

# ninety-nine girlfriends 2019 member survey

Report for the Coordinating Council  
February 2020

# 2019 Survey Background

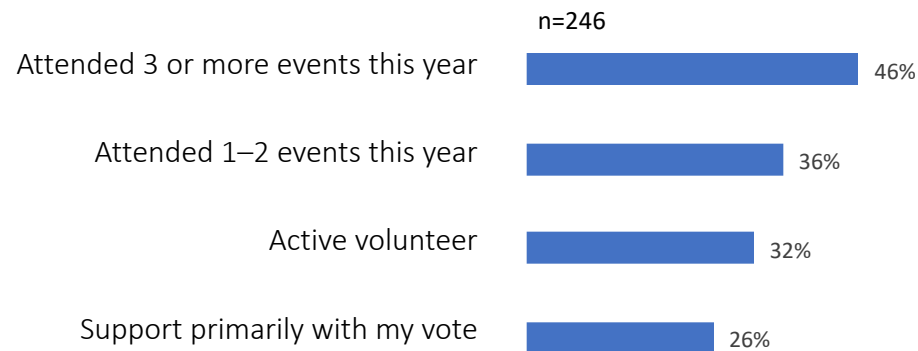
- An online survey was sent to all 2019 members and was kept open for 3 weeks, from December 17, 2019 to January 8, 2020.
- 246 girlfriends completed the survey. The respondents roughly reflected our demographics regarding age, year joined and self-identified ethnic identity.
- Jean Malarkey, Tong Zhang, and Deborah Edward wrote this year's survey (with input from others) and analyzed the data.
- Information about individual engagement interests was passed along to Committee and Team Leads.

## Analysis and Reporting

- This report presents findings based on the total sample.
- Analysis of the data based on key sample cuts (age, year joined and self-identified ethnic identity) didn't reveal significant or meaningful differences among sub-groups.

# 2019 members were active—nearly half attended 3+ events; time constraints the main barrier to involvement

How would you describe your participation in ninety-nine girlfriends? (check all that apply)



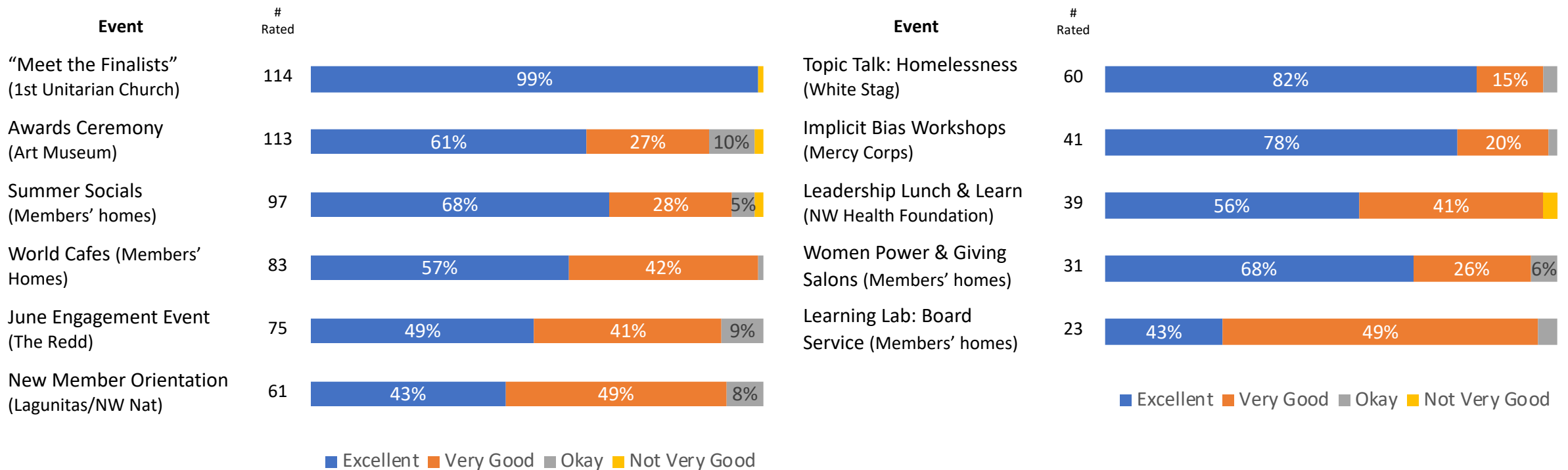
More than half (52%) of the respondents say that time constraints (work or personal commitments, etc.) prevented them from being as involved in ninety-nine girlfriends as they would like. Other reasons cited by a few: didn't know other members or didn't know how to get involved.

