

# 2020 Member Survey Results

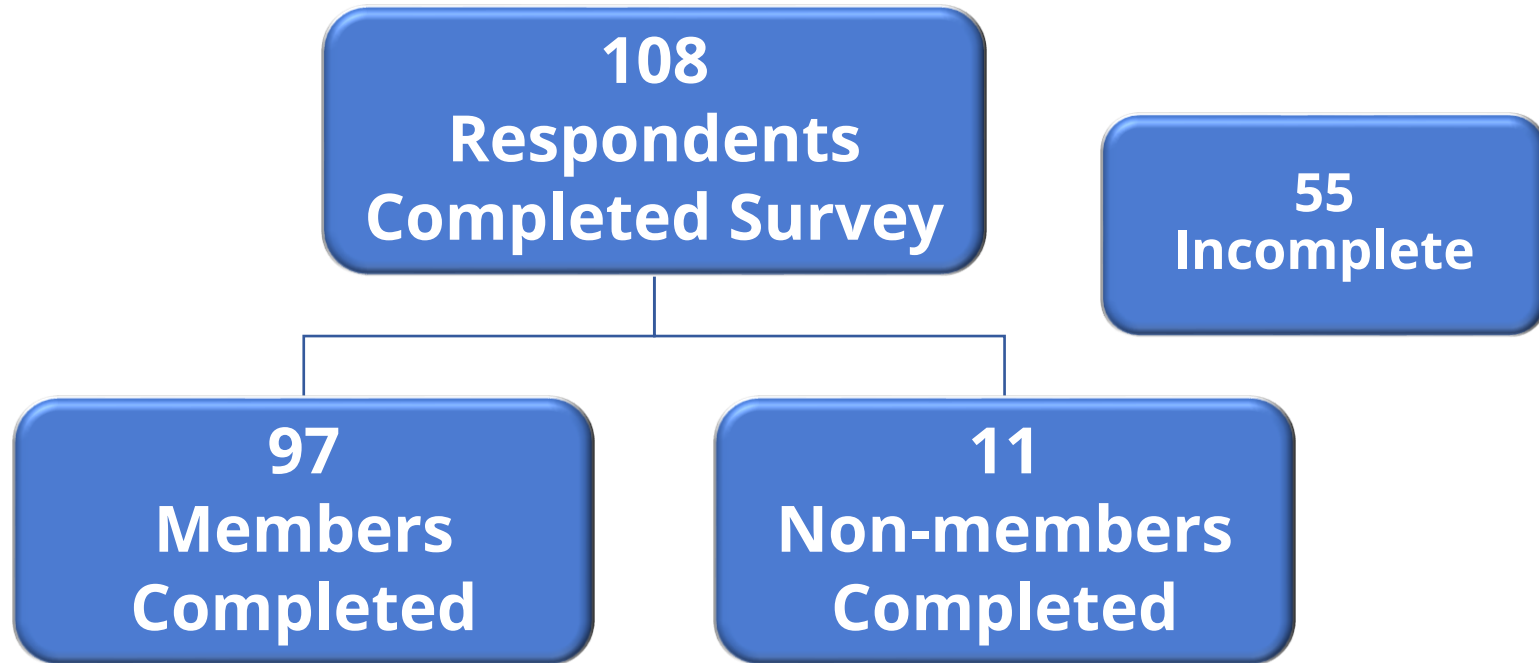
04/2021

# Agenda

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

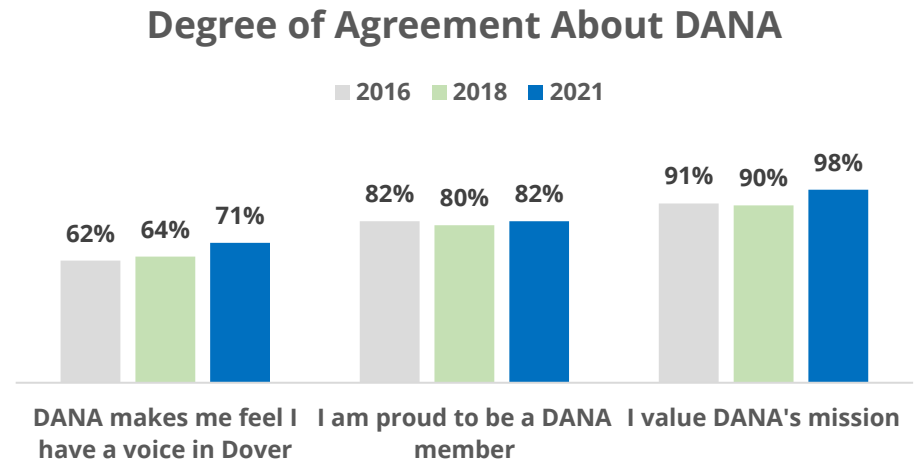
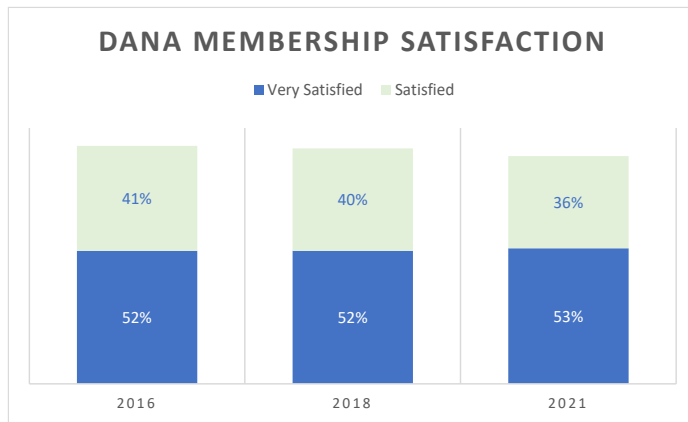
# Member Survey Respondent Stats

Survey Deployed February 2021



