



CWRT LIFE MEMBERSHIP SURVEY SURVEY ANALYSIS

One of the interesting features of CWRTs is that they have different views on membership. Most like more members to walk through their doors and some do their best to celebrate the contributions and longevity of some members. This survey was focused on the views of life memberships, how they are recognized and what they mean to the CWRT.

This survey had a total of 17 questions and received an N = 112. There were 17 who didn't know if their CWRT has a life member category, so they were eliminated. Another 4 failed to complete the survey. Three (3) answered the survey twice...although with the same answers. There were 8 repeated responses from the same CWRT. We kept the most comprehensive answers for a final total response for analysis of 79.

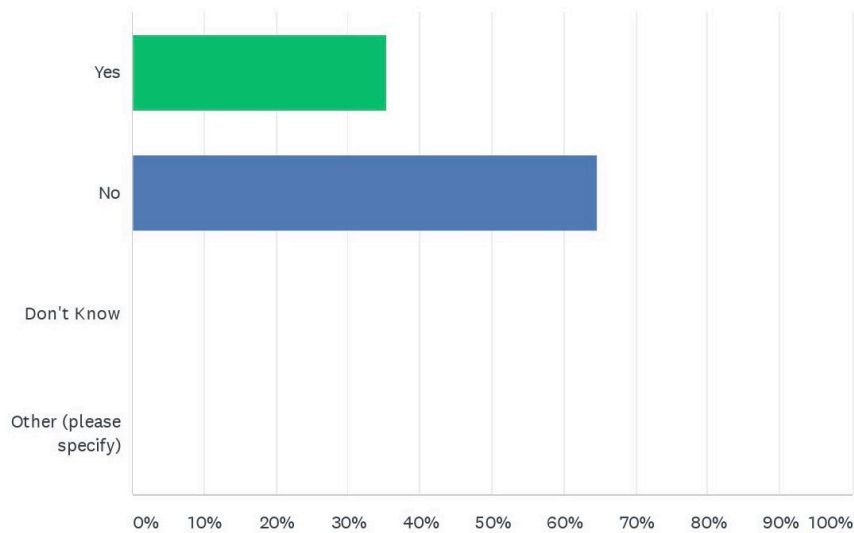
SUMMARY

This survey contributed to the following BEST PRACTICES:

1. CWRTs would do well to have clear and published policies regarding the requirements for ALL different membership categories. Members quickly recognize when there are no standardized ways of treating one another.
2. Granting life memberships, either if they are paid or unpaid, should be the province of the board of directors or a membership committee.
3. CWRTs should seriously consider whether or not to establish an unpaid life membership classification for the many benefits it can have.
4. Paid life memberships do have their place in some CWRTs. The policy authority should consider the annual dues amount and not make it so high that it discourages participation.
5. Member recognition is one of the most underrated aspects of CWRT membership. Leadership should be challenged to recognize life members on a continuing basis in any number of innovative ways.
6. Membership recognition should be tied closely with membership recruitment strategies. Leaders are remiss in making that connection.

Q1 Does your CWRT have an HONORARY LIFE MEMBER category?

