



Lead from Within: How Deep and Valid Member Research Can Drive Strategy

Voice-of-member research provides the foundational data and insights needed for strong and effective leadership.

Your strategy is critical. It can't be done in a vacuum – and shouldn't be informed simply by listening to the loudest voices. Association leaders and stakeholders need to understand current, lapsed and prospective members on a deep level – their motivations, concerns, and needs. This provides the foundation for building a vibrant and relevant organization.

Effective member research is the key. If you have managed member surveys internally, you know the time and resource commitment required. But did you know that you may not be maximizing the depth and effectiveness of the insights you could be receiving? Consider that you may unknowingly be contributing to survey fatigue, a real problem that negatively impacts results. 1st Resource offers a complete research process that ensures you get the vital insights you need.

The 1st Resource Advantage:

- **Map to Leadership Priorities and Strategy:** It's critical to measure your member touchpoints correctly to paint an accurate picture that supports strategy formation. We help you identify and assess the meaningful drivers that will inform strategy and decision-making.
- **Professionalism & Objectivity:** Members are used to taking surveys and have radar for poorly designed and biased research and reports. Our deep expertise in survey design, flow, execution, and objective reporting ensures confidence in the process and the findings at all levels of the organization.
- **Statistical Validity:** Without a rigorous approach to data analysis, research results can be inaccurately or only partially interpreted. We provide the specialized analytic skills and advanced statistical software tools to maximize crosstab analysis and deliver statistically valid results.
- **Tracking Studies:** In order to track progress and stay current with your members, it is important to benchmark and then measure member engagement and satisfaction over time with Tracking Studies. Our proven approach incorporates questionnaire design, sample balancing, fielding, statistical testing, and trend reporting to ensure you have the essential information to assess your progress over time.
- **Actionable Insights** – You need more than data. You need relevant and actionable insights based on that data. The 1st Resource team understands how to turn data into useful insights and recommendations to support your decisions and planning.

1st Resource offers an array of member research options

For over 20 years, 1st Resource has been helping associations measure, assess, and understand the critical drivers of member satisfaction, engagement, and retention. Our experience, combined with actionable and statistically valid insights that will help drive your organization forward.

We offer both quantitative and qualitative solutions, often combining both for optimal results. Survey research is best when paired with in-depth interviews, focus groups and other qualitative measures. We can tailor a program specifically for your association's needs, timing, and budget.

Supporting you in the way you need to be supported

We understand budgets are tight, and in many associations, staff wants to be 'hands-on' with survey design and analysis.

Recognizing the need for flexibility, we can support your own DIY survey with expert design advice and statistical testing, or we can manage the project, all the while collaborating closely with your leadership and staff.

Let's talk

Wherever you are in your planning cycle, let's talk today. Let's partner on your next member insights project. It's the first step in your ability to make truly informed decisions about your member experience.

Partial Client List:

American Water Works Association

American Association of Code Enforcement (AACE)

Business Marketing Association (Marketing Alliance)

Society for Mining, Metallurgy & Exploration (SME)

Medical Group Management Association (MGMA)

Brewers Association

Colorado Auto Dealers Association

Colorado Retirement Association

Denver Center for the Performing Arts

Denver Convention & Visitors Bureau

For more information on how you can gain vital insights, please contact us:

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