# DANA Member Perceptions past three surveys

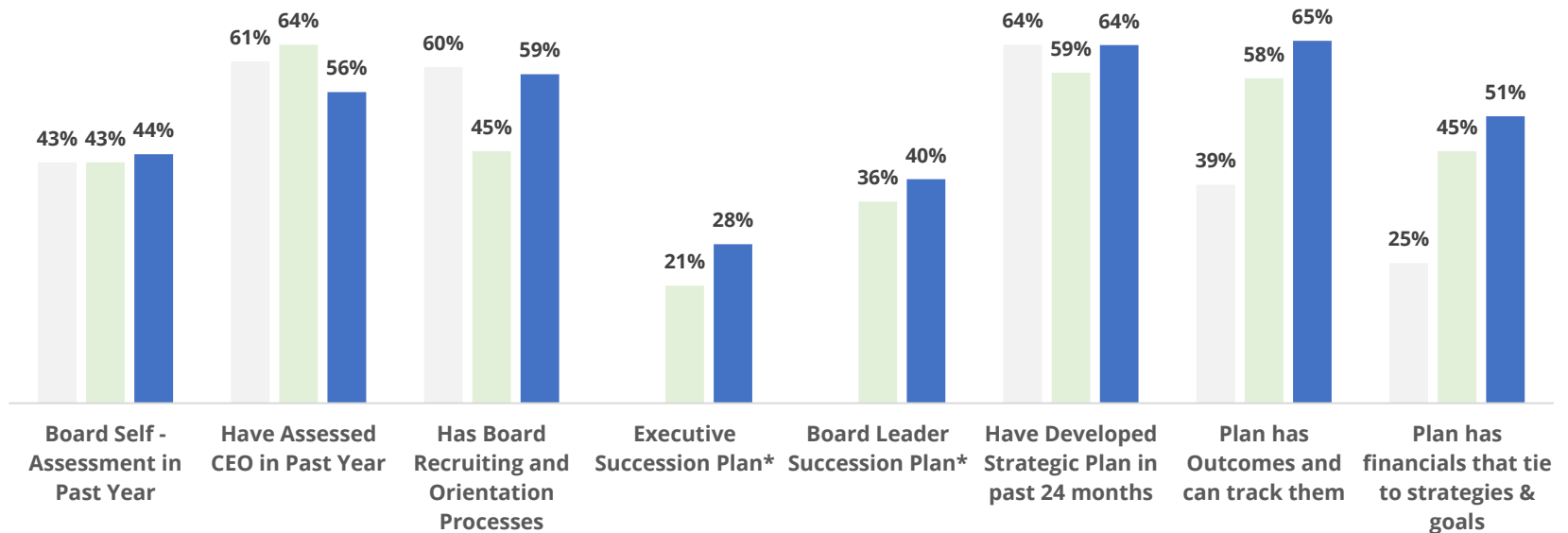
- Deployed via DANA's newsletter
- December 2016 benchmark year for outcome tracking = 67 respondents
- December 2018 added questions about leadership success = 82 respondents
- February 2021 = 95 respondents



