

# 2020 Member Survey Results

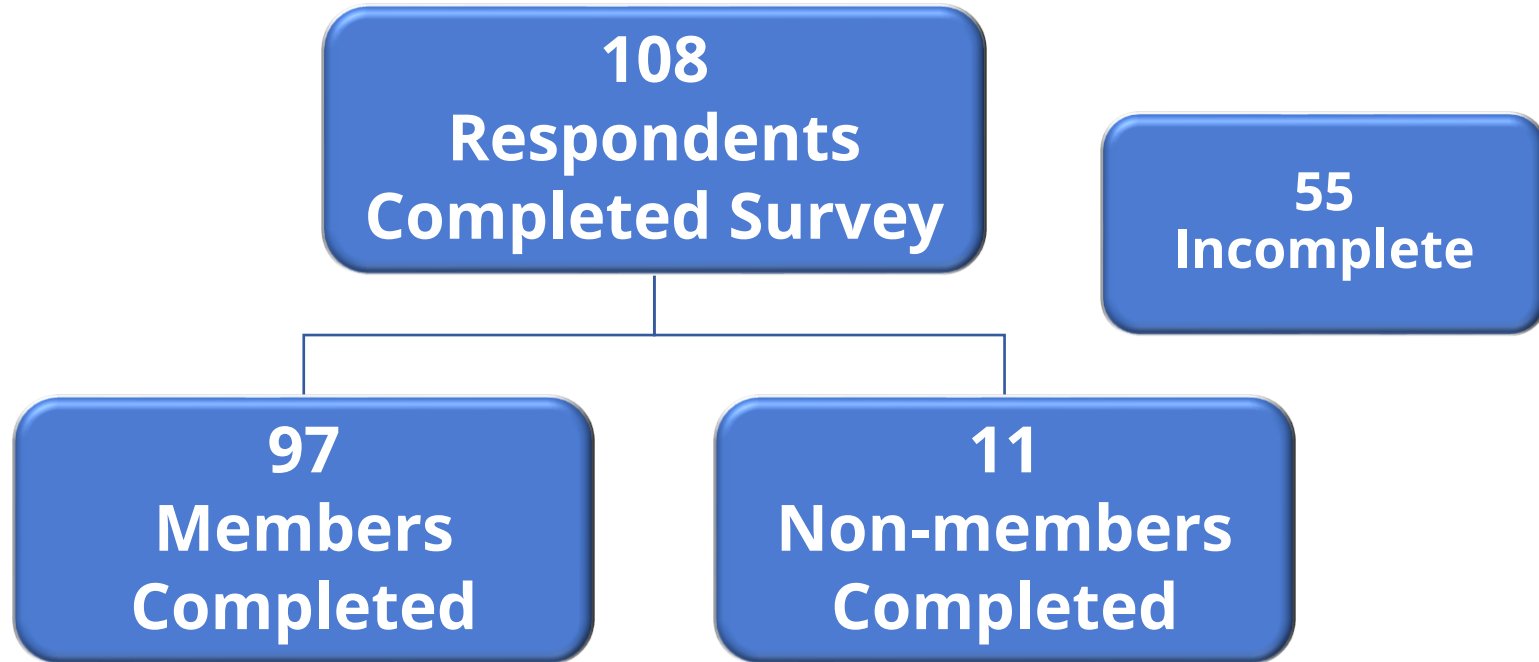
04/2021

# Agenda

- **Survey Respondent Stats**
- **Membership Perceptions**
- **Member Satisfaction with DANA Services**
- **Board Outcomes**
- **Qualitative Data**
- **Nonmember Indicators**

