

2019 Member Survey

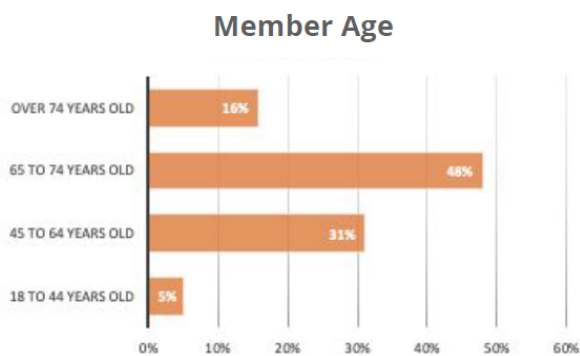
Key Findings

Member Demographics

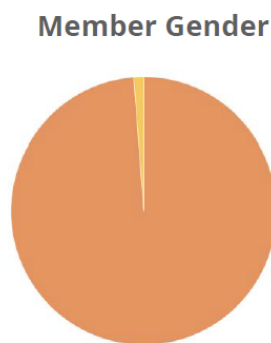
The survey provided important demographic information on our membership that will allow us to better serve and support ALL members, regardless of age, gender identity, race, ethnicity, religion, or sexual orientation.

Increasing diversity in our membership is important to DFW and will be a key focus area moving forward. The findings from this survey provide a baseline and a way to measure our progress over time.

62% of Dining for Women members are over 65



98.7% of Dining for Women members identify as women



Women	98.79% 1,875
Other (men, non-binary, prefer not to answer)	1.21% 23

Responses

More demographic information:

- About 94% have a college undergrad or post-graduate degree.
- 92% identify as white.
- Nearly 2/3 are retired.
- 92% are heterosexual; about 2.5% are LGBTQIA+.

What Members Love About DFW

1. Members enjoy the community they gain in chapters. Connectedness keeps them involved.

81% of members rank “Personal connections with my chapter” as an “important” or “extremely important” factor in deciding to join or get more involved in DFW.

Nearly 80% of members said that DFW “made me feel part of a community of caring people”.

“What I value most is the community with like-minded women who are interested in helping others and learning about and impacting the global community in a positive way. I would say it's the thing that keeps me coming back”

2. Members are proud and confident of the organization’s impact.

96% of members are “satisfied” or “very satisfied” that DFW’s grantees are professionally screened and vetted and provide a high level of impact.

“I appreciate the incredible amount of due diligence that goes into selecting quality grantees. It’s not just some organization in the US going into Ghana telling them what to do. It’s all local-led.”

“We see so much impact from the grants that we give”

3. DFW provides an easy, approachable way to make a difference in the world.

For the amount of impact and satisfaction members get, DFW’s low barrier to entry (i.e. no minimum donation required) is especially valued.

“I think the biggest opportunity is that it's a really easy, fun way to do good. It's an enjoyable thing and then you feel like you've had this huge impact. I think that's a huge opportunity to highlight that it is fun and easy to make this tremendous impact in people's lives.”

4. Members believe that DFW’s collective action is powerful.

More than 98% of respondents said that “harnessing our collective power to create a better and more just world” was “extremely important” or “important” to their involvement in DFW.

“I think one thing that makes it really special is...**being a part of something bigger than yourself.** I think Dining for Women provides a lot that I think is just hard to find.”

5. Members have mixed views about Dining for Women’s name.

For some members, the Dining for Women name is simple and straightforward.

“The name carries a lot of meaning, and it is easy to explain that we gather to share meals and learn about women in need and advocate for empowerment and gender equality.”

“It is literal and universal, which is a good thing.”

“Easy concept. Name says what it is.”

“The name explains succinctly what the group does and who it supports.”

Other members believe the name feels dated and does not reflect the purpose or impact of the organization:

“Dining for Women can seem a little stuffy at its face. It doesn't feel very modern and innovative even though the organizations that we're supporting are very innovative and doing very cool new things.”

“We have become a bigger movement, and we are more knowledgeable now than we used to be. I think we want to elevate ourselves within the industry.”

“I think it's a challenge for some people, just the name of itself doesn't really speak to the work and the outcomes that Dining for Women want. Some people immediately think, 'Oh, that's just like a social club or a social hour.' Like I would never infer from that that this is doing any type of impact work or it has any type of impact focus to it.”

-Stakeholder

There were also concerns that the class and wealth implications of the DFW name threatened our diversity goals.

“When I mention the name Dining for Women, my perspective is that it projects an elitist group of women who can afford to dine out. As we strive for equity in our communities, this name does not represent equity. We all eat, but do we all dine?”

“The name is direct, yet sounds a bit elite, possibly white.”

“Just saying Dining for Women has a bit of an upscale ladies' club, junior league kind of vibe to it.”

“It seems like it's going to be the women's institute or something, pouting cups of tea and eating currant buns. It doesn't elevate it to the level that it deserves to be.”

6. A clear expression of DFW's values is important to many members.

Many members want DFW to speak out more on related issues, while others are concerned about DFW remaining non-political.

“There has to be some articulation of what Dining for Women believes in beyond just women coming together to learn about a cause.”

“By not having organizational beliefs and values, I think we diminish our role in the world. It's time to stand up.”

These survey findings are valuable to us as we move forward in implementing our next strategic plan. The information obtained will help us develop programming and initiatives that are in line with our strategic plan and our members' interests.