Highly Satisfied
0%	3 2.7%	14 12.5%	54 48.2%	41 36.6%
			84.8%	

26. The Club wants to balance opportunities for members to connect socially and raising money for our neighbors in the high need areas of south Deschutes County. Please tell us if you believe we are striking that balance.

Highly Disagree		Neutral		Highly Agree
0%	8 7.1%	23 20.5%	48 42.9%	33 29.5%
			72.4%	

27. How would you rate the value of your membership – i.e., what you receive in personal benefit for your \$40 membership fee?

Low value		Neutral		High value
2 1.8%	5 4.5%	14 12.5%	23 20.5%	68 60.7%
			81.2%	

28. All proceeds from our fundraising events are dedicated to our philanthropy program. Dues are collected to cover the cost of our club operations. How likely are you to support a dues increase to cover the increased costs of running our organization?

Highly Unlikely		Neutral		Highly Likely
4 3.6%	10 8.9%	16 14.3%	39 34.8%	43 38.4%
			65.2%	

29. How likely are you to recommend joining the SRWC to other women?

Highly Unlikely		Neutral		Highly Likely
0%	1 0.9%	7 6.3%	27 24.1%	77 68.8%
			92.9%	

30. How can the SRWC be improved?

Positive comments:

- Great organization and moving as appropriate to meet the needs of all members!!!
- You are on the right track by sending out this survey! The club changes as new members join.
- I think you did it by reorganizing the board.
- Keep on doing what you are doing. People have been stressed the past few years and the membership is aging. Summer is coming, a good time to have no charge outdoor picnics simply for social fun and story sharing.
- You are doing a great job! Through living here, I have also gotten involved in other worthwhile activities. So my level of participation is shared between several activities and not a result of SRWC needing to be improved to get me more active. You're doing a great job!

Negative comments:

- Reach out to new members. I am new and lost, no contact other than website.
- It used to be more fun. There were more couples events and not so much philanthropy. I have been a member for around 20 years!
- Less fundraising. I give to the charities that are important to me, I don't need SRWC to do this for me.
- Especially in the last few years, it feels like way too much emphasis on raising money.
- I am unlikely to participate in in person events due to COVID. In person lunches and other like events are not safe

Suggested improvements:

- Have casual get togethers outside, and frequently so people can come together comfortably.
- Part time owners often are here on weekends only -- and many are left out because weekends seem to be dedicated to tourists. Split social activities so that part timers can become active members AND donors.
- The owner's park is a under used resource -- having summer happy hours for SRWC by the river would be a wonderful way for singles and couples to come in a comfortable environment.
- I think having the first thing on the home page when you open the SRWC website should be a current calendar of all events associated with the Club. (Committee meetings, social gatherings etc. --- so everyone can see how many moving parts are going with the Club).
- I joined during the pandemic and opportunities were very limited. I feel we are just beginning to learn what opportunities there are and able to begin to engage. I will continue to do so as my schedule allows.
- Wider reach in the community
- Leadership positions need to have an assistant or co-leader to provide consistency, flexibility of volunteering while living our best life.
- More engagement of new members, part-time residents and working members
- These are tough times. Covid has impacted everything I do. I don't participate in much since covid.

- Greater variety of social opportunities
- Your understanding is requested for those of us part timers who choose to participate in charities elsewhere. I think SRWC is a fine organization, and I've liked the hiking opportunities over the years. Thank you!
- Make it easier for part-time residence to take on small volunteer tasks. Enable zoom participation for monthly lunch for people not in the area during the winter.
- I'd like to see more casual social fund raising events instead of fancy dinner/dances that are expensive to attend. The Art meets Wine was fun and reasonably priced. How about a casino night or Halloween party. It might be easier to get volunteers for less daunting, time consuming events. Also every event does not have to include a silent auction.
- The lunches at Crosswater are nice, but they are too expensive. For \$25 dollars they should be 3 courses, not just two. At the last lunch the bowl of chili and dessert were good, but I felt \$25 was a lot to pay for it. There wasn't even a roll or bread included. I know the cost of the room is probably in that price as well and that Crosswater is the best option for the club. Maybe you could negotiate a soup or salad course on top of the entree and dessert.
- Perhaps when joining SRWC make it mandatory to sign up for at least 1 fundraising event. Follow with literature & video training on that fundraising event with current coordinators.
- I would like to see the programs for the luncheons be more focused on our outreach and philanthropic activities.
- Put membership dues on an annual autopay system with an annual email reminder and link for members to update their online profile and interest areas.
- Rename the organization Sunriver Area Women's Club to reflect the fact that our membership includes all of the community in the 97707 zip code.
- Create a Welcome to Sunriver committee to focus on helping new members in the community participate in SRWC.
- The monthly luncheon programs could focus on one presentation each month by a nonprofit that SRWC supports. Rotate through all the nonprofits over several years.
- Be more aware of preponderance of pairing fundraisers with alcohol.
- I think you are doing a great job and I hope to participate more when my kids go off to college and I can get to Sunriver more often.
- Celebrate the organization, not just the philanthropy.
- The majority of the work is done by a small fraction of members. People get burned out so positions tend to get filled with "any warm body" approach
- "If" Covid returns do not stop events and do not "require" vaccines/masking, it curbs our freedom as citizens and should be an individual choice. Do not spread fear and impose restrictions on others that are not fearful.
- Newcomers to the community probably find the Women's Club to be a very valuable organization for getting acquainted with the community, especially since there is no "Welcome Wagon" here. While I am very proud of what the Women's Club has accomplished and commend the ladies who have taken on leadership roles over the years (including me), I have directed my funds and my volunteer time towards groups that have many fewer members or are highly specialized in some way or need my financial support more. That's mainly due to my personal interests and should NOT be taken as a criticism of the Women's Club. It's just my current combination of already being over-involved and weary of leadership responsibilities for other organizations.