

## **Key Findings ~ Member Survey of Newsletter Use and Satisfaction**

*Surveys completed online April 4 - April 30, 2024*

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### **Survey Purpose**

Assess how members perceive value of the LWV-McLean newsletters (News Blast and The Voter), and identify opportunities for improvement

### **Survey Participants**

- 24% (32 of 136) of active members
- Good mix of membership tenure
- Ages match our estimated age profile
- More engaged members; almost all participated in some league activity in the last year, most are regular newsletter readers

### **Questions Asked**

- How and how often they read newsletters
- Satisfaction with topics offered, which are most valued
- Satisfaction with content, readability, frequency
- What they want to see more of
- Suggestions to make publications more valuable

### **Top 3 Takeaways**

1. Members are mostly satisfied
  - a. Frequency is fine, few reading or technical difficulties, helps them feel connected
2. Members value events and issues information most, and want it easily available
3. Members want more
  - a. More event/activity information and more in advance
  - b. Observers' insights
  - c. Voter services activities and voting issues
  - d. More information about what our league is doing (studies, board discussions/activities)
  - e. Other community organizations' news and info

### **Communication Team Recommendations**

1. Add Observer "reports"
2. Provide more Voter Services activities information, including what voter services people are doing, talk about volunteer needs
3. Expand voting issues information: things the league cares about, what our league leaders think
4. More advance notice about events

5. Refine format and adjust templates for usability: readers don't want to scroll to more pages, or move back and forth
6. Provide link to the calendar at the end of each publication as part of the template