

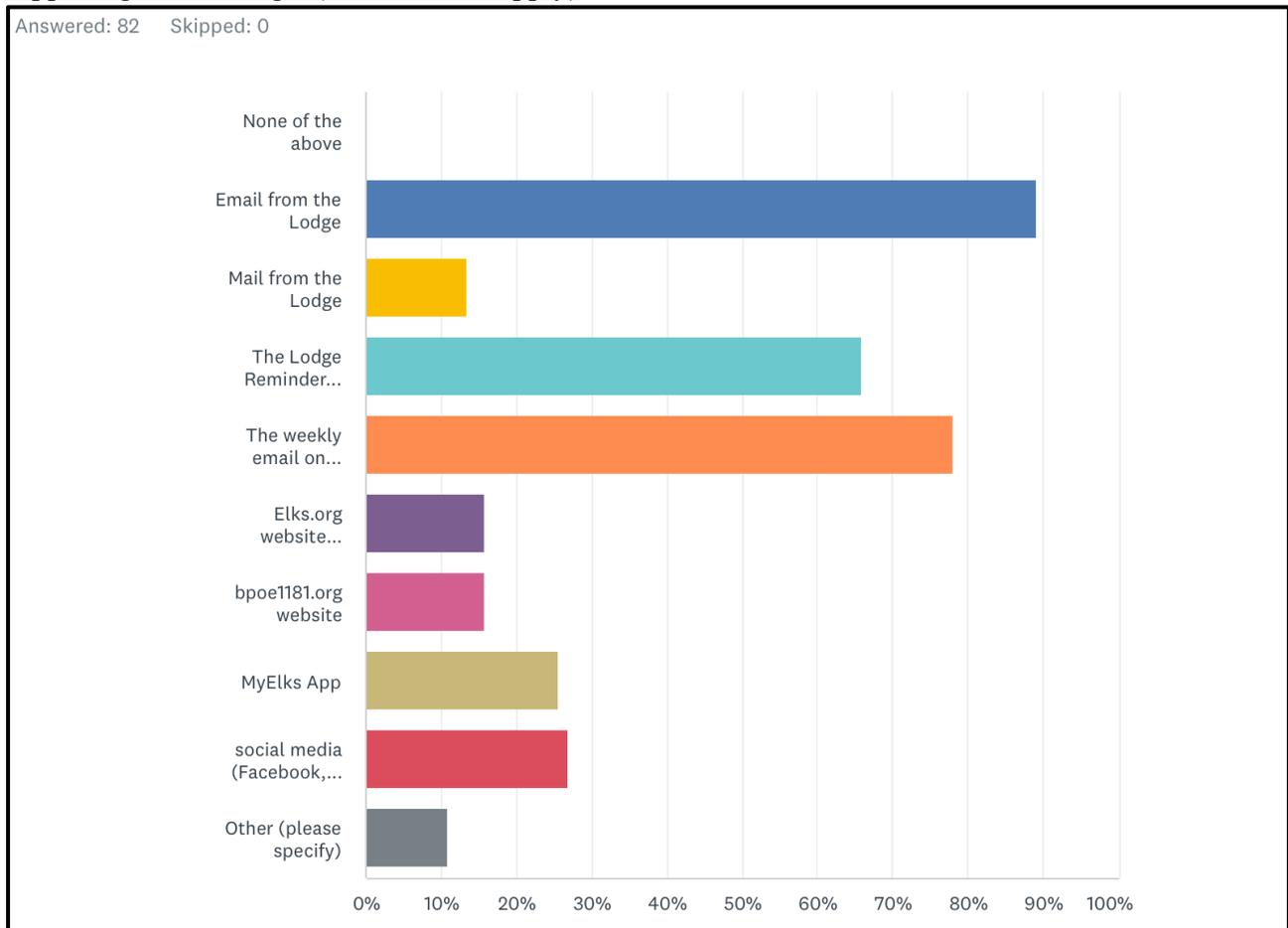
# Bremerton Elks Lodge #1181 Survey on Lodge Communication

Conducted: September 2022

Participation: 81 Members

This survey was designed to better understand how our Members felt about how we were communicating with them and to identify ways we could improve communications. Some questions asked were qualitative in nature (meaning comments were provided rather than yes/no questions). Question responses were grouped to provide graphics or better visualization on responses. Question six in the survey asked for membership numbers in order to allow participation in the survey raffle. That information is not included in this report.

