

2018 TEMPO WAUKESHA MEMBERSHIP SURVEY RESULTS

FEBRUARY 2018 – 58% Member Response Rate

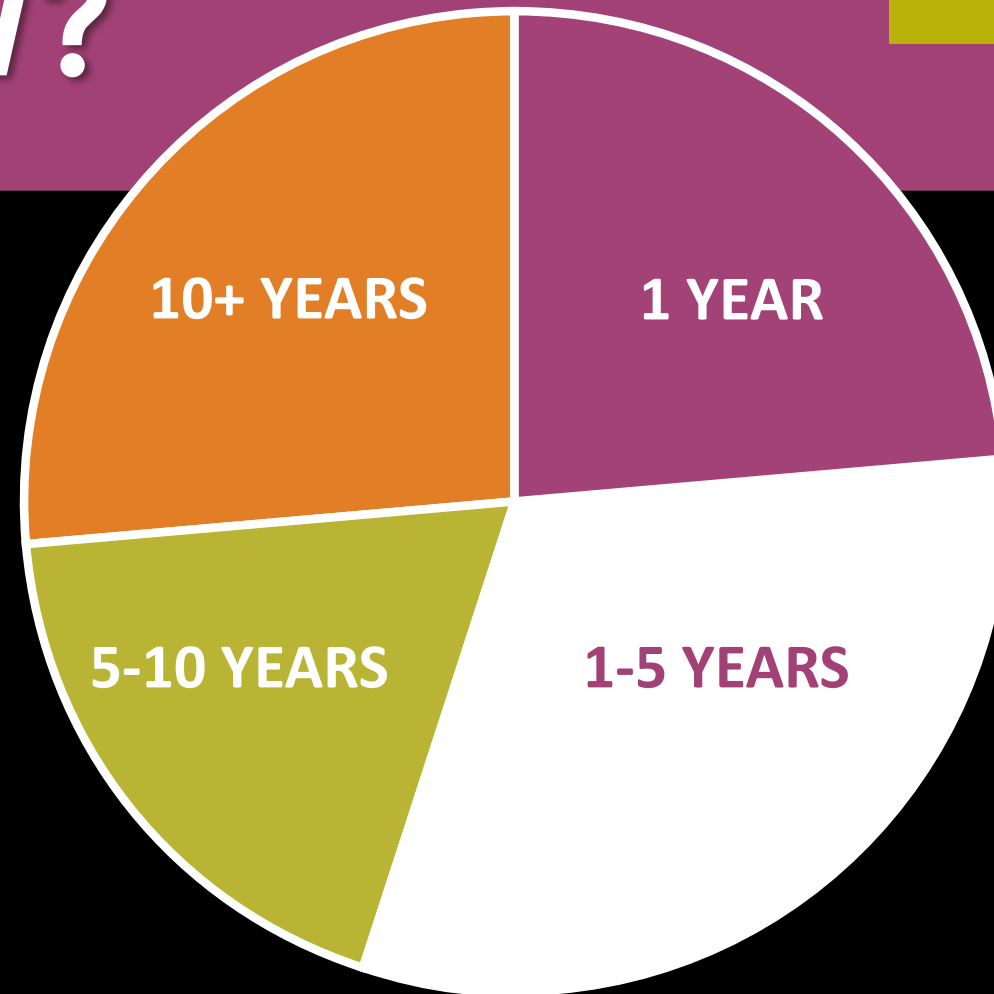
*“Once someone attends a meeting
and feels the warmth and intelligence
in the room, it's easy to sell membership.”*



DID YOU KNOW?

MEMBERSHIP

Some ladies have been
TEMPO Waukesha
members for over
15 years!