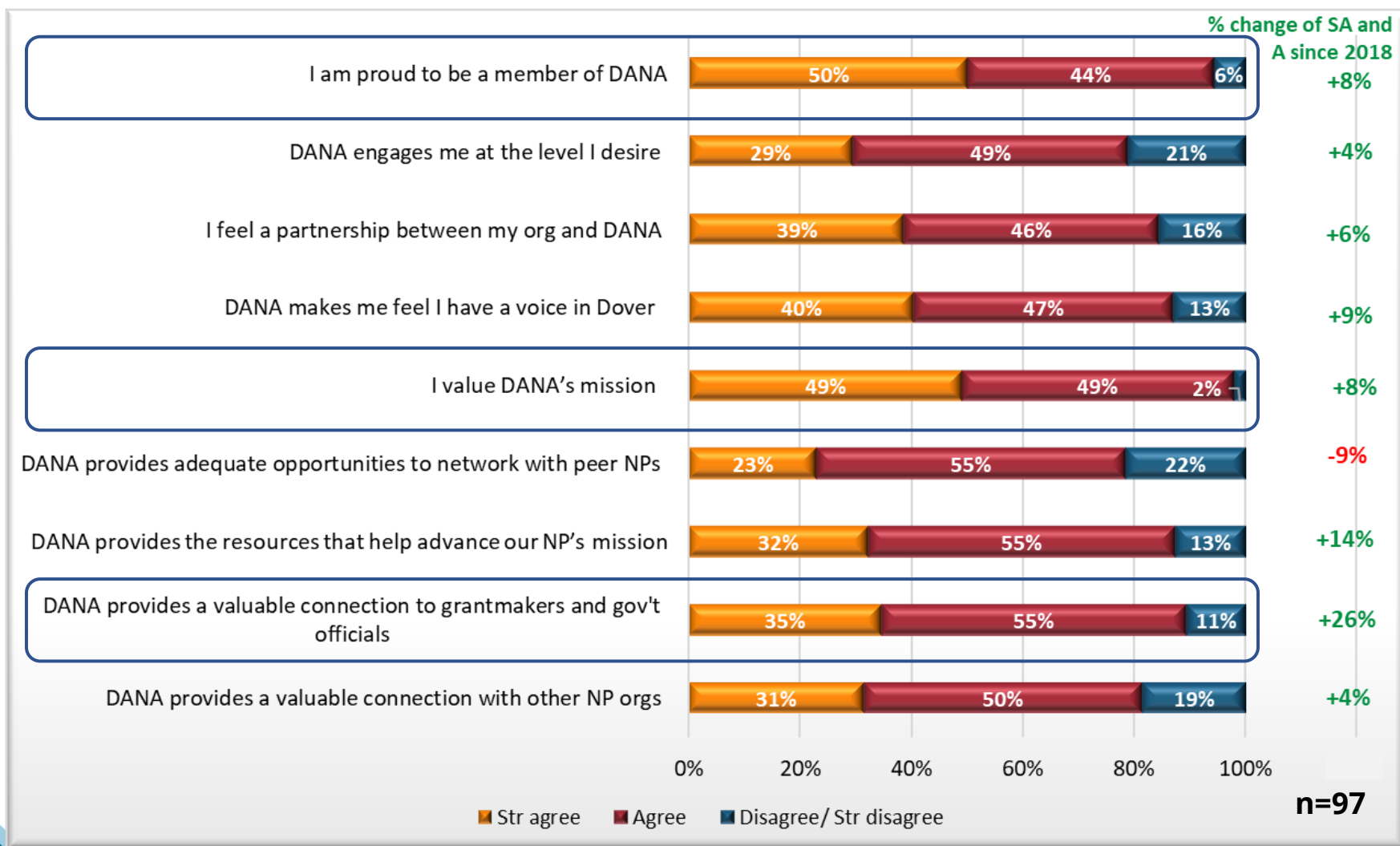
# DANA's efforts result in these outcomes

