



IMPACT100
garden state

2024 Membership Survey Report

Survey conducted in April 2024

The **2024 survey received 229 responses** – a 56% response rate (vs. 103 total responses in 2021 and vs. 141 in 2019. This is a very large response rate (considered ‘excellent’ in the survey industry) and illustrates a deep level of member engagement. **This report reflects the responses of these 229 members, versus the entire 408-member organization.**

Survey Highlights

Member Profile – Demographics of Respondents

AGE						TENURE			
2019		2021		2024		New member (joined in 2021)	9.78%	New member (joined in 2023-2024)	28%
25-54	15%	25-54	11%	25-54	24%	1-2 years	17.39%	1-2 years	18%
						3-5 years	41.30%	3-5 years	32%
55+	85%	55+	89%	55+	76%	6+ years	31.52%	6+	22%



Membership

Member profile is younger compared to previous years (24% 25-54 vs. 11% and 15% in previous).

Member satisfaction – still high at **8.4 out of 10** (slightly up from 8.1 in 2021)

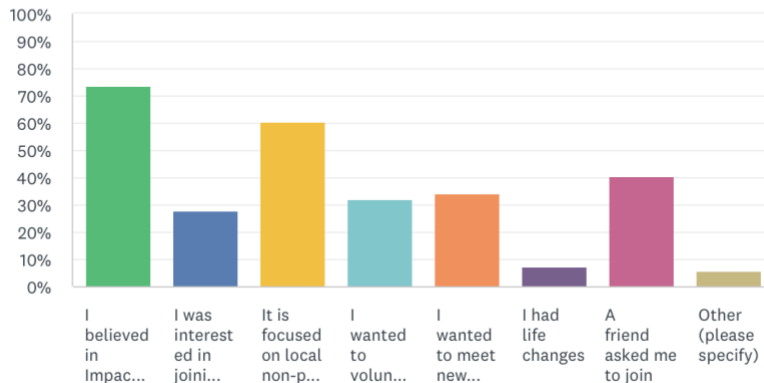
Likely or Very Likely to Recommend to Friend: 87% (vs. 85% in 2021 and 81% in 2019) and very unlikely 2%, slightly higher than 2021 but still well below 2019 of 7%.

58% have never considered non-renewing (15% have considered non-renewal) – down from 79% in 2021 and from 77% in 2019 – but this is likely skewed due to 23% responded as new members and have not yet been at the point of renewal.

The WHY for joining remains the same: Mission of awarding \$100K grants to local nonprofits still #1 reason women join— 78% vs. 84% in 2019; 39% to meet women and 31% to volunteer.

Why did you join Impact100 Garden State? (required - choose all that apply)

Answered: 229 Skipped: 0



Organization/Growth

In the 2021 survey, members indicated that Impact100 Garden State should grow by increasing its diversity numbers (Become more diverse – 77%).

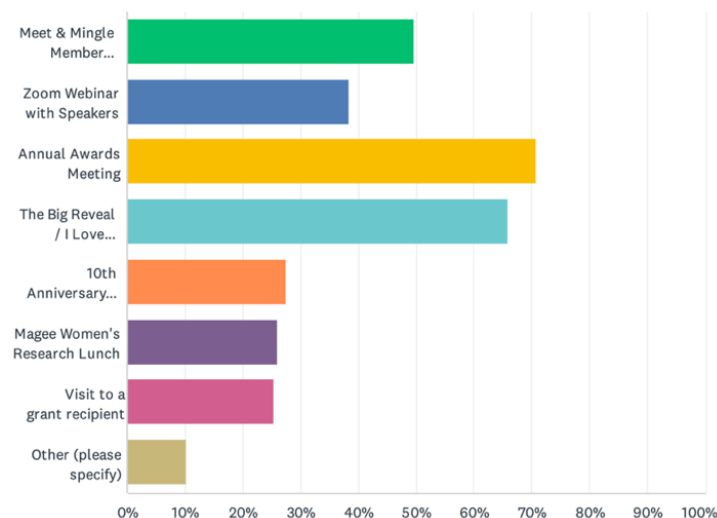
Results from 2024 show we have attracted younger members. For the first time we asked an ethnicity question. The diversity numbers we saw will serve as a baseline and will allow us to track our progress against this metric.

Events

81% of respondents have attended an event (vs. 93% in 2021 & 91% in 2019), with a mix of events attended. Annual Awards Meeting (AAM) & Big Reveal lead in attendance.

Q4 Which events did you attend? (required - choose all that apply)

Answered: 185 Skipped: 44



We are meeting the demands of 83% of survey respondents who like 1 to 5 events to attend per year.

