

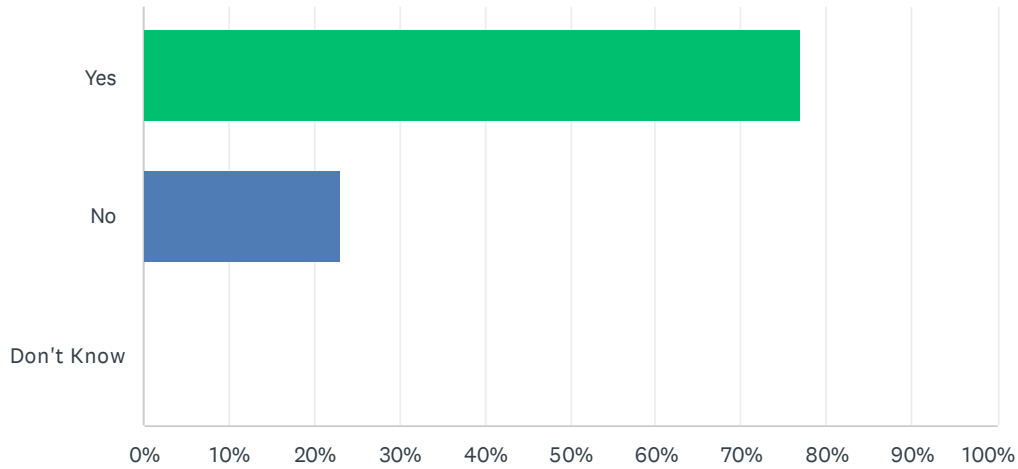


CWRT MARKETING SURVEY RESULTS

April 19 – May 5, 2024

Q1 Does your CWRT engage in marketing (digital, print media, logo clothing, etc.)?

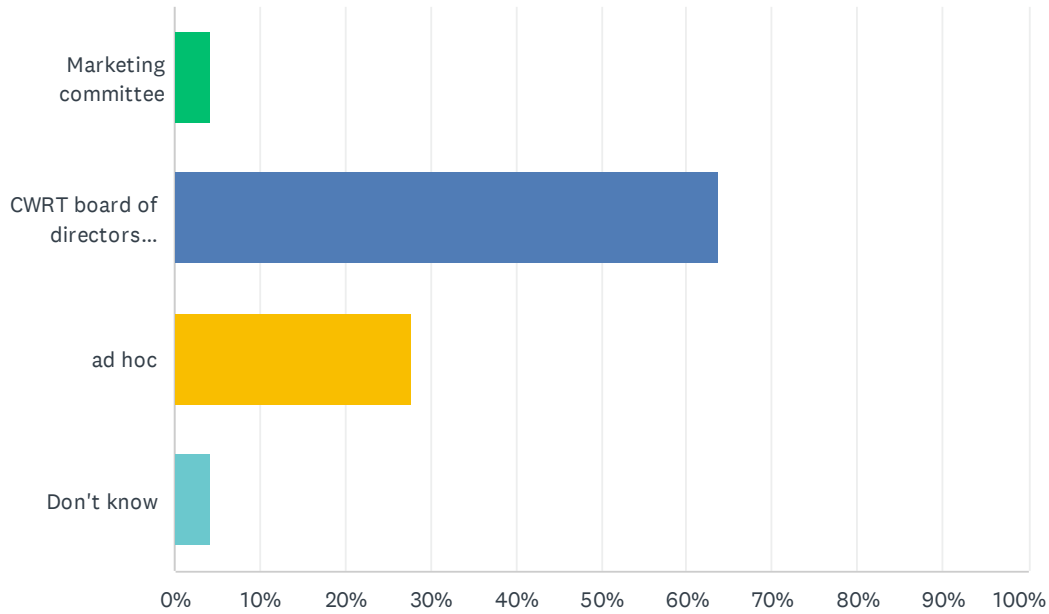
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	77.05%	47
No	22.95%	14
Don't Know	0.00%	0
TOTAL		61

Q2 How is your CWRT marketing effort organized?