Open-ended comments:

- I didn't join until the deadline was closing on the teams, so I didn't know I needed to hurry and sign up with one so I missed my chance...next year...*
- It would be helpful to send email blasts about upcoming learning opportunities. Sometimes I just forget to check the website and miss because I didn't know.*

# Nearly all event attendees rated them “very good” or “excellent”

*I appreciate how well-run all events were: on time and informative with focused, high-quality info.*



As always, there are opportunities for improvement. Members’ suggestions have been forwarded to team leaders for 2020 planning.

Quotes may be edited slightly for clarity and conciseness

# Members' main motivations to stay involved are to leverage their dollars to make a difference; they also value the connections with other women

The appeal of pooling resources and connecting with other women is also clearly appealing to many:

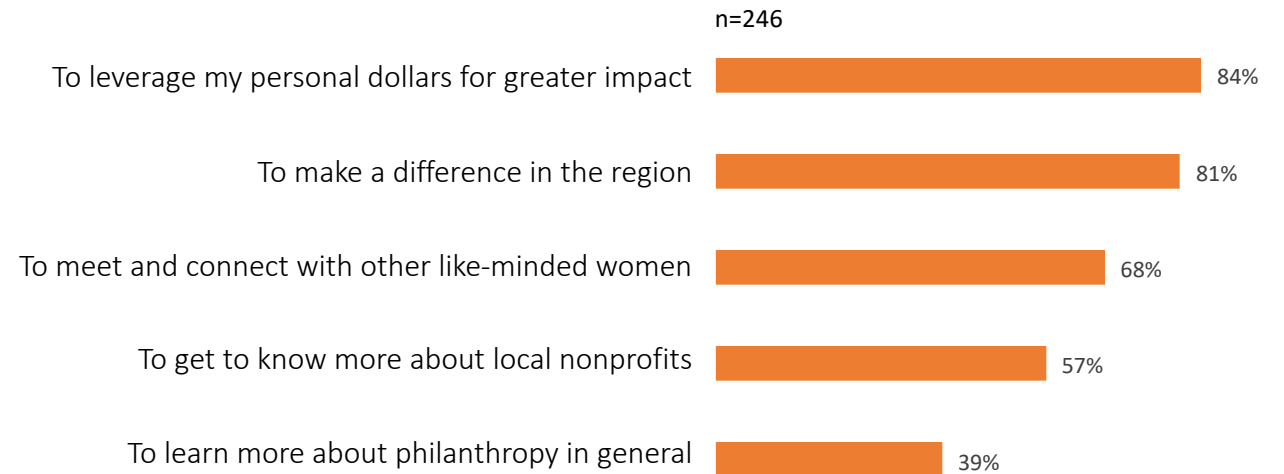
- *I like the idea of a group of women pooling resources and making a bigger impact.*
- *Because this group of amazing, powerful, selfless and inspired women challenged me to continue growing and to be a better human.*

Some Girlfriends appreciate the feeling that they're part of something bigger than themselves:

- *To feel like I'm a part of something meaningful. To share my energy and gifts with the community and to learn from others and their gifts.*
- *To give value to the word Hope.*

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## Why do you continue to be a member of ninety-nine girlfriends?