Want event that features Nonprofits 64%, Social 44%, Education 54% (combined top-two box rating)

Grants/Voting

93% of survey respondents voted for finalists (compared with 69% of all members). The number of survey respondents who voted is up from 75% in 2019 but down from 98% in 2021.

No significant change in reasons selected to make decision on which Finalist to vote for. 'Read online summaries' still lead all choices followed by 'watched online videos', 'served on grant committee' and 'topic of interest to them'.

"Why didn't you vote": 11 responses – almost half (5) missed the deadline.

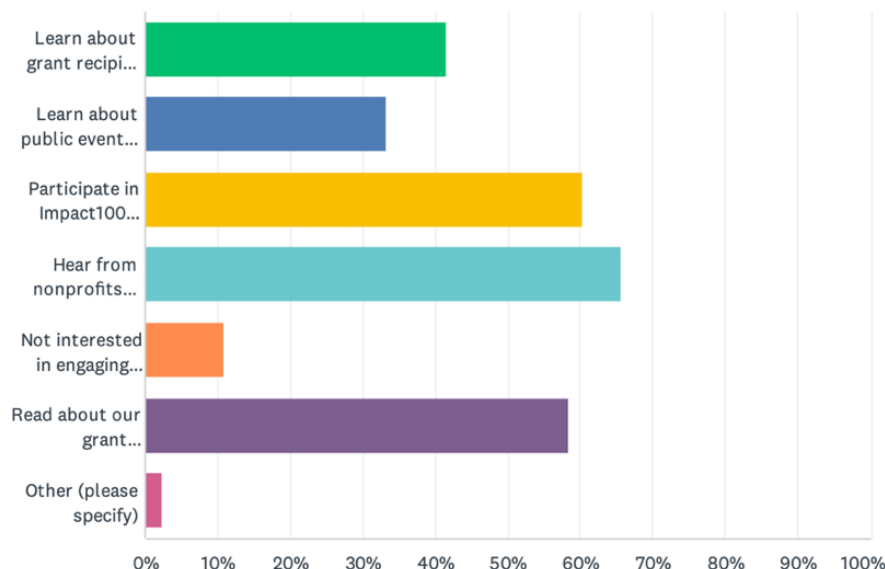
Engagement with Impact100 Garden State and with Nonprofits

72% of respondents have served on an Impact100 Garden State committee; biggest reason not to serve – no time 66% (up significantly from 52% in 2021)

Involvement with grant finalists – 62% no action taken; contributed financially 29%; volunteered 10%

Members are interested in engaging with our finalists and recipients in these ways: Hear from nonprofits about their work and impact ,65%; participate in volunteer activities along with other Impact100 Garden State members, 60%; learn about volunteer opportunities at nonprofits 42%.

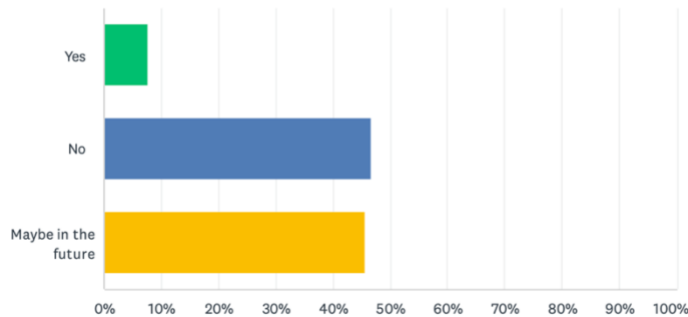
Q18. Beyond our grants, how would you like to engage with our Finalists/Recipients



New question for the 2024 survey is about interest in learning about leadership team opportunities. Responses 'no' and 'maybe in the future' were about 50/50; however, a handful (7%) said 'yes'.

Q20 Would you be interested in learning more about serving on the Leadership Team? (required)

Answered: 210 Skipped: 19



Communications

I know who's on Leadership Team 75% (up from 70% in both 2019, 2021)

I know who to contact for questions 86% (up from 83% in 2021 & 78% in 2019)

Impact clearly communicates about org 92% (89% in 2021 & 83% in 2019)

Onboarding new members 70% (up from 50% in 2021 & 63% in 2019)

Where do you get your info on Impact – email 90%; e-newsletter (formerly Happenings) 46%; Facebook 14% (down from 20%); Instagram 16% (up from 14%); website 29% (up from 26%); other members 30%

Q24 Where do you get your information and news about Impact100 Garden State? (required - choose all that apply)

Answered: 210 Skipped: 19