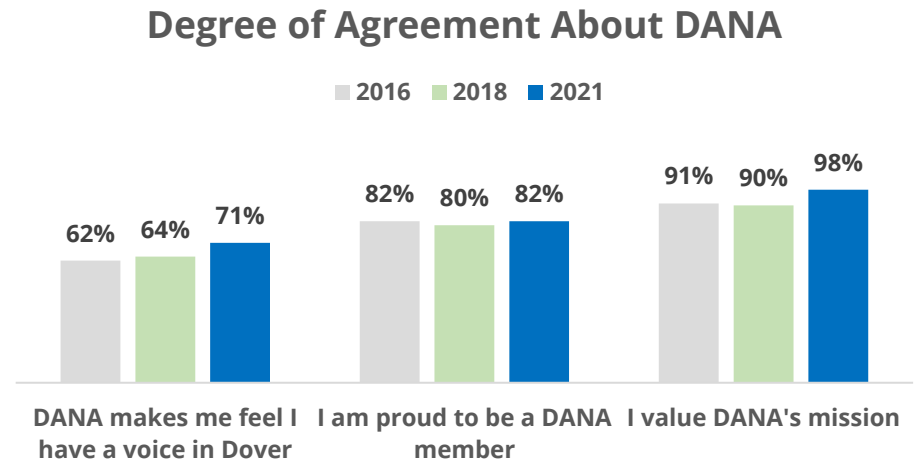
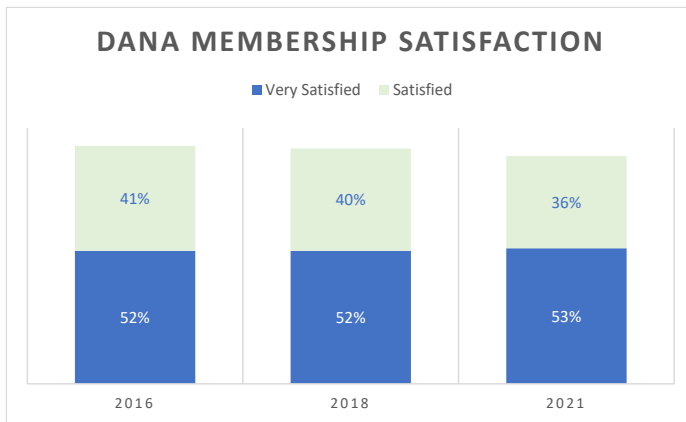
# Member Survey Respondent Stats

Survey Deployed February 2021



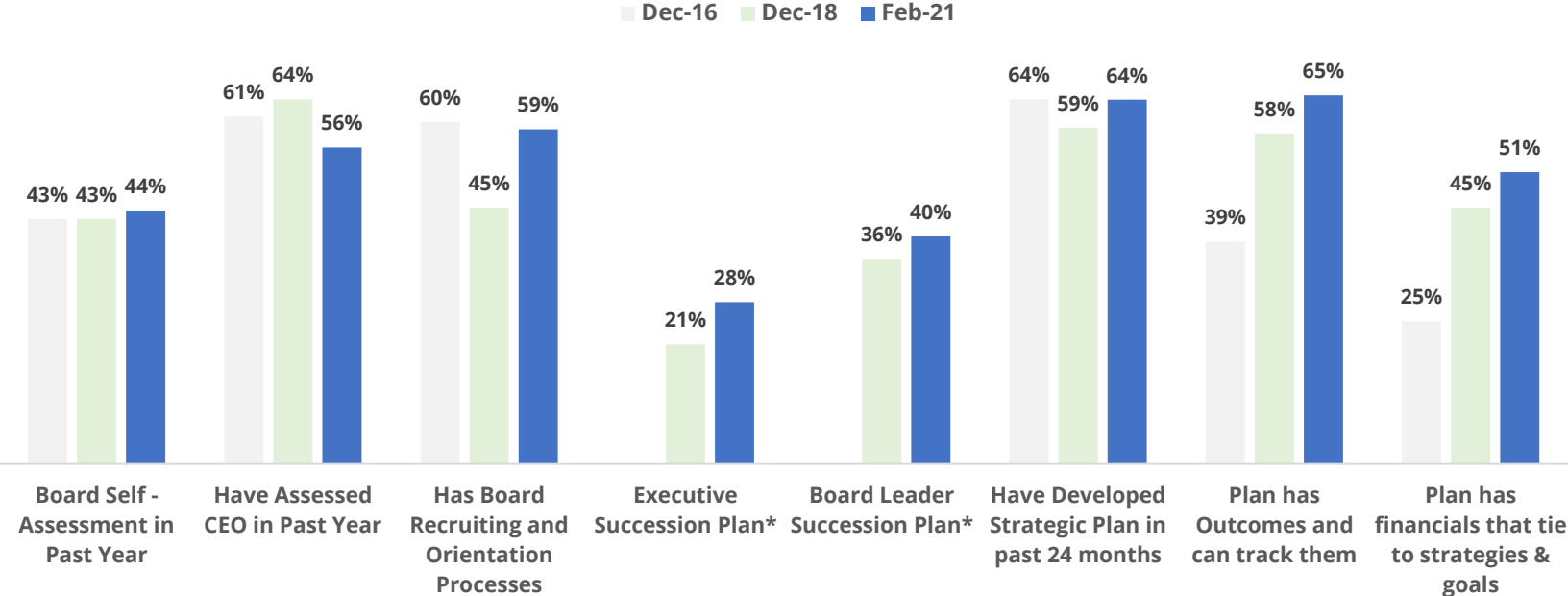
# DANA Member Perceptions past three surveys