New members' reasons for joining ninety-nine girlfriends are the same as those who have belonged for multiple years

# While relatively few members say they're volunteering or giving more to local nonprofits as a result of being girlfriends, they're more knowledgeable, more strategic

How, if at all, have you changed your giving or volunteering as a result of your involvement in ninety-nine girlfriends?

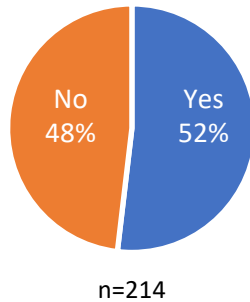


Open-ended responses provide more nuance:

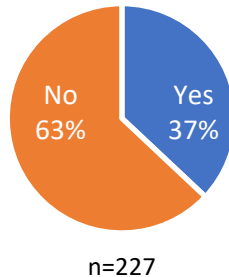
- *I advocate on behalf of the orgs that ninety-nine girlfriends are involved with. I shared info I learned and advocated that others consider contributing to these orgs as well.*
- *Have more informed responses, i.e., when someone says something like "I wish somebody would do something about homelessness in our city."*
- *I am more confident in my knowledge of the local nonprofit landscape. I feel more connected to the community.*
- *I understand better how not to judge others whose culture is different from mine. I guess you call it "check your biases." I had to learn more about my implicit biases before I could begin to check them.*
- *I was already volunteering and providing funds but 99 Girlfriends got me thinking more about this involvement as my primary activity rather than something in addition to a career. Subtle, but had an impact.*

# About half visit the website at least occasionally; just over a third have explored the members-only section

Do you visit the ninety-nine girlfriends website for information or news?



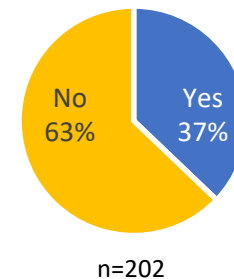
Have you explored the members-only section of the website?



- Comments suggest that those who do visit the website do so only occasionally, and it often takes a prompt for them to do so.
- The member directory is mentioned most often. Several girlfriends say that they use it, but more are frustrated that it isn't more filled out—or don't seem to be aware of it at all.
- Another fairly common request: a more dynamic, up-to-date front page.
- Several say they find the site difficult to navigate.
- And one was disappointed not to find information re: volunteer opportunities.

More members follow ninety-nine girlfriends on Facebook than via other social media sites, but opinions are mixed re: whether the organization should set up a private Facebook page.

Would you like to see a private FB page?



# Appendix

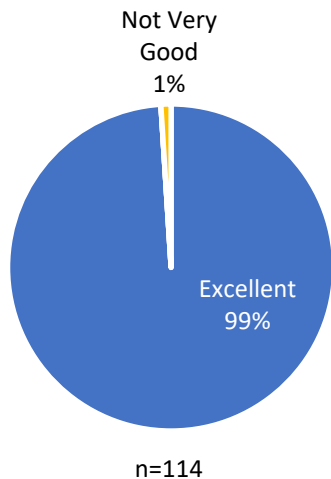
Slides for Team Leads



# Nearly all attendees rate “Meet the Finalists” ‘Excellent.’ The Awards Ceremony also gets mostly positive reviews

A typical comment: *I appreciate how well run all events were: on time and informative with focused, high quality info.*

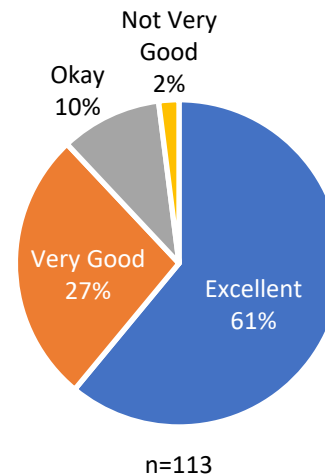
## Meet the Finalists



People enjoyed the opportunity to see and hear from the finalists and the positive energy of being with other girlfriends.