Answered: 79 Skipped: 0

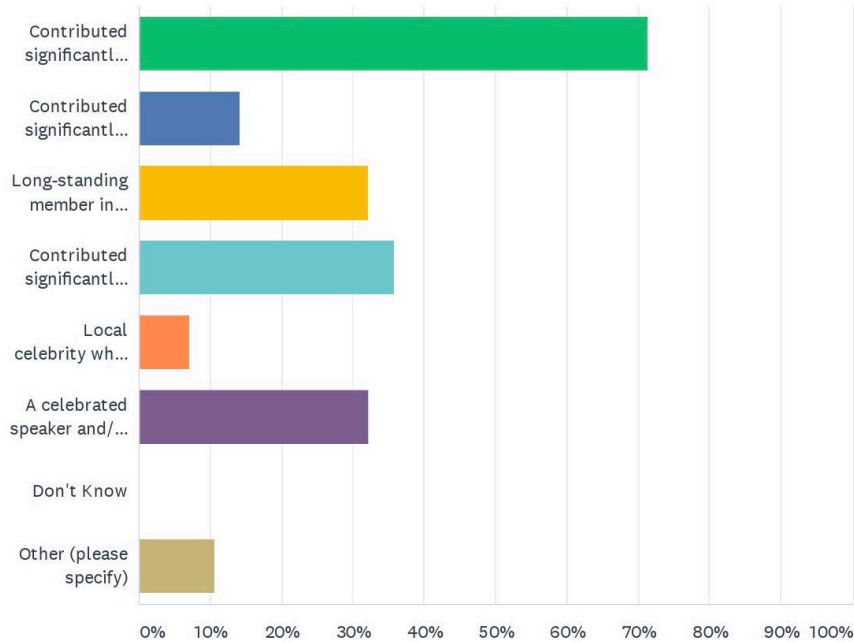


ANSWER CHOICES	RESPONSES	
Yes	35.44%	28
No	64.56%	51
Don't Know	0.00%	0
Other (please specify)	0.00%	0
TOTAL		79

Thirty five percent advised that they have an “honorary” life membership category, while the majority, 66% do not.

Q2 What are the requirements to become an HONORARY LIFE MEMBER?

Answered: 28 Skipped: 51



ANSWER CHOICES	RESPONSES
Contributed significantly (non-financial) to our CWRT	71.43% 20
Contributed significantly (financial) to our CWRT	14.29% 4
Long-standing member in declining years	32.14% 9
Contributed significantly to Civil War history	35.71% 10
Local celebrity who helps promote our CWRT	7.14% 2
A celebrated speaker and/or historian	32.14% 9
Don't Know	0.00% 0
Other (please specify)	10.71% 3
Total Respondents: 28	

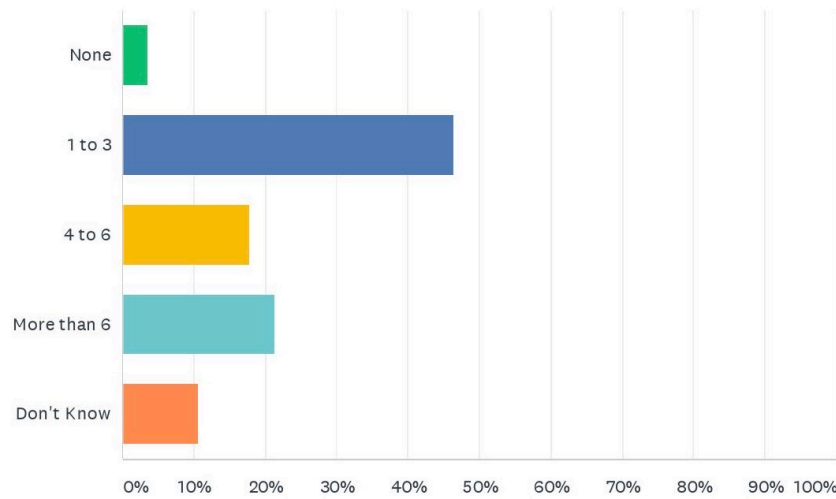
For those that have an honorary life membership, 71% stated that the requirements were to have contributed significantly in a non-financial way to gain this honor. Thirty-five percent said that that category was aligned with contributing significantly to Civil War history. Thirty-two percent stated that it was reserved for long standing members in their declining years. Another 32% said it was for celebrated speakers and/or historians. Fourteen percent said it was for contributing financially in a significant way. And, another 7% said it was for local celebrities who helped to promote the CWRT.

Three stated that honorary life membership was reserved for the following:

- All non-member speakers, plus founders of the CWRT
- Founding members (4 of them)
- Long-standing members who has done a lot for the CWRT

Q3 How many HONORARY LIFE MEMBERS does your CWRT have on the roster?

Answered: 28 Skipped: 51

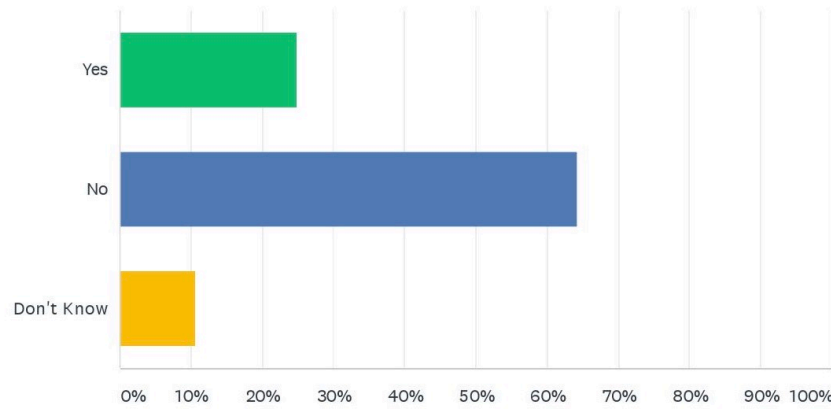


ANSWER CHOICES	RESPONSES
None	3.57% 1
1 to 3	46.43% 13
4 to 6	17.86% 5
More than 6	21.43% 6
Don't Know	10.71% 3
Total Respondents: 28	

When asked how many honorary life members their CWRT has the response was varied. Forty-six responded 1 to 3, 21% said more than six, 18% said 4 to 6, 11% didn't know and 4% said their CWRT has none.

