



10 questions to ask a member

1. **Why** did you join our organization?
2. **What** were you looking for when you found our organization?
3. **What** are you looking forward to most in your membership?
4. **If** our organization disappeared today, what's the aspect of membership that you'd miss most?
5. **What** is the problem keeping you up at night — and how are you currently looking to solve it?
6. **Have** you looked to us for something specific and found we didn't have it? What was it?
7. **Have** you looked to us for something specific and found we did have it? What was it?
8. **What** would you want to learn from your fellow members?
9. **Did** you look to other organizations before joining ours?
10. **Is** there anything you wish organization staff or board members knew about?

