



THE SIR WINSTON CHURCHILL SOCIETY SURVEY RESULTS (SPRING 2017)

1. How long have you been a member of the Churchill Society

a. One year or less		0%
b. Between one and five years.	4	17%
c. More than five years.	20	83%

2. The Churchill Society holds a number of events each year, including dinners, scotch socials and an annual general meeting. In 2015 and 2016, please estimate how many events you attended:

a. None	3	13%
b. One	4	17%
c. Between two and four	14	61%
d. More than four	2	9%

3. If you attended just one event or none in the past two years, please let us know why you did not attend an additional event?

a. Was not notified of the event early enough	2	9%
b. Not interested in attending more than one event		0%
c. Cost		0%
d. Other (please write below)	6	26%

Out of town, other commitments, out of the country

4. Have you ever attended the Churchill's Society's Annual General Meeting?

a. Yes	13	54%
b. No	9	38%
c. Not sure/cannot remember	1	4%

5. The Churchill Society's annual membership fee is \$30. That is:

a. About right	18	75%
b. Too low	5	21%
c. Too high		0%

6. Spring and fall dinner tickets range from \$155 to \$175. Knowing that net dinner proceeds support Society activities, do you think the dinner price is:

a. About right	17	71%
b. Too low	2	8%
c. Too high	4	17%

7. The cost of a ticket to the scotch social is \$20. That is:

a. About right	13	54%
b. Too low	6	25%
c. Too high		0%

8. Would you prefer:

a. Two major dinners annually and several smaller events 4 17%

b. One major dinner annually and several smaller events 14 58%

c. One major dinner annually 4 17%

9. With a view to attracting more members to the Churchill Society, do you have additional ideas on how the Society might do that, including how to attract younger members? (Please write in your answer below.)

- personal invitation by executive and members
- have an active membership committee
- create a formal Toastmasters International Club as a part of the Society - that is Churchill legacy
- advertising on the internet, website use
- encourage existing members to share and invite others to join
- University campuses, Political Science departments, history and military cadets
- public advertising
- organizing events to have military personnel speak
- more female speakers to attract younger women
- subsidized dinner tickets
- establish a student category
- advertise at Ranchman's Club
- offer discounted memberships for students
- press for events

10. Would you be willing to volunteer for existing (or new) Society events (be they dinners, scotch socials, moot court or judging high schools debates)?

a. Yes	13	59%
b. No	9	41%

11. Would you be willing to serve on the board?

a. Yes 7 32%

b. No	13	59%
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12. Please tell us your age range, this so the board has a sense of the memberships' age profile.

a. Between 25 and 40 0%

b. Age 41 to 60 6 26%

c. Age 61 to 70	9	39%
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d. Age 71 and over 8 35%

13. Would you prefer to receive all Churchill Society notifications by:

a. Regular mail only	10	45%
b. E-mail only	12	55%

14. Do you have any other suggestions or thoughts you would like to share with the board of the Sir Winston Churchill Society of Calgary, including how to preserve and promote his legacy? (If online, please write in your response below; or if by mail, on a separate page.)

- For the spring and fall dinners make the ticket cost based and allow for the balance by way of charitable donations
- younger membership
- focus on the concept of leadership
- cocktail hour is too long, half hour would be safer
- donate hardcover Churchill books