Q4 Does your CWRT have a written policy covering the HONORARY LIFE MEMBER category?

Answered: 28 Skipped: 51

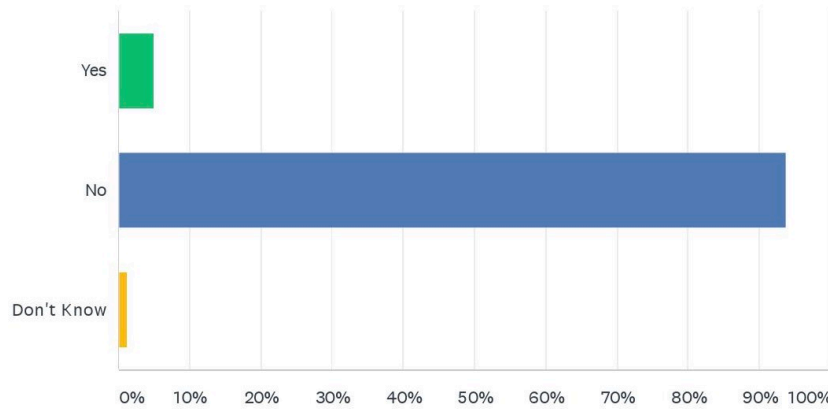


ANSWER CHOICES	RESPONSES	
Yes	25.00%	7
No	64.29%	18
Don't Know	10.71%	3
TOTAL		28

Most CWRTs, 64%, do not have a written policy covering honorary life membership. Twenty-five percent do have a policy. 11% don't know if a policy exists.

Q5 Does your CWRT have a PAID LIFE MEMBER category?

Answered: 79 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	5.06%	4
No	93.67%	74
Don't Know	1.27%	1
TOTAL		79

The overwhelming number of respondents (94%) advised that their CWRT DOES NOT have a Paid Life Membership category. Only 5% have one. 1% didn't know.

Q6 What is the PAID LIFE MEMBER fee for your CWRT?

- None
- \$400
- \$150
- \$500, I think

Q7 What is the ANNUAL DUES for your CWRT?

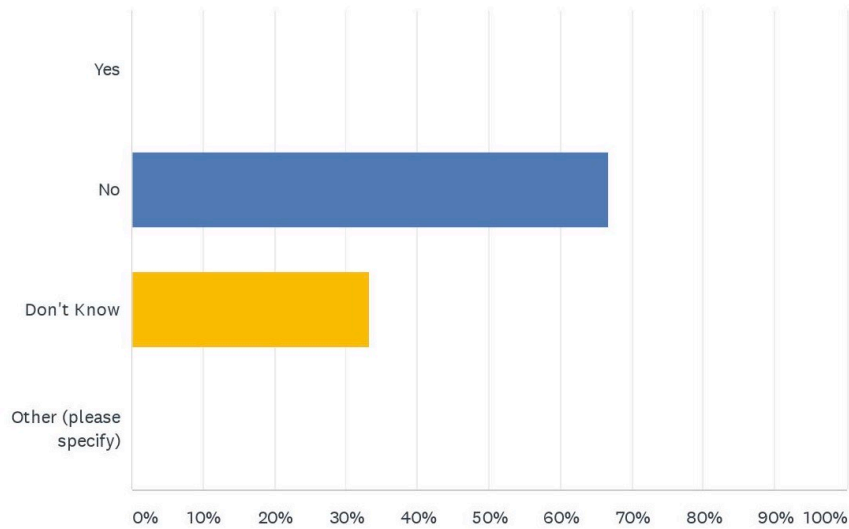
- \$20
- \$25
- \$25
- \$30

Q8 What is the name of your CWRT (SPELL IT OUT, PLEASE)

- Mahoning Valley CWRT
- CWRT of the Ozarks
- Colonel Henry Ryerson CWRT
- Hamilton County (Indiana) CWRT

Q9 If someone makes a "donation" equal to or more than the PAID LIFE MEMBER fee, will that donor be considered a PAID LIFE MEMBER?

