

CO3 Member Survey 2017

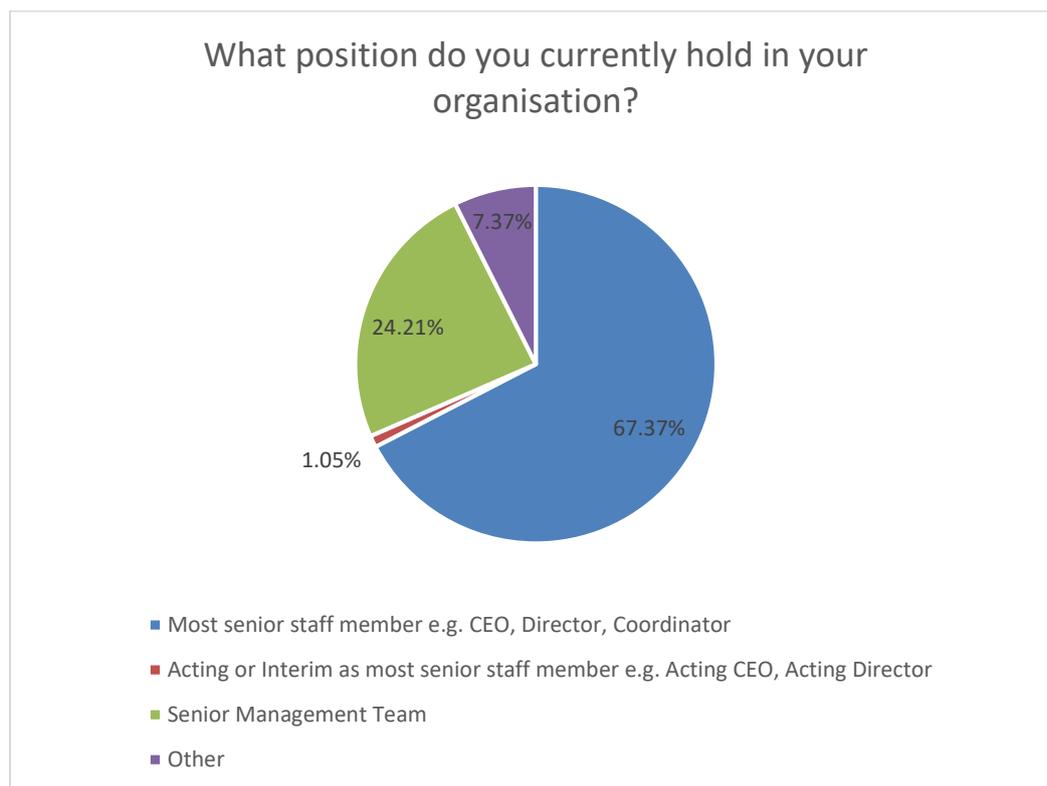
CO3 carries out an Annual Member Survey asking for feedback on the services it provides. We conducted the survey in December 2017 using Survey Monkey, and circulated it via email. We sent a covering email containing a web-based link to the survey to our membership base. Survey questionnaires were completely anonymous, though members had the option of supplying their contact details.

We had a response rate of 20% of our members taking the time to complete the survey.

It should be noted that as with any CO3 survey, all details given are kept confidential and not passed on to any third party. Responses in this report are included in such a way as to maintain the confidentiality expected by respondents.

Given the length of previous surveys we decided on a different approach this year. We have reduced the survey to just 12 questions.

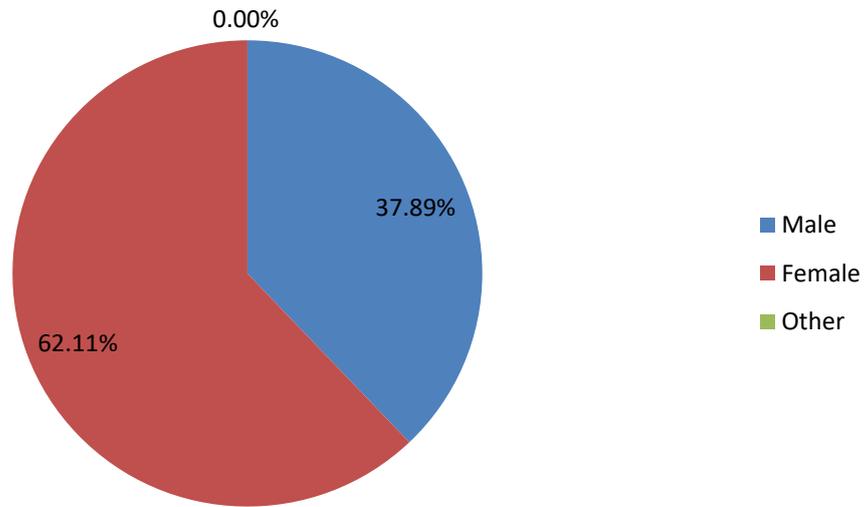
Profile of respondents



The respondents were made up of a spread of those who have worked within the Third Sector. The majority of respondents (67%) were the most senior staff member e.g. CEO, Director, Coordinator.