The most frequent suggestion for improvement is to allow more time for eating and socializing.

## December Awards Ceremony

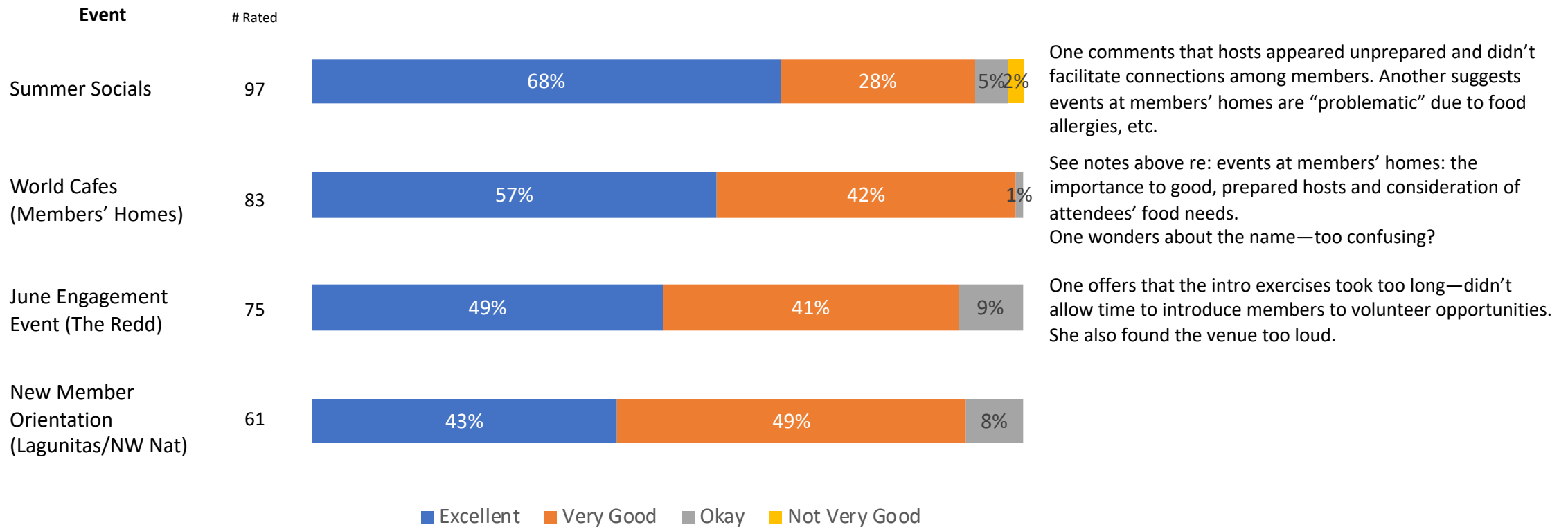


Many commented on the beautiful venue for this celebratory event.

One suggestion for 2020: Allow more time for presentations from award winners (may be particularly valuable for prospective members experiencing ninety-nine girlfriends for the first time).