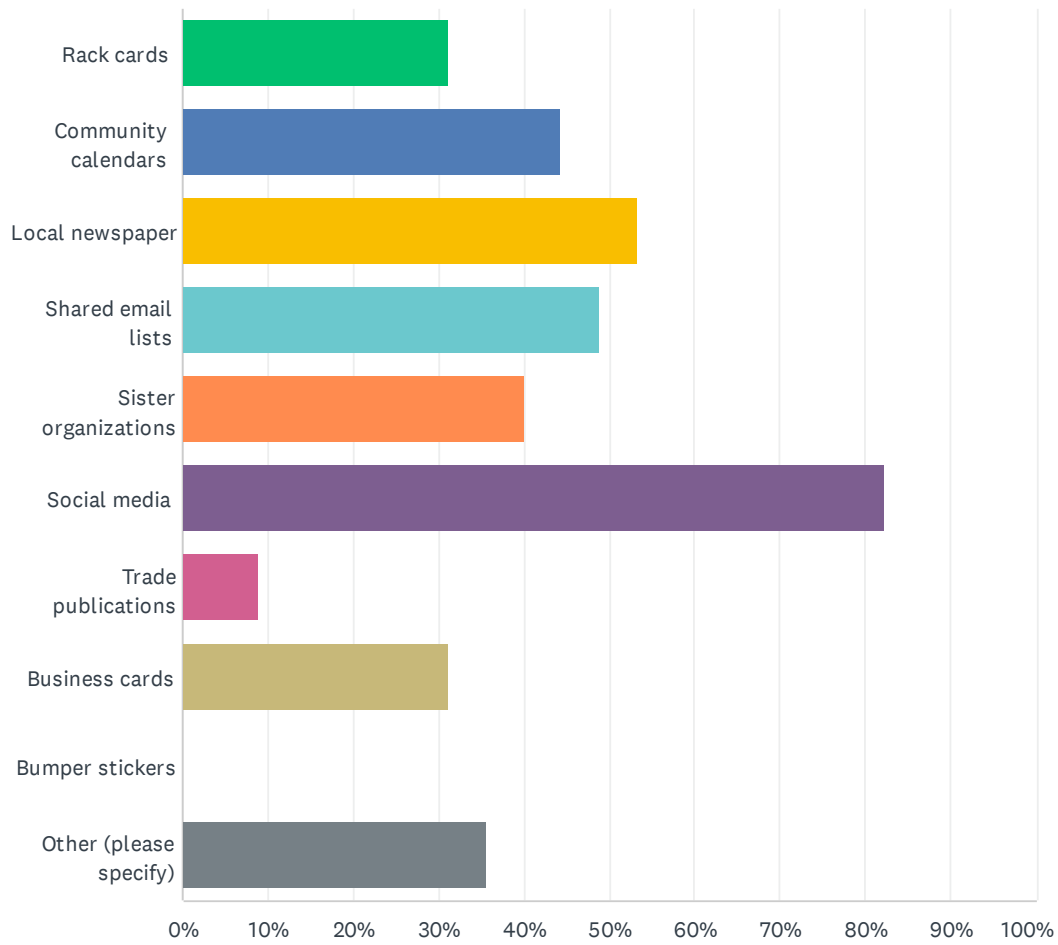
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ANSWER CHOICES	RESPONSES
Marketing committee	4.26% 2
CWRT board of directors (leaders)	63.83% 30
ad hoc	27.66% 13
Don't know	4.26% 2
TOTAL	47

Q3 How do you market to potential members? (Select all that applies)