The majority of respondents were also female (62%).

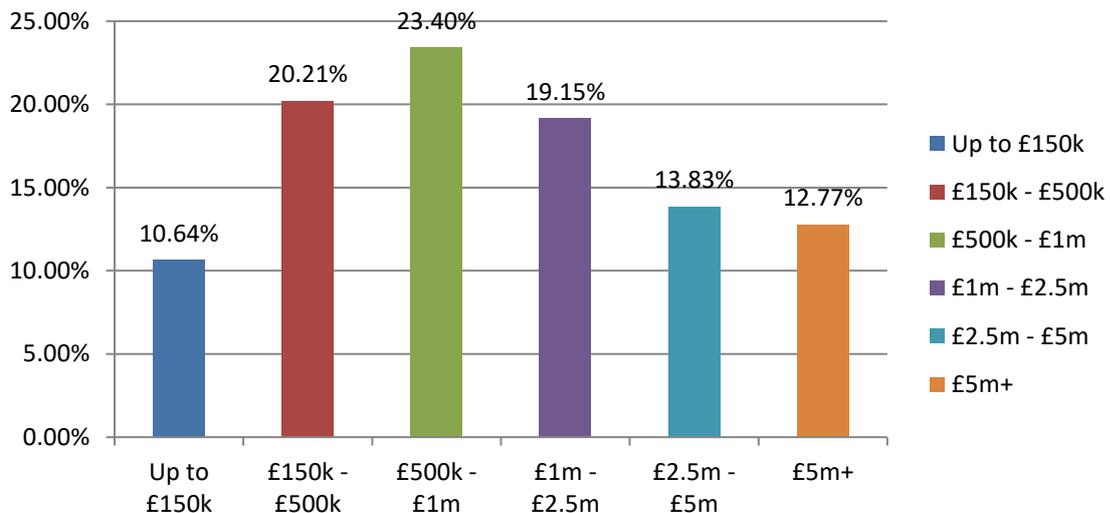
What is your gender?



Organisation Turnover

The Third Sector consists of a wide and diverse range of organisations that operate on varying scales. The lion's share of respondents (23%) had an annual turnover of between £500K and £1million. 20% had an annual turnover of between £150k and £500k.

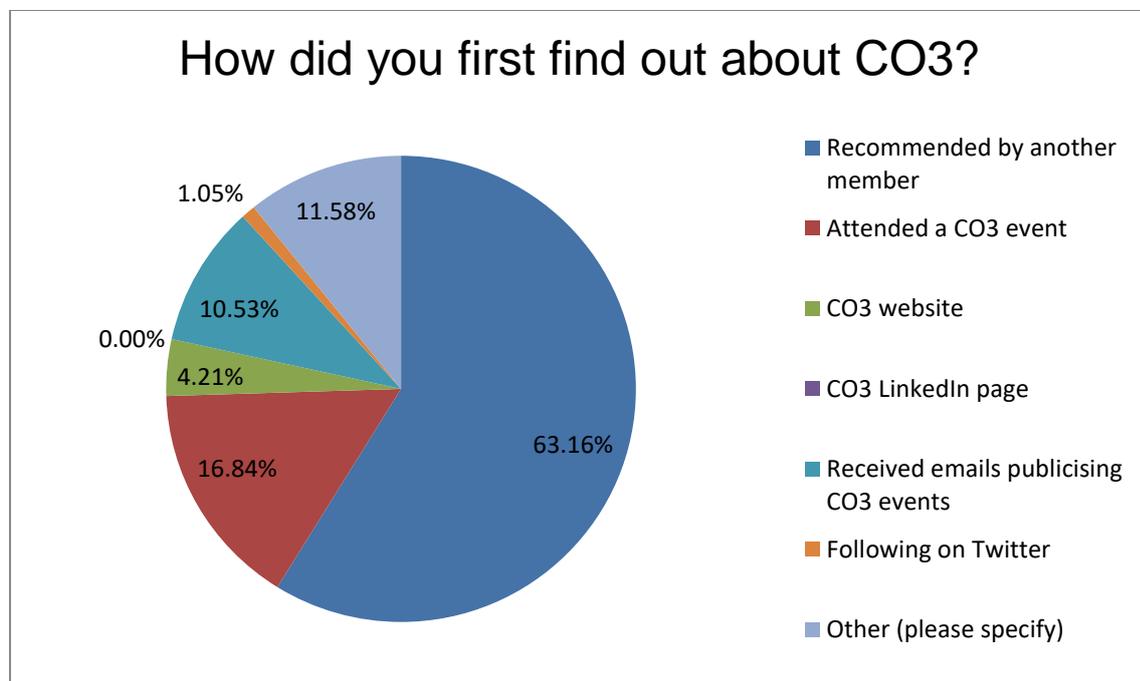
What is your Organisation's Annual Turnover?



