



THE FRIDAYS @ 4 SOCIETY

How a member needs assessment and database analysis helped a nascent professional society identify a path to membership and financial growth.

OVERVIEW

Founded in 2020, The Fridays @ 4 Society is a vibrant 100% virtual community that helps association and nonprofit leaders develop meaningful connections and skills for career success. Members come together for peer support, expertise-infused learning, and virtual networking in a welcoming, fun, and supportive environment.

The society selected Eagle Creek Partners to conduct a member needs assessment and related analysis, and to make recommendations as inputs to its marketing and strategic planning efforts.

APPROACH

- Eagle Creek Partners worked with the volunteer staff of The Fridays @ 4 Society to craft and field a brief but effective member survey.
- Survey results were combined with data from the organization's association membership system (AMS) to identify patterns and themes.
- A final report with recommendations was presented to the board and committee leaders for further consideration and action.

"Eagle Creek Partners was a pleasure to work with on our recent member needs survey. Working with our key stakeholders, Mike designed a survey that gave us much-needed insight into our member's needs. But he didn't stop there. He paired the survey results with both our member data and industry data to give a complete, contextual picture of where we stood and what we might consider. In short, he gave us data and insight!"

– Heather S., Treasurer

AT A GLANCE

Challenges

- Membership has been offered at no charge since inception in 2020.
- After strong initial growth, new member enrollments had slowed.
- To achieve long-term viability, the organization was interested in developing new offerings of interest to members and prospects.

Results

- The survey provided new insights on the first wave of members of the organization and revealed several areas for future development of the organization's offerings.



"Working on this member needs assessment was personally rewarding because as an early member of this organization, I had a unique understanding of its value and potential for growth. The Fridays @ 4 Society is truly a vibrant community!"

Michael Ulmer, MBA, CAE

Eagle Creek Partners LLC