



# Association Member Self-Segmentation Survey

Now that statistically reliable attitudinal segments have been determined for association members, this self-segmentation questionnaire can establish a presumptive segment for your members, enabling you to communicate with them in a way that better meets their unique needs.

## RECOMMENDED QUESTIONNAIRE:

### Which of the following sounds most like you?

You may identify with more than one, but please choose the one that describes you best.

**Associations are irreplaceable.**

Associations are the best place to find professional development, advice and networking, and their conferences are a key to my organization's ability to succeed. I'm excited about what my organization can achieve with the help of associations like ours.

**Associations help me stay on top of issues and opportunities in my industry.**

I do a good job of keeping up with news and trends in my profession, and associations are

a great source of information to help me and my organization succeed. Others look to me for leadership, and my association is a key resource for staying up to date.

**Associations need to adapt to the new reality to stay relevant.**

Associations can be valuable, but they need to pay more attention to online networking and resources if they're going to help us succeed in the coming years. We can't keep doing things the same way we used to.

**I'm not sure how my profession can weather the challenges we're facing.**

These are difficult times, and I worry about my organization's ability to survive. We need all the help we can get, and an association focused on our unique situation could be a big help if they truly embrace that responsibility.

**I can't choose between these.**

**None of these describe me well.**

## Want to know more about how these questions can help you determine member attitudes and perception?

Contact us to receive more information on the segments described here. And if you want more insight into how your membership's attitudinal segments break down, we can customize a survey that fits your needs and gives you an in-depth analysis of the data.

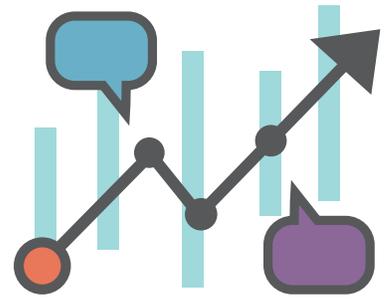
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# Ask Your Members

## Four Steps to Segment Membership by Attitude

Research conducted by Willow Marketing and Audience Audit Inc. in 2020 concluded that there are four attitudinal segments represented in every association and member-based organization. We are working to help you put this first-of-its-kind research into practice at your association, so you can align your members with these unique perspectives, and create communications that speak to their needs, fears, and desires as members of your organization.



### Four Ways to Ask

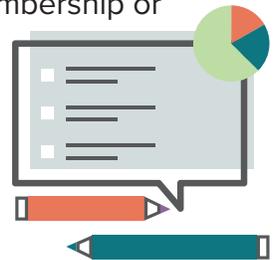
#### 1 Email

Send an email to your membership asking them to select the response that most aligns with their attitude about your association. Maximize this opportunity by asking an open-ended question about how the association can help them *right now*.



#### 2 Membership Update

Ask members to submit their response when signing up for a new membership or renewal.



#### 3 Gated Resources

Collect email addresses and survey responses when members sign up to download a gated resource like a white paper.



#### 4 Registration

Ask members to submit their response when they register for a conference or webinar, or when asked to complete a satisfaction or feedback survey.