19% of respondents had an annual turnover of between £1million and £2.5million. 14% respondents indicated that they had an annual turnover of between £2.5million and £5million. 13% of respondents fell into the largest turnover category of over £5million and just 11% fell into the lowest category of up to £150k.

How did you first find out about CO3?

CO3’s membership base continues to grow year on year. In order to sustain this pattern, it is important for us to understand how members heard about CO3. Word of mouth continues to be the most popular method with 63% of respondents stating that they were sign-posted to CO3 through a recommendation from another member.



A further 17% had discovered CO3 through attending a CO3 event, whilst 11% discovered CO3 through an email publicising CO3 events and services. CO3’s website accounted for 4% of how respondents heard about CO3.

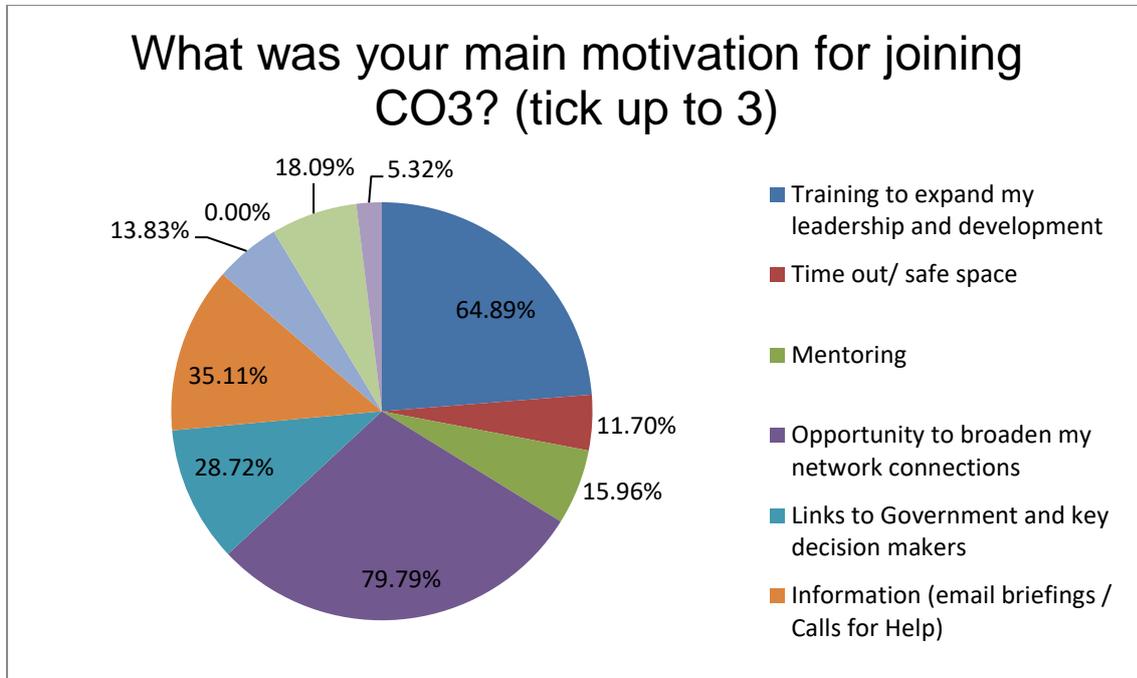
Member Services

One of CO3’s Unique Selling Points is that we provide a range of services that help to support, develop, connect and represent our members. Therefore, we asked members to share with us their main reasons for joining CO3.

Members were asked to select their top three reasons for joining.