Answered: 3 Skipped: 76

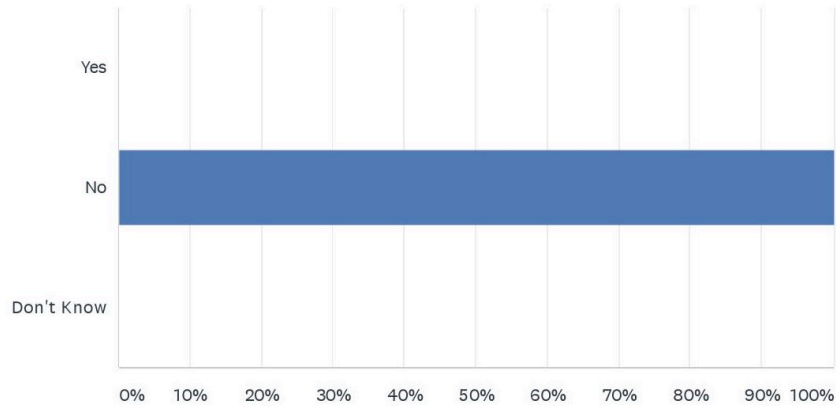


ANSWER CHOICES	RESPONSES	
Yes	0.00%	0
No	66.67%	2
Don't Know	33.33%	1
Other (please specify)	0.00%	0
TOTAL		3

Two-thirds of respondents said that if someone donates an equal or greater amount to the CWRT than the Paid Life Member category, they will not consider that donation to qualify. Another one-third didn't know.

Q10 Does the PAID LIFE MEMBER fee vary with the age of the individual or any other factor?

Answered: 4 Skipped: 75



ANSWER CHOICES	RESPONSES	
Yes	0.00%	0
No	100.00%	4
Don't Know	0.00%	0
TOTAL		4

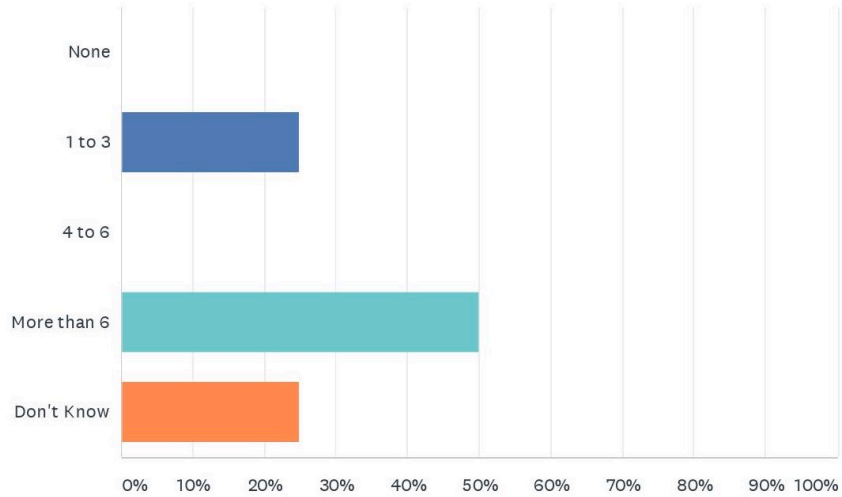
Of those CWRTs with a Paid Life Member, none of them said the fee varies with the age of the individual or any other factor.

Q11 If yes to Q9, please explain the factors and how the fee is calculated.

No responses

Q12 How many PAID LIFE MEMBERS does your CWRT have on the roster?