# The vast majority who participated in get-to-know-you/socialization events enjoyed them

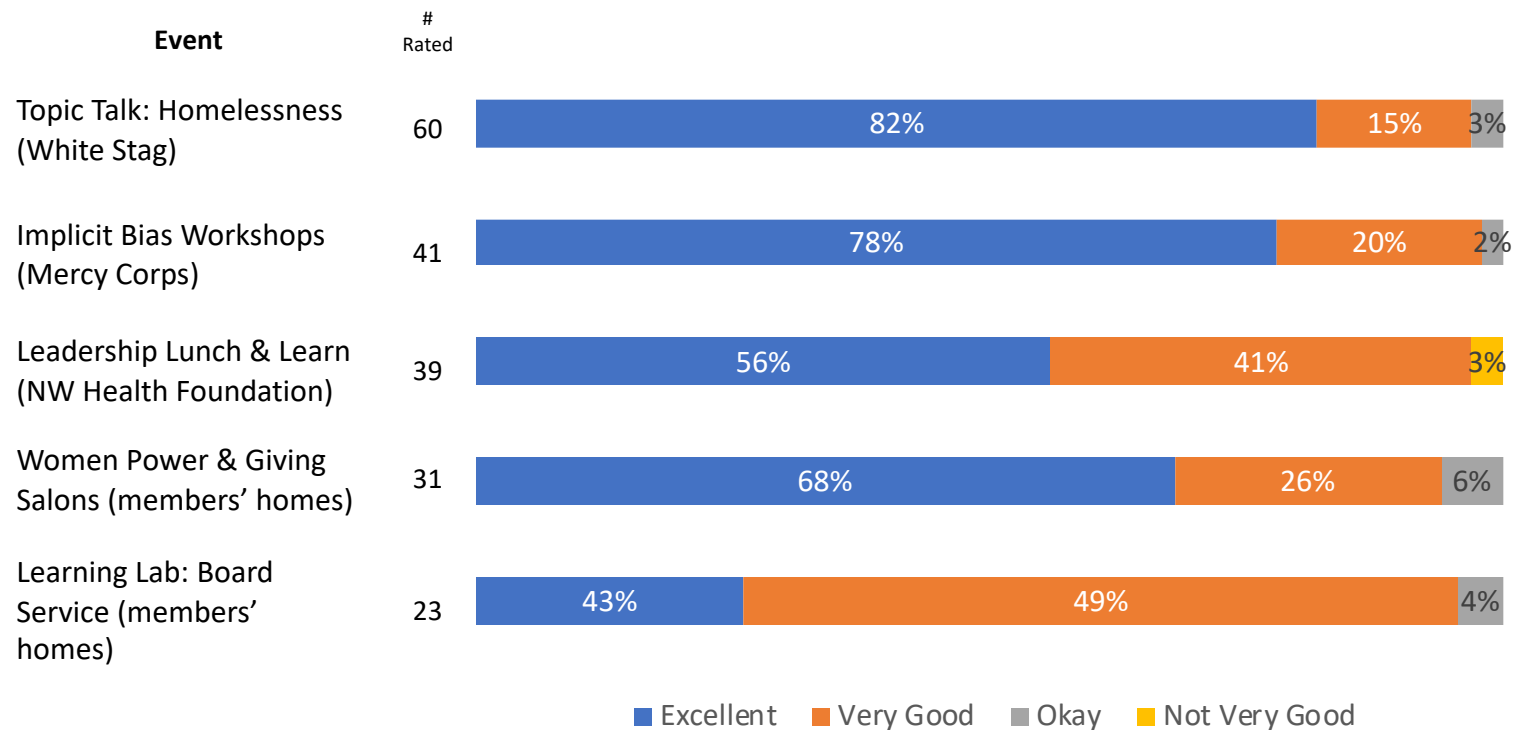
Most positive comments are general in nature, praising good planning, organization and simply appreciating the opportunity to get to know other women. A few offer suggestions for how events might be improved in the future.



Quotes may be edited slightly for clarity and conciseness

# The Homelessness Topic Talk and Implicit Bias workshop resonated strongly with attendees

There are relatively few specific comments about educational events, although ratings suggest nearly all who took advantage of these opportunities found them to be worthwhile.



## A few quotes to share:

- *I love the education events. I wish could have attended them all.*
- *I really wanted to attend more events (especially the educational events), but I can't leave work for extended periods during the day. Is it possible to hold any of these events in the evening or first thing in the morning?*
- *The Topic Talk on Homelessness and Implicit Bias workshop were excellent, as was Julie Huffaker's Lunch & Learn.*
- *I found the homelessness program most provocative.*
- *For those of us participating on grant review teams, Sept & Oct were quite busy with other activities and it was challenging to find time to attend any of these education activities.*

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