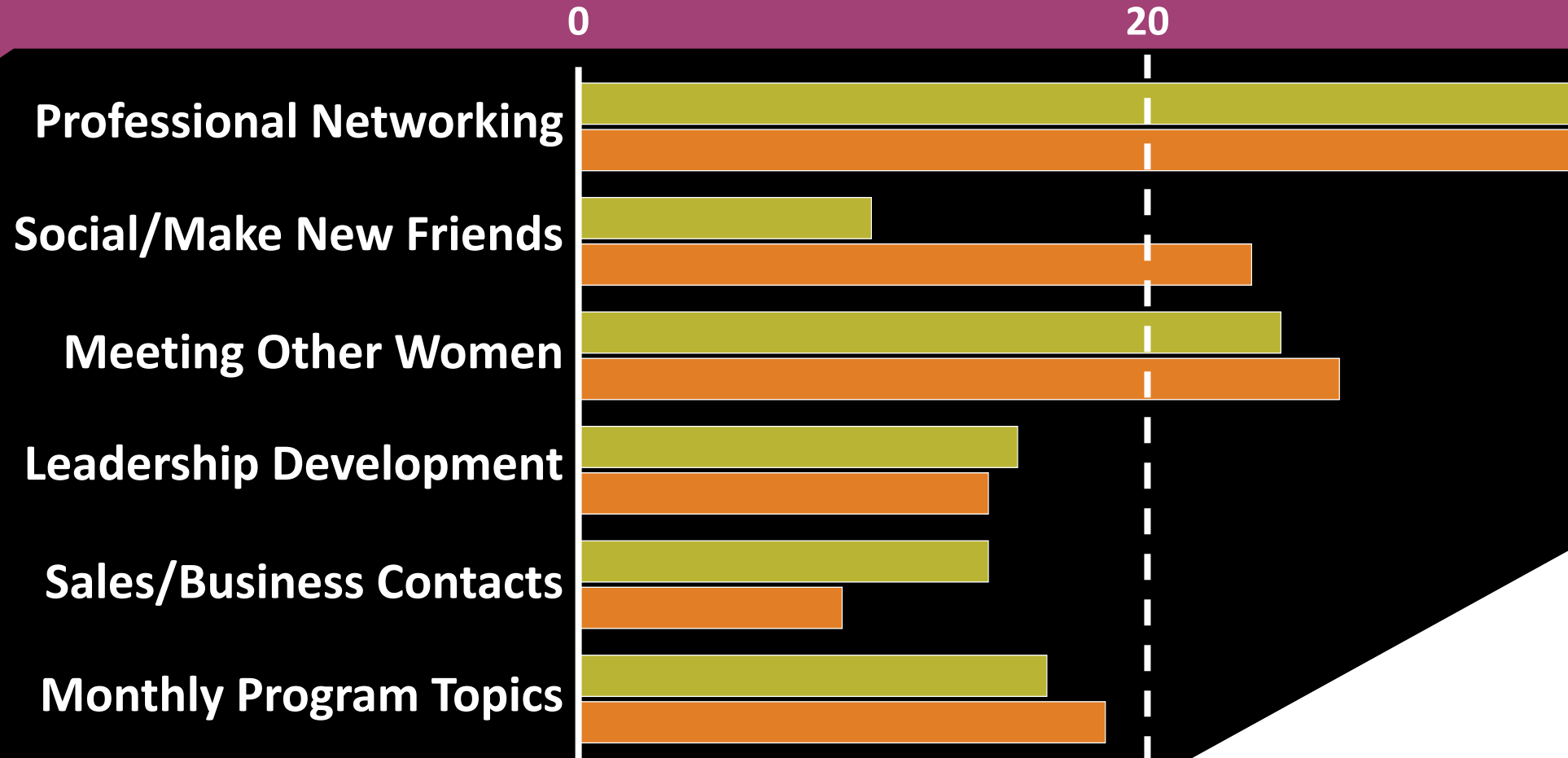


"I am grateful for this community of women business leaders and feel I am part of a group that realizes how important women are in the workforce."

DID YOU KNOW?

MEMBERSHIP

Members
join for
networking
more than
any other
reason.

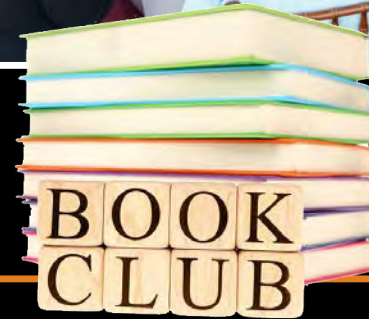


“Members are friendly and open to meeting new people (and meetings are not as stuffy as other professional women’s organizations).”

DID YOU KNOW?

NETWORKING

More than 50% of members have participated or plan to participate in TEMPO Waukesha networking opportunities outside of monthly lunches.

