

Questionnaire for BPW Regions

The following questions are proposals how we could get information from the Regions for a better understanding of their best practices to retain and acquire members:

A: What makes your club particularly attractive to members (e.g. specific topics, meetings, projects, networking)

[3 answers possible]

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B: What makes your club particularly attractive to new members (e.g. specific topics, meetings, projects, networking)

[3 answers possible]

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C: When are your members ready to commit [multiple choice]

- Social engagement/networking
- Help, do something good
- Make a difference / help shape something meaningful
- Increase creativity and motivation
- Further education & increase of own competences (life skills)
- Rediscover / develop yourself
- Strengthening the attractiveness (also for companies)
- Appreciation
- Being a role model for others / responsibility
- Create a balance ("I'm not just along for the ride", but "I'm actively involved")