- Deployed via DANA's newsletter
- December 2016 benchmark year for outcome tracking = 67 respondents
- December 2018 added questions about leadership success = 82 respondents
- February 2021 = 95 respondents

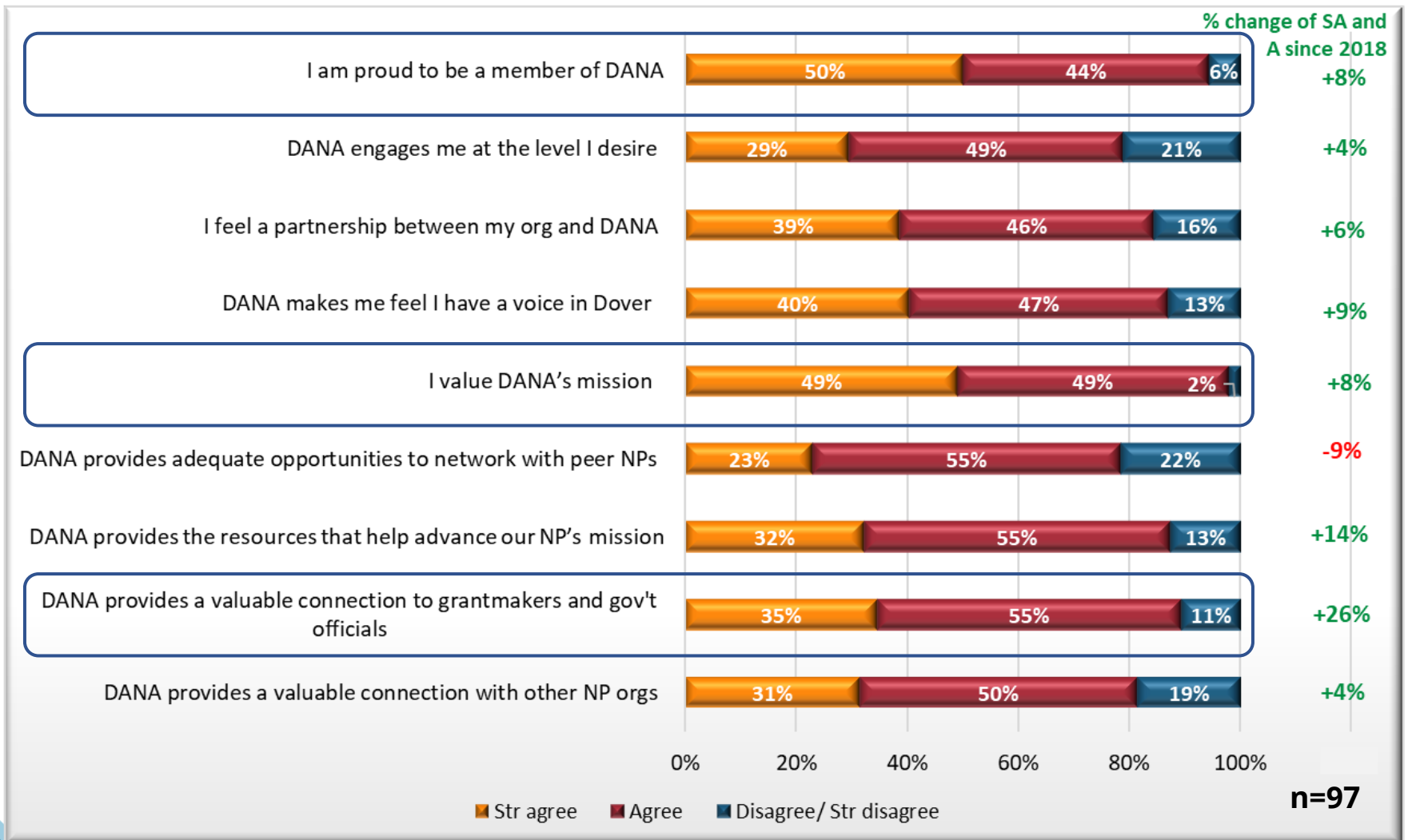


# DANA's efforts result in these outcomes

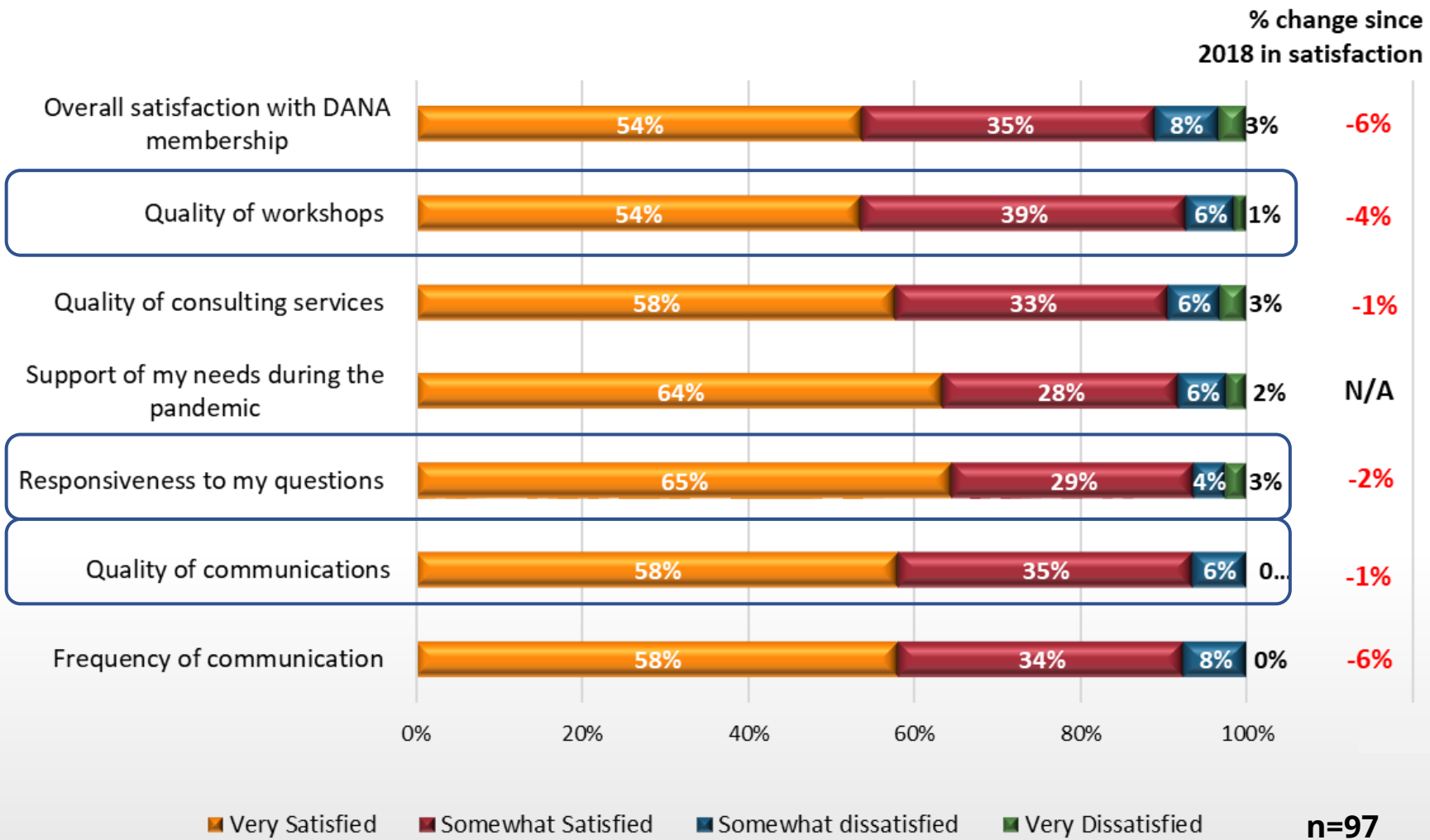
% of Members Who Said Yes they have these Practices



# Perception of DANA Membership



# Member Satisfaction



# DANA Outcomes

<b>DANA 2019-20 Board Outcome Tracking</b>	<b>2018 (%)</b>	<b>2020 (%)</b>
Conducted Board Self-Assessment	38	40
Have Assessed CEO in Past Year	60	50
Have Board Recruiting Processes	55	52
Executive Succession Plan	19	26
Board Leader Succession Plan	32	36
Have Developed Strategic Plan in past 24 months	56	61
Plan has Outcomes and can track them	53	61
Plan has financials that tie to strategies & goals	37	47
	Not	
Board reflects the diversity of community served	Measured	47
	Not	
Organization has established a culture that embraces DEI practices	Measured	81



# Qualitative Data

**Logistical/communications** (3 comments): “More advance notice of trainings, the calendar is so delayed in updates it is hard to be able to access them.”

**Program** (5 comments): “More opportunities to network, compare operations with organizations alike in size and organizations in the same nonprofit sector.”

**Specific Support Desired** (8 comments): “I just need the guidance to finish writing my bylaws and get going w grant writing.”

**Other/Complaint** (5 comments): “At present moment, being a DANA member is more of an obligation. We all know that we \*have\* to be a member of DANA when seeking funding for large projects.”



# Nonmembers: Factors Influencing NOT Joining DANA

