

## Membership Survey 2021 Report

# Membership Survey Executive Summary

Version: V1

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Date: 25<sup>th</sup> Mar 21

Approved by: Dr Khalid Anis (Chair)

Next review date:

## Membership Survey 2021 Report

### Executive Summary

The membership survey was conducted from **mid-January 2021 to early March 2021**. The survey was sent out to over a 1000 people – a mix of current and past members, those who have donated to ISB, and to people who may have attended or participated in an ISB event in the past. The survey was communicated through direct mailing, ISB, Campus and YM websites, and social media publications with posters. **94 people responded** to the survey.

**Of the respondents 75% were from current members with nearly 34% from the North West followed by 25% from the Midlands;** 50/50 gender response; mostly married (63%); over 50% respondents over the age of 40years, over 60% employed either full time/part time or self-employed with 22% in higher education. **47% of the respondents have been with ISB over 15 years** whilst just over 30% have been with ISB with less 5 years. The respondents have a rich variety of skills ranging from Project Management, Leadership to IT and communications/ filming/photography.

Currently respondents primarily **gather information on ISB activities through WhatsApp, emailed newsletter and word of mouth**. Less people engaged with the current ISB websites and social media channels. The majority of people's engagement with ISB is through the study circles, residentials, volunteering on local projects and previously attending Islam Awareness week.

Members are primarily motivated by learning more about Islam, making new friends, meeting, and listening to scholars/experts, developing new skills, and making a difference in their local community.

Overall, **there is a feeling of family, community and connecting with likeminded people**. An opportunity to develop oneself through the diversity of views and contribute to improving society.

Looking forward, **nearly 70% want to contribute their skills to ISB** in particular relating to Strategy development, youth development and project management. **Nearly 75% would consider changes to the membership fee structure**.

There is a strong desire that ISB should have more of a national profile. In particular, the mood is **for more investment in youth related programmes and social action projects**.

**There are a number of emerging themes which include:**

- **Simplified governance structure** which is more responsive to local needs
- **More social action projects** and campaigns both locally and negatively
- **Improving communication in both internal and external channels**

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- Development of **new youth and young adult related programmes** which develop skills and knowledge.
- Encourage **greater use of members skills** across the organisation. Harness the knowledge and experience of past members.
- **Becoming more outwardly focused** – more visible on tackling many public issues.
- Define and **understand what the values are, aims and purpose of ISB** to be more relevant to the current generation.
- Define **a membership which clearly articulates the benefits of being part of ISB**. This would lead to a major membership recruitment drive.

Prepared by Zainul Sachak  
25<sup>th</sup> March 2021

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### Appendix – Posters



# ISB MEMBERSHIP SURVEY

Dear Member, Past Member and Friends,

We are embarking on a major review of all our activities. We want to hear your views and give you the opportunity to influence the future of ISB.

ISB wants to listen

#### Our aims still remain:

- To promote greater understanding and awareness of Islam
- To organise, educate and enhance the development of British Muslim communities
- To encourage positive contribution to British society and the promotion of social justice

This survey will enable us to develop a plan for recruiting new members and to develop new projects which contribute to the growth of ISB.

Your contribution to this survey is vital.

It should take you only 10 minutes to complete this questionnaire.

Thank you for your time.

PLEASE CLICK ON THE LINK BELOW TO COMPLETE THE QUESTIONNAIRE.

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Your contribution is vital.

Thank you for your time.



**Enter a free prize draw for a  
Ramadan hamper of ethically  
sourced Palestinian foods supporting  
local farmers if you complete the  
questionnaire**

**PLEASE CLICK ON THE LINK BELOW TO COMPLETE  
THE QUESTIONNAIRE.**