% of Members Who Said Yes they have these Practices

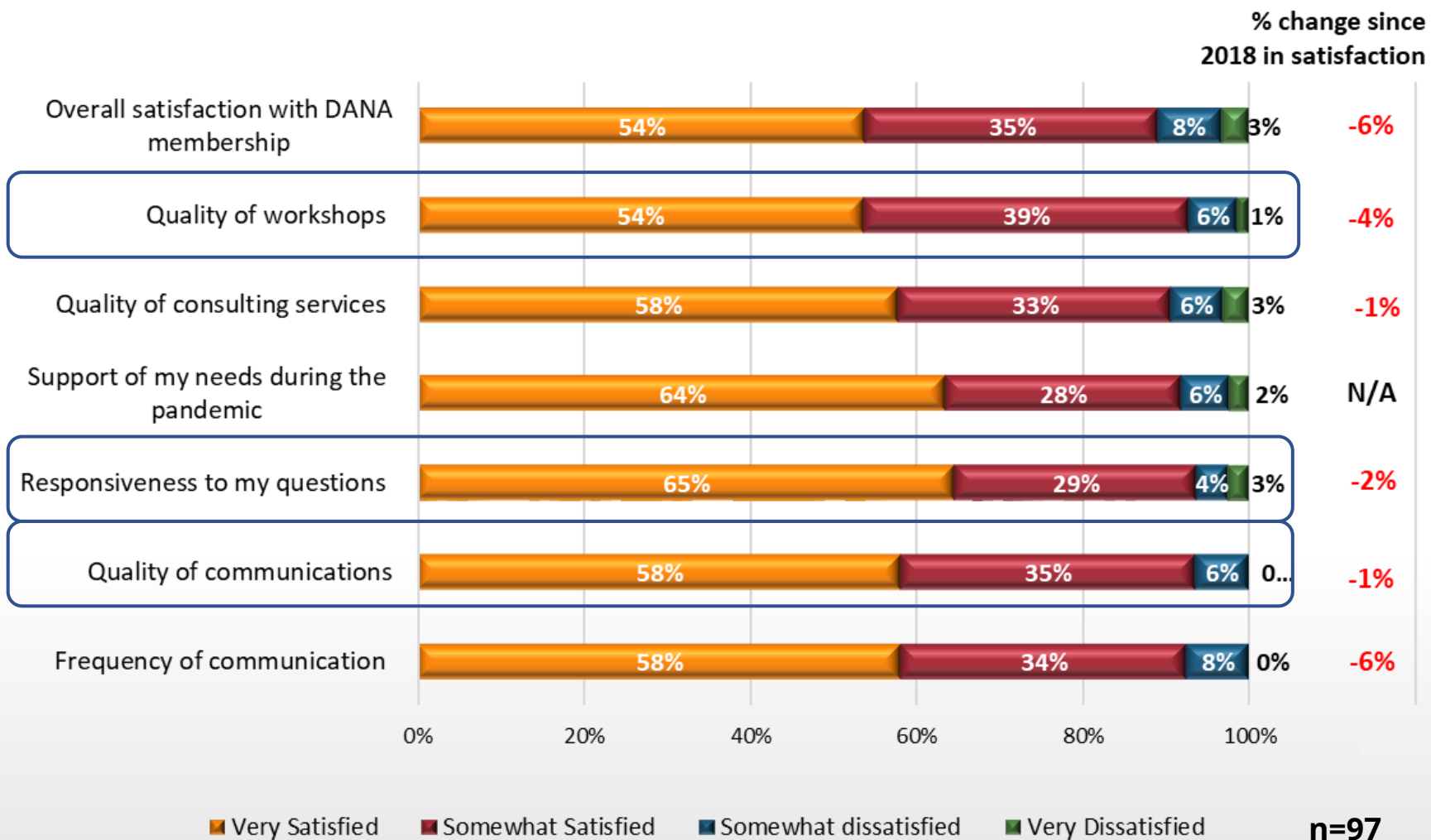
Dec-16 Dec-18 Feb-21



# 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 Measured    |                 |
| Board reflects the diversity of community served                   |                 | 47              |
|                                                                    | Not Measured    |                 |
| Organization has established a culture that embraces DEI practices |                 | 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