The top three reasons cited for joining CO3 were:

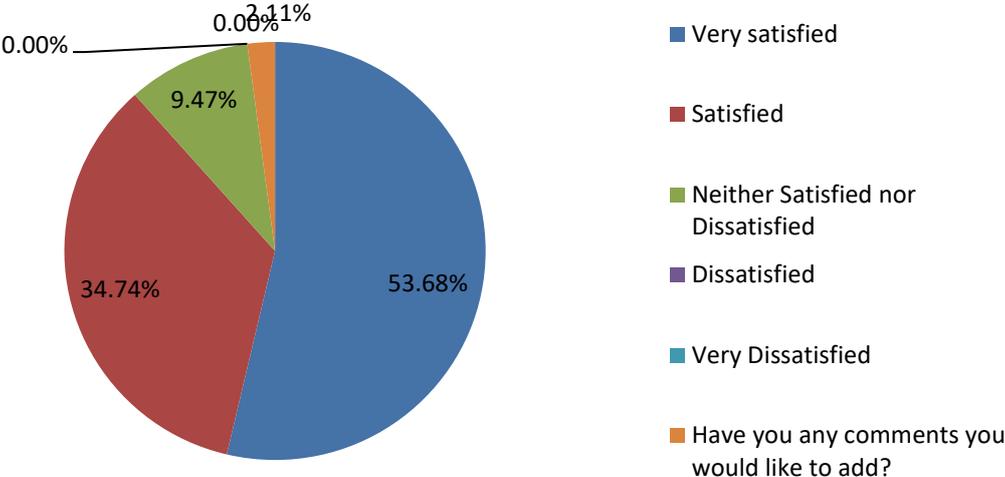
- Opportunity to broaden network connections – 80%
- Training to expand my leadership and development – 65%
- Information (email briefings / Calls for Help) – 35%



Overall, how satisfied are you with your CO3 membership

The vast majority of members are happy with their membership with 84% indicating that they were Very Satisfied or Satisfied with their membership of CO3.

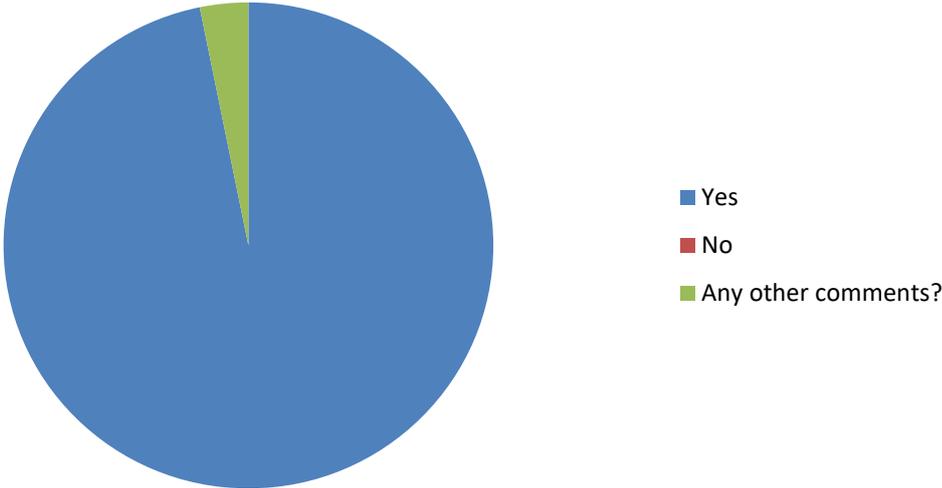
Overall, how satisfied are you with your CO3 membership?



Would you recommend CO3 to other leaders?

100% of those surveyed would recommend CO3 to other leaders.

Would you recommend CO3 to other leaders?



Additional thoughts

We also provided members with the opportunity to provide additional thoughts and insights, all of which are extremely positive.

“Keep up the great work you do in the sector.”

“CO3 is a very professional organisation and provides valuable support for senior managers. thank you”.

“CO3 growing from strength to strength and hoping to engage more in 2018 now that I've completed a large project on a Merger in 2017! Thank you for all support, advice and guidance.”

“Feel that CO3 has really raised it profile since Nora has come on board. I would like to be more involved and will endeavour to do that in the coming year. Thank you.”

“Excellent service provided by all members of CO3 staff”.

“Good work CO3. You are even more relevant today than when I first joined 15 years ago.”

“CO3 appears to be going from strength to strength, well done Nora and team”.

“CO3 focuses on building the capacity of leaders in the voluntary sector in an innovative and proactive way! They are highly efficient and effective and as a small team punch way about their weight! Keep up the good work”.