Answered: 4 Skipped: 75

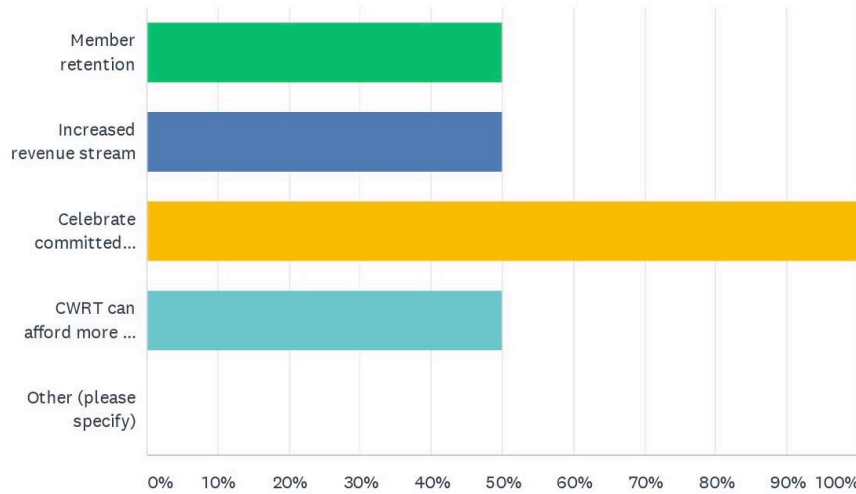


ANSWER CHOICES	RESPONSES	
None	0.00%	0
1 to 3	25.00%	1
4 to 6	0.00%	0
More than 6	50.00%	2
Don't Know	25.00%	1
Total Respondents: 4		

In terms of Paid Life members, 50% said more than six, 25% said 1 to 3 and another 25% didn't know.

Q13 What are the benefits to your CWRT for the PAID LIFE MEMBER category?

Answered: 4 Skipped: 75

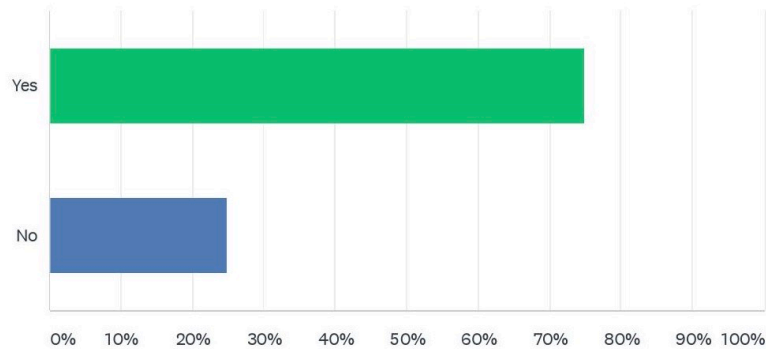


ANSWER CHOICES	RESPONSES	
Member retention	50.00%	2
Increased revenue stream	50.00%	2
Celebrate committed members	100.00%	4
CWRT can afford more or better speakers	50.00%	2
Other (please specify)	0.00%	0
Total Respondents: 4		

Of the factors that benefit it CWRT for having Paid Life Members, all said it celebrates committed members. The other responses included member retention, increased revenue stream and that the CWRT can afford more and better speakers.

Q14 Are PAID LIFE MEMBERS especially recognized in some way?

Answered: 4 Skipped: 75



ANSWER CHOICES	RESPONSES	
Yes	75.00%	3
No	25.00%	1
TOTAL		4

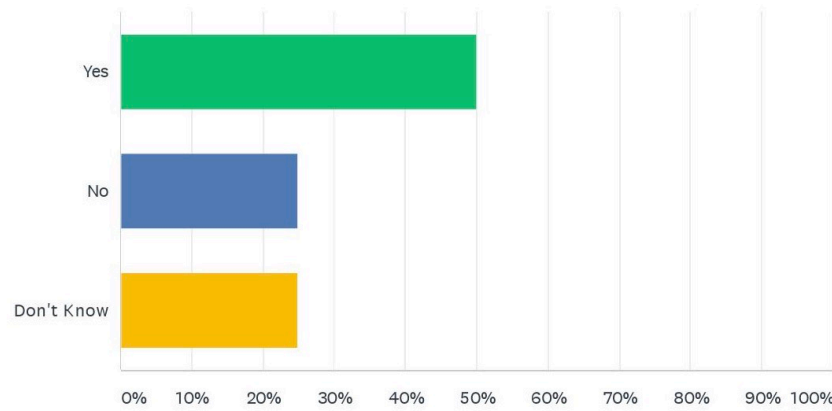
Three of the four CWRTs with Paid Life Memberships said they recognized them in some way. One does not.

Q15 In what way are they recognized?

- Mentioned in the membership reports
- Mentioned at next meeting & listed on website
- Listed in membership

Q16 Is your PAID LIFE MEMBER category standardized in policy?

Answered: 4 Skipped: 75



ANSWER CHOICES	RESPONSES	
Yes	50.00%	2
No	25.00%	1
Don't Know	25.00%	1
TOTAL		4

Only one-half of the CWRTs with a Paid Life Membership category have a standardized policy to cover that category.