

**Members Surveyed on Membership Options**  
**By Cdr Robert A. Baldrige, SN**

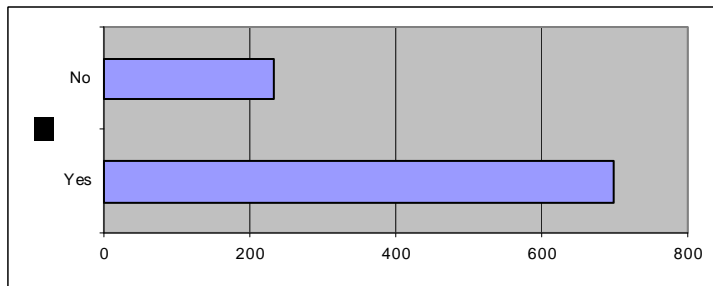
Several ideas are circulating on ways USPS can better recruit and retain members. Your Membership Committee put together a presentation of some key ideas and a survey to gauge member support.

At the district conferences this spring, these ideas were presented and members were asked to complete surveys, either on line or on paper. The results have been tabulated and are listed below.

The results canvas a wide area (25 separate districts and the national web site) and 933 responses have been totaled.

Below is the survey with the results represented graphically.

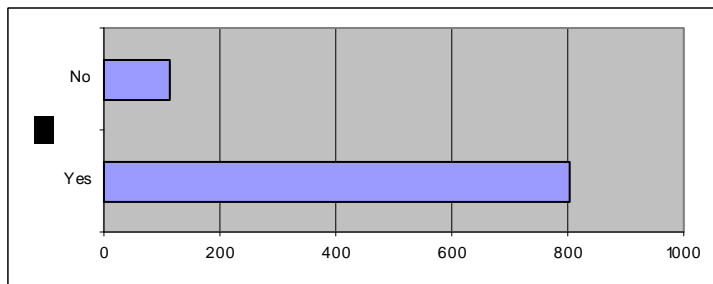
1) The National Membership Committee suggests stipulating a standardized fee for joining USPS. How do you feel about taking the average of the fees that are charged and promoting one fee (includes National, District & Squadron)? Rationale: Allow for a national marketing campaign to be effective.



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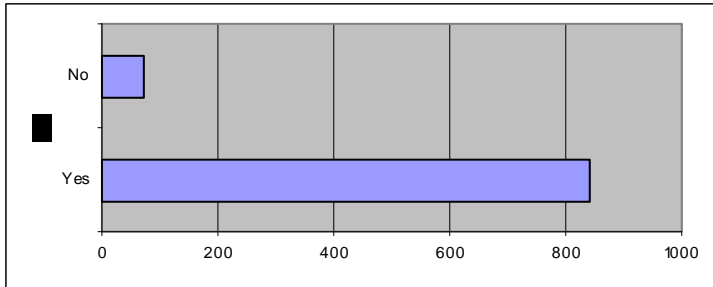
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2) The USPS website receives more than 200 hits per week from internet users. Would you accept an "Internet" recruited member into your squadron who signs up on line, completes interview/survey process and pays online with a credit card?



**District Survey Results  
for Membership Options Presentation  
Spring 2008  
Continued**

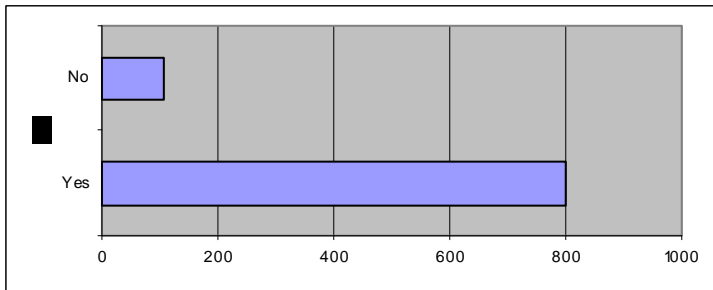
**3) USPS hosts boat show booths and seminars at nationally promoted exhibitions. At the same time Vessel Safety Examiners have direct contact with boaters and similarly are provided an opportunity to recruit. An opportunity to recruit exists at these presentations and venues. Would you accept into your squadron a newly recruited member who completes the interview/survey process and pays dues with a credit card from these venues?**



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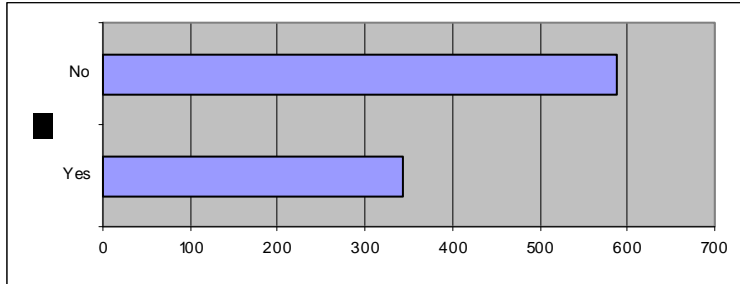
**4) Would you accept into your squadron a new member recruited from the internet that initially only wants to purchase a course (New ABC with Electronic updates) and then elects to complete the interview/survey process and pays the standard dues and fees via credit card online?**



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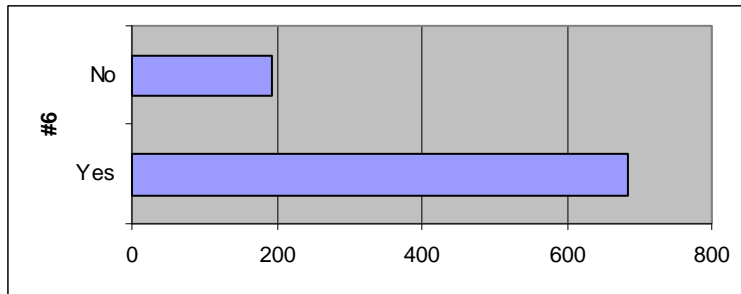
**District Survey Results  
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**5) As a member would you be comfortable paying your dues (national, district, squadron) every year directly by having your credit card account number filed at HQ and being charged on your renewal date?**



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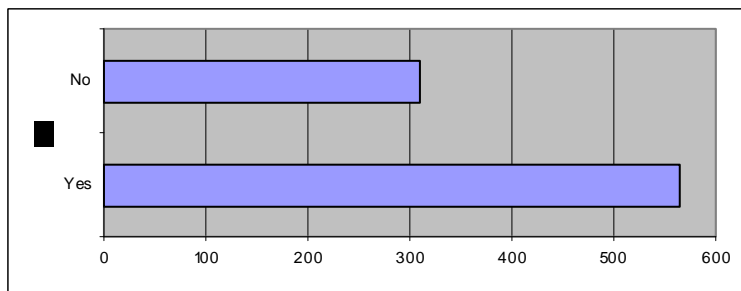
**6) We are considering issuing a permanent membership card with just your date of joining and no renewal date. Would you be in favor of this?**



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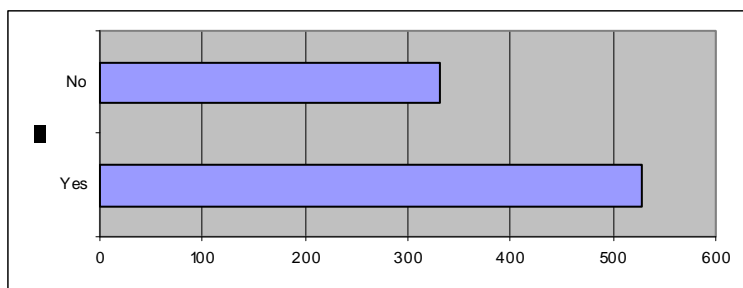
**7) Would you be more comfortable with having a permanent membership card with an annual renewal sticker affixed to confirm payment of dues?**



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**8) Would you be interested in purchasing a two or three-year membership to avoid dues increases? [Savings to you of not being charged the increase in fees, if levied.]**



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**9) What incentive would motivate you to recruit new members even if you are NOT the squadron membership chair or boating course instructor?**

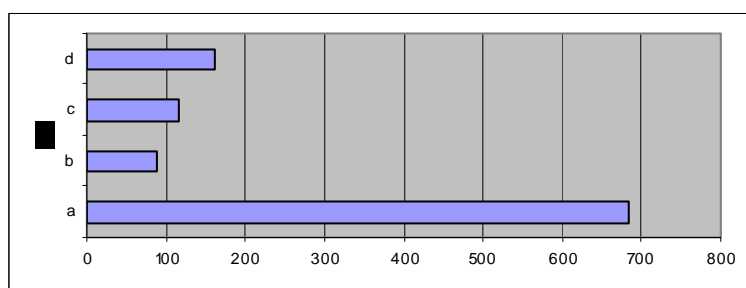
**9) Answers**

-- a) Satisfaction in seeing the squadron grow

-- b) \$\$\$\$ award prize (trip, software, \$100 gas card, etc.) to the top squadrons

-- c) Recognition at the next national meeting along with a "gift" of a members' lunch ticket to top recruiters.

-- d) Ship's Store merchandise credit for specific amount



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**10) What member benefits do you want to see added to our benefits package?**

**10) Answers**

-- **a)** Med-Evac Insurance plan for emergency care and return home should you be taken ill while traveling.

-- **b)** Home security system plan

-- **c)** Coupons for discounts at national marine stores

-- **d)** Discount on extended warranty or maintenance plan, discounts on specific marine gear.

