



How to sustain & grow your association membership

Norton Consulting Group understands the special requirements of associations and non-profit organisations.

We have developed a simple and cost-effective Member Survey that uses a series of well-focused questions to assess your members' needs.

We show you what your organisation does well and how it can improve.

- We specialise in getting **quality feedback**.
- We guarantee an **anonymous** and **confidential** report.
- We provide a **simple**, paperless, online process.
- We guarantee to deliver a report within **2 weeks**.
- It **costs** a maximum of \$20 per member capped at \$5,000 + GST.
- You can **benchmark** your progress annually.

Why do a member survey?

Take the guesswork out of assessing **members' needs**.

Find out where the **strengths and weaknesses** of your organisation lie from your member's point of view.

Provide a precise set of recommendations.

Ask **specific questions** related to your organisation.

Draw on the collective wisdom of those who care about your organisation.

Discover what **other products** and services you should be offering.

Ask about ways to **retain members** and gain new ones.

Why use Norton Consulting?

We provide a **complete service** from web-based anonymous hosting to easy-to-understand reports and targeted recommendations.

Our experience and credibility gives you a reliable partner.

Our process is **simple, cost-effective** and fast. It can take as little as two weeks.

We tailor our approach to match the special needs of your association.

We know what questions to ask that will correlate responses with action.

Our reports cut through statistics to **identify patterns** and tell you what you need to know.

Norton Consulting Group

Association feedback specialists

Complete service from design and hosting to report and recommendations



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10 reasons to find out what your members want

1. Help define your products and services.
2. Gather input for the future direction of the Association.
3. Give members a chance to have their say.
4. Demonstrate you are listening to your members.
5. Strengthen the relationship between members and Association staff.
6. Get ideas about how to improve operational efficiency.
7. Give focus to committees and working parties.
8. Assess your resources and capabilities.
9. Define developmental objectives across the Association.
10. Establish criteria by which to measure the Association's performance.

What questions are asked?

Norton Consulting has developed a **core set of standard template questions**.

This takes the guesswork out of the process, builds on established norms and provides a precise set of results that can be statistically analysed with confidence.

An **additional 10 questions** can be asked to provide quantitative and qualitative ratings for idiosyncratic areas you wish to target.

What does it cost?

\$20 per member up to a maximum of \$5,000 + GST for standard survey.

Benchmark annually using our **3 year package**.

How does the process work?

1. Norton Consulting Group meets with your Association to **review the core survey and develop idiosyncratic questions**.
2. The survey is placed **on-line** for approximately two weeks. It can be **anonymous**.
3. Members are directed via **e-mail** to the survey site. Reminders are sent to encourage optimum participation.
4. The survey takes **10-15 minutes** to complete.
5. The survey data comes directly to **Norton Consulting Group**.
6. We provide an electronic report **within two weeks** after the close of the survey.

Norton Consulting Group

W: www.nortonconsultinggroup.com
E: admin@nortonconsultinggroup.com

Australian Office
+61 7 3876 3166
PO Box 603 Paddington O 4064

United States Office
+1 310 413 4050
PO Box 4793 Butte MT 59701