Question 1: Getting the word out about Lodge activities and events has been difficult. In the past we had only email and physical mail. If the information is put into the system incorrectly, it doesn't get to you. Which of the following communications are you using now to get information about what's happening at the Lodge?(select all that apply)

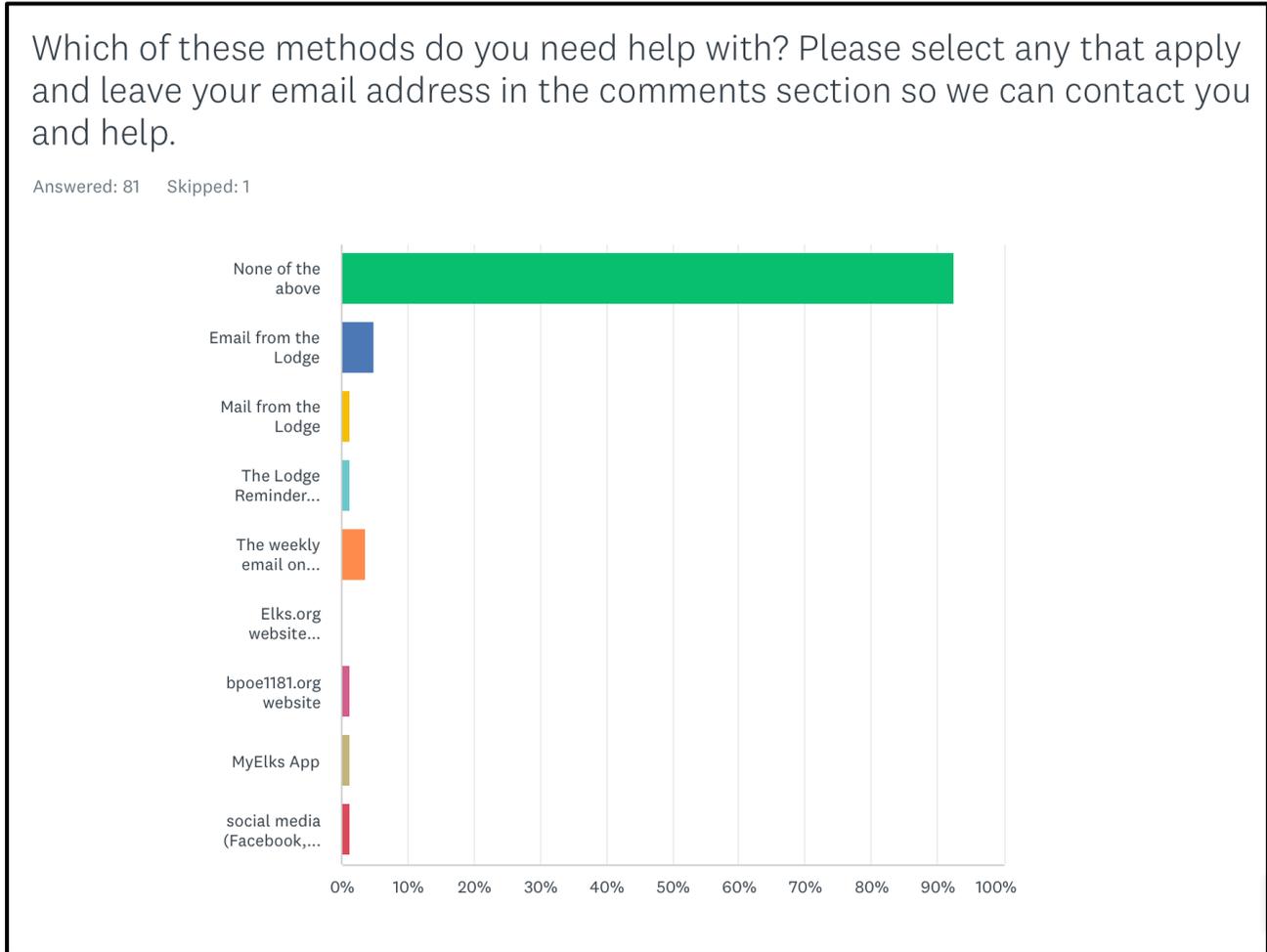


The top five ways of communication listed were: email from the Lodge, weekly email(reminders) and the Lodge Reminder (newsletter). Other options with more than 25% responses included the MyElks app and social media.

Question 2: Best Way(s) To Reach You. What is the best way(s) to reach you with Lodge news and updates? Please list at least two options.

Almost without exception our Members indicated that they rely on email (from the Lodge or the weekly). Others mentioned text, Facebook and the MyElks app. Members who left their membership number and indicated they needed help will be contacted.

Question 3: Which of these methods do you need help with? Please select any that apply and leave your email address in the comments section so we can contact you and help.



ANSWER CHOICES	RESPONSES
None of the above	92.59% 75
Email from the Lodge	4.94% 4
Mail from the Lodge	1.23% 1
The Lodge Reminder (monthly Bulletin)	1.23% 1
The weekly email on activities	3.70% 3
Elks.org website (Bremerton virtual page within that)	0.00% 0
bpoe1181.org website	1.23% 1
MyElks App	1.23% 1
social media (Facebook, Twitter, Instagram)	1.23% 1
<b>Total Respondents: 81</b>	
<a href="#">Comments (11)</a>	

#### Question 4: How can we improve communication with you from the Lodge?

- The need for consistent information about activities (all sources provide information that doesn't conflict i.e. a certain band cancelled or not, etc.) was a common theme.
- There were many comments that Members were pleased with the communications they got and how they got them.

#### Question 5: Are you interested in volunteering or helping with the issues/items identified in this survey?

Seventeen people indicated they were interested in helping. We will be reaching out to contact those who left their membership number and indicated their interest to help.

#### Conclusions and Recommendations for Action

- We have a consistent problem of “inconsistent” information. In the past the Lodge Calendar doesn't match the monthly reminder or the weekly information doesn't match emails. We are currently doing the following to fix this...
  - Keeping the Lodge Calendar up to date is the highest priority. This is where information for MyElks, the weekly emails and the monthly reminder comes from.
  - The MyElks app allows us to send out IMMEDIATE changes or cancellations. If you don't yet have it downloaded, it is strongly recommended that you do. It lets you access upcoming events, get notifications of changes and reminders, see the monthly reminder and the Lodge calendar.
  - Please remember the monthly reminder calendar is static. This means that it is ideally 100% accurate at the time of submission. It is not, and cannot be, updated dynamically. We have to rely on social media, the MyElks app and other sources to get change information out to our Members.
- Getting email to our Members is difficult for several reasons...
  - The CLMS system (Elks database) does not inform the Secretary that a Member has updated their email address, so new email pulls have to be done (and are very time consuming) to be sent from the Secretary
  - We use MailChimp (a free email service) to send out the reminders. There are a few issues with this...
    - It has stripped off / cleaned all the @wavecable.com email addresses and we cannot add them back (the system sees them as invalid)
    - We have to periodically get new email addresses from the office to add into the distribution list (see issues listed above)
    - Members can “unsubscribe” and have to “resubscribe” themselves – we cannot add them back in – spam check issue
    - On a positive note: MailChimp is a free service and we can post the weeklies on social media so they get out to members that way
  - MyElks. There are some HUGE advantages of MyElks.
    - We do not need email addresses – so if yours changes – it doesn't matter. If you are signed up for MyElks you can get information and notifications any time
    - You can access the Lodge calendar, upcoming events, and the monthly reminder through the app
      - You don't have to search through email or our website to find the link to the reminder