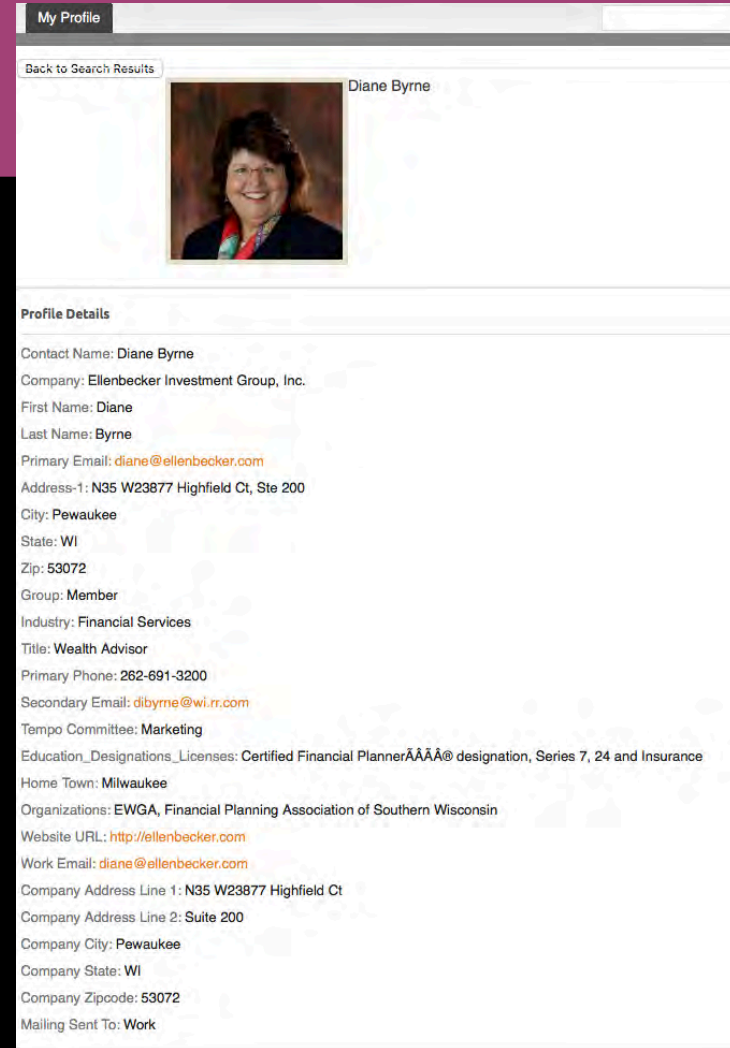
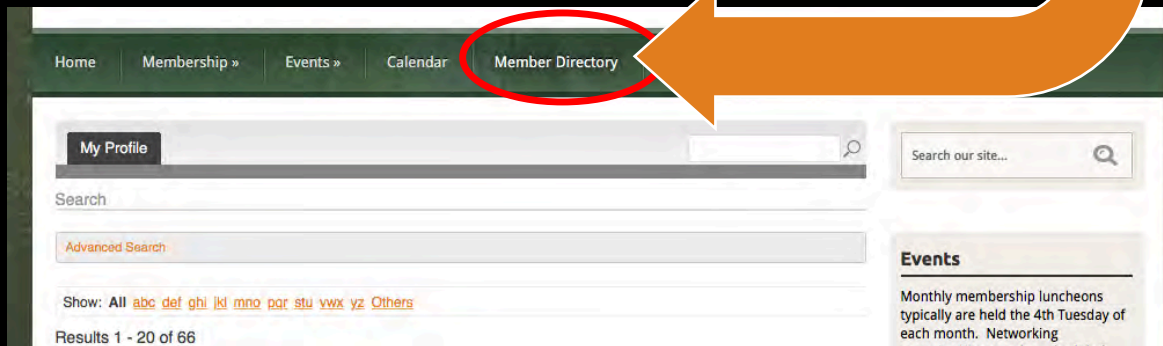


“Coffee cup is one of the best things offered.”

“I love the coffee connection and feel the opportunity to know people better is very important.”

DID YOU KNOW?

Complete member profiles
allow you to contact members
on your own time.
Is YOUR profile up to date?



MEMBER DIRECTORY

*"There are so many events, it's hard to fit more in."
"Time is tight. I don't like to take away from family time."*

DID YOU KNOW?

PROGRAMS

More than 50% of members attend monthly lunches regardless of program topics.



PROFESSIONAL
DEVELOPMENT

PERSONAL
DEVELOPMENT

“Programs are probably the main draw for most potential members.”

DID YOU KNOW?

COMMUNITY
IMPACT

Two-thirds of membership supports the quarterly charity.

- ❖ Community Impact is funded by Celebrating Women Leaders, NOT membership dues.
- ❖ Charities are selected based on mission and/or member involvement.



“(I like) the opportunity to share both business and personal life balance issues with other professional women.”



DID YOU KNOW?

MEMBER
FEEDBACK

Based on member input, we are:

- ❖ Increasing **social media** presence
- ❖ Implementing **mentorship program**
- ❖ Reducing the number of **spoken announcements**
- ❖ Opening **sponsored events** to more members
- ❖ Including **program topics** suggested by members

"I like (TEMPO Waukesha) for much more than networking. I am looking to better myself both personally and professional. I feel the members offer insight into their professions and inadvertently offer advice to support mine."

DID YOU KNOW?

YOUR
INVOLVEMENT

Joining a committee is a great way to meet more members and make connections!



PROGRAMS:
ROSANNE MCGUIRE



MARKETING:
JEN MORAN



MEMBERSHIP:
MERRI CVETAN



SOCIAL:
KIM KOLESARI



COMMUNITY
IMPACT:
MARIE KINGSBURY



CELEBRATING
WOMEN LEADERS:
VICKI VOUGHT



TALK TO A
COMMITTEE
CHAIR TODAY!

"I do feel that serving on some committee increases the value."

"Like most organizations, membership is what you make of it!"