Answered: 45 Skipped: 16



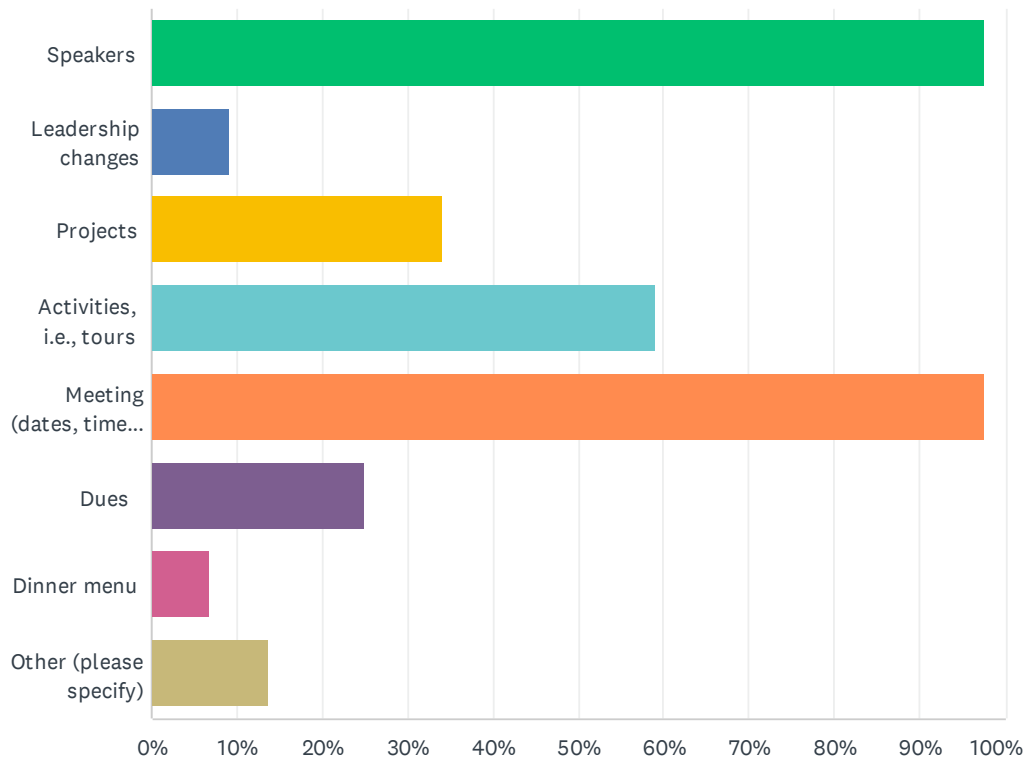
ANSWER CHOICES	RESPONSES	
Rack cards	31.11%	14
Community calendars	44.44%	20
Local newspaper	53.33%	24
Shared email lists	48.89%	22
Sister organizations	40.00%	18
Social media	82.22%	37
Trade publications	8.89%	4
Business cards	31.11%	14
Bumper stickers	0.00%	0
Other (please specify)	35.56%	16
Total Respondents: 45		

Q3 How do you market to potential members (Select all that applies)

- Notice on bulletin boards of local library and restaurants
- Brochures, Website
- Flyers
- Local Radio
- flyers distributed through the community
- Logo hats and shirts
- Word of mouth
- Suspended since Covid; not likely to revive
- word of mouth by members, excellent newsletter and web page and facebook page
- Web & Facebook
- Word of mouth
- One member does programs for the Senior Center, College life-long learning institutes, other groups including the DAR, SAR, Rotary, etc. and hands out past newsletters
- Local newspapers are inconsistent in willingness to print notices
- Facebook
- newsletter
- Rack cards are in the works

Q4 What do you cover in your marketing efforts? (Select all that apply)

Answered: 44 Skipped: 17



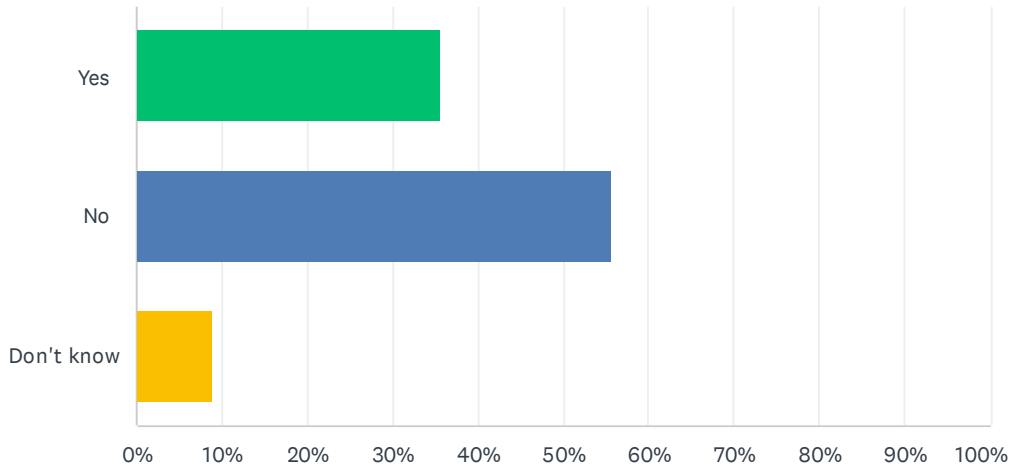
ANSWER CHOICES	RESPONSES	
Speakers	97.73%	43
Leadership changes	9.09%	4
Projects	34.09%	15
Activities, i.e., tours	59.09%	26
Meeting (dates, times, location, etc.)	97.73%	43
Dues	25.00%	11
Dinner menu	6.82%	3
Other (please specify)	13.64%	6
Total Respondents: 44		

Q4 What do you cover in your marketing efforts? (Select all that apply)

- Contributions to battlefield preservation; our monthly on-line publication
- Civil War Timeline, Book Recommendations
- preservation efforts to save Civil War Battlefield land, etc
- Un-updated FB page
- our editor finds unusual or little known CW stories for our newsletter
- Book Reviews

Q5 Does your CWRT have a way to measure impact?

Answered: 45 Skipped: 16



ANSWER CHOICES	RESPONSES	
Yes	35.56%	16
No	55.56%	25
Don't know	8.89%	4
TOTAL		45

Q6 How does your CWRT measure marketing effectiveness?

- Growth or decline in participation at each of our principal events and surveys at each event.
- Ask new members.
- Poll new members and guests.
- Number of meeting attendees
- Membership renewals and new members
- Membership increases and meeting attendance numbers
- When talking to new members or visitors to our meetings or conversing with individuals 'on the street' that bring up the Roundtable we ask where they heard about us.
- Inactive, but FB provides readership data on our page.
- Sign-in process at meetings asks guests to indicate how they heard about us. We are getting a lot of good feedback from this.
- Head counts at meetings for both live and virtual audience attendance.
- We ask members how they find out about the group and the meeting first join. Also do a marketing survey of current members once a year
- In June 2023 we had 100 names on our mailing list who received monthly newsletters. 21 had not paid dues in over 1 year including 2 past presidents. We sent a nice letter asking them to pay the \$25 dues just to receive the NL if they could not attend meetings. None returned and they were dropped leaving 79 paid members. As of April 2024 we have 96 paid members, 17 of which are new.
- We measure by the number of members who attend meetings.
- By having all guests fill out a question form
- Mainly Attendance, Talking to attendees about how they got their information.
- Greeters at our meetings ask how guests heard about the event. Plus we take an individual survey while guests are in attendance.

Q7 What marketing strategy your CWRT employed that was most disappointing?

- Notices on bulletin boards
- Trying to get other groups to market our Round Table
- Television and radio advertising.
- Local publications advertising our meetings
- I am too new to our organization to know the answer to this question.
- t-shirts
- Facebook
- Ads in newspapers, a couple years ago. We're a big city CWRT and it was too expensive for the impact.
- nothing at this time always looking for new ways
- Less than best speakers. Speaker coordinator change brought problems. Less than best effort put into finding quality speakers
- Reaching out to universities in UK running American History and/or Military History courses
- Targeted outreach to minority community (churches, social groups, etc) and public schools for a speaker on USCT.
- Rack cards
- None
- We tried selling pieces of actual trees from the Gettysburg Battlefield and was shocked at the lack of interest!!
- digital. Most people who come to our meetings or events, find out about them in the newspapers, but the local papers are dwindling. Few find us online in any manner.
- Attending Civil War encampments, reenactments, etc.

- not sure yet as we just started some of the methods in the past 3-4 months and we keep expanding to new places to advertise and place Rack and Business cards.
- All
- I don't know. I'm "active" only because I'm treasurer and holding the funds.
- We have an outreach committee that has just been activated
- A reprint of our newsletter for distribution at a major reenactment event.
- MeetUp.com - We paid for a subscription for over five years and never got many guests attending from this. Because of the screen names, it's impossible to tell who is coming to our meetings as a result of MeetUp.com. We cancelled our subscription this year.
- Unknown
- We haven't done much so no real thumbs up or down.
- Mailings to other organizations
- Not applicable. Meeting announcements and word of mouth have proven to be effective over many years.
- Membership emails
- Rack cards
- leaving newsletters at military supply stores 2. leaving newsletters at the local AM talk radio station 3. trying to get meeting announcements in newspapers of nearby cities that are 5-10 times larger than our location and have no CWRTs within 60+ miles
- Informational/educational booth in local festivals many years ago
- N/A
- Facebook/social media
- The sale of articles of clothing with the round tables logo on them.
- Social media
- Newspapers

- unknown
- Rack cards
- none
- Community calendars
- N/A
- TV
- Promotion of lunch and learn series

Q8 Why is that strategy disappointing?

