

Engage Your Members and Give Them a Voice

Goodbye surveys, hello rekommend.io!

Gathering feedback is key to running a better organisation.

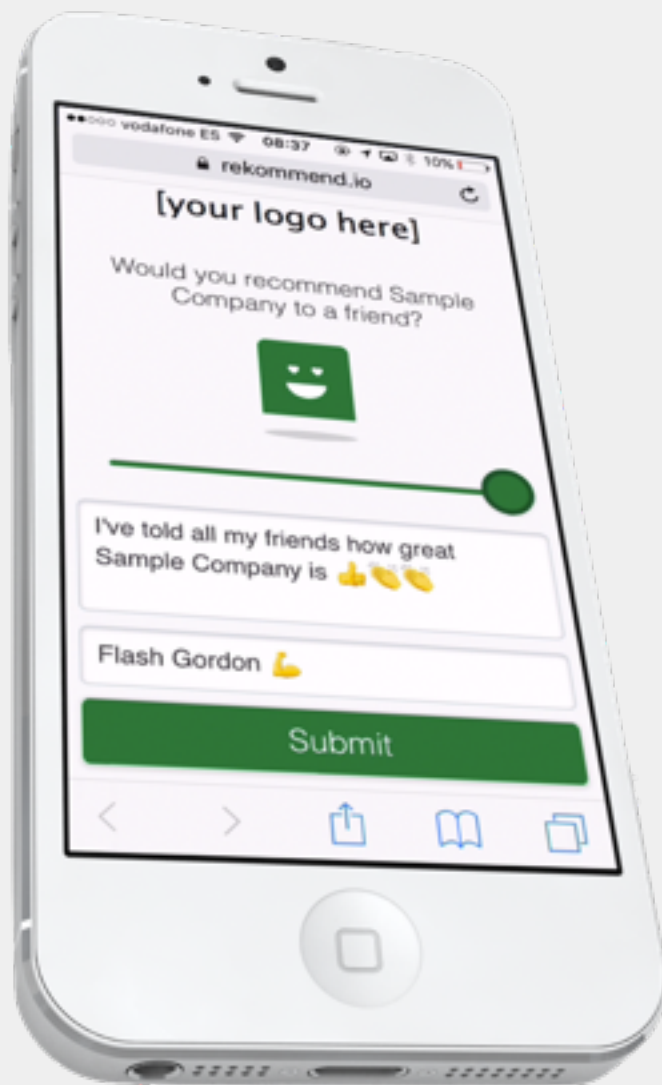
It's time to make this a pleasurable experience for your members instead of annoying them with a survey.



It costs 6 times more to recruit a new member than it does to retain an existing one!

1

Setup a simple question and send it out to your audience via email



2

Responses are presented in a concise interactive report showing the breakdown + comments.



Works great with MailChimp and the like...



You can easily import print this to PDF or import the results into Excel for further analysis

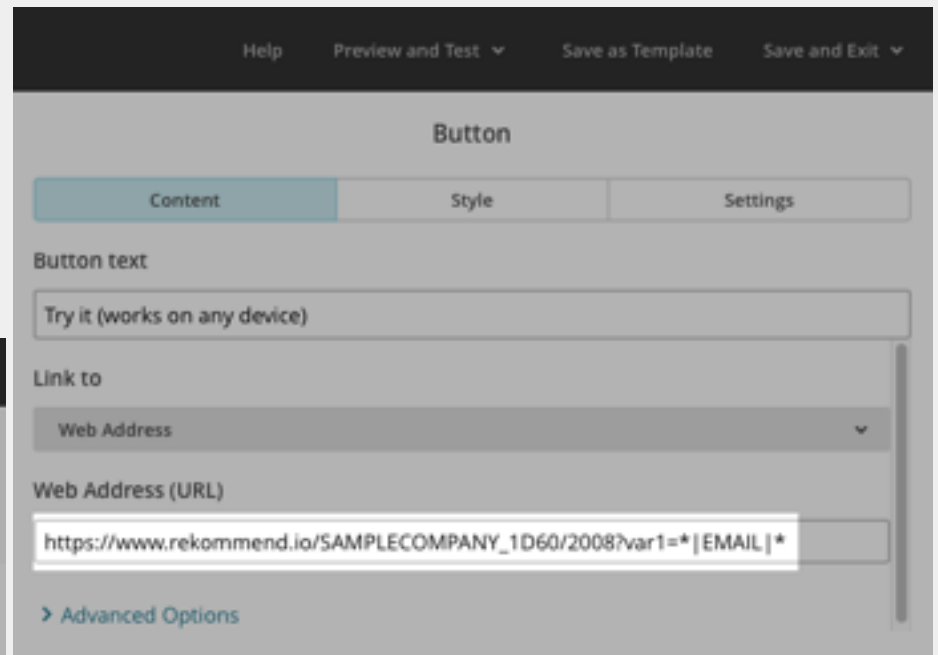
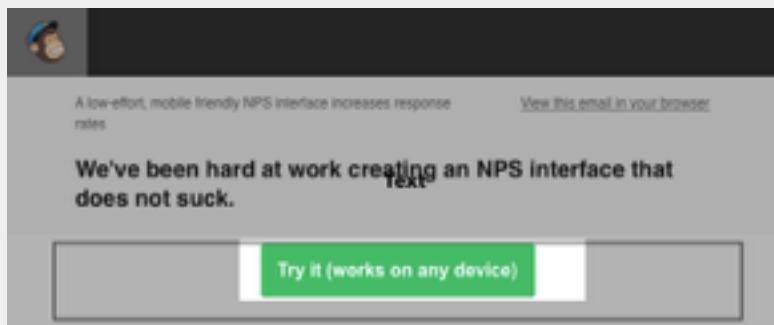
Practical Guide to send a question with MailChimp



We are HUUUGE fans of MailChimp and think it's a tool every organisation should use. It's so easy to ask questions using MailChimp, here's how:

1

Add a Button and put the question in the Button Text and the rekommend URL in the link



2

Then just add ?email=*|EMAIL|* to the end of the URL of your question

This then automatically creates ties the recipient's email to the email field inside the rekommend question.

Say your sending this to your member with an email hello1234@example.com, MailChimp would automatically create this button (click on it!):-

What is the #1 goal you want to achieve by being a member of our organisation?

You can see the hello1234@example.com pre-populated in the bottom text box. Easy for the user, easy for you!

QUESTIONS CHAMBERS OF COMMERCE SHOULD ASK THEIR MEMBERS

Ask a question like...

Why did you join the chamber?

What is the #1 goal you want to achieve by being a member of our organisation?

What types of businesses do you want to interact with and with whom?

Or like...

What Training Needs Do You Have? What Should the Chamber Focus On?

What Keeps You Up at Night?

How are You and How Can We Help?

What do you consider to be your largest challenge in operating your business?

What can the Chamber do to increase the value of your membership?

Would you or anyone on your staff like to be a Chamber Ambassador?

Ask **one** of these or similar questions now and again, keeping the interaction lightweight and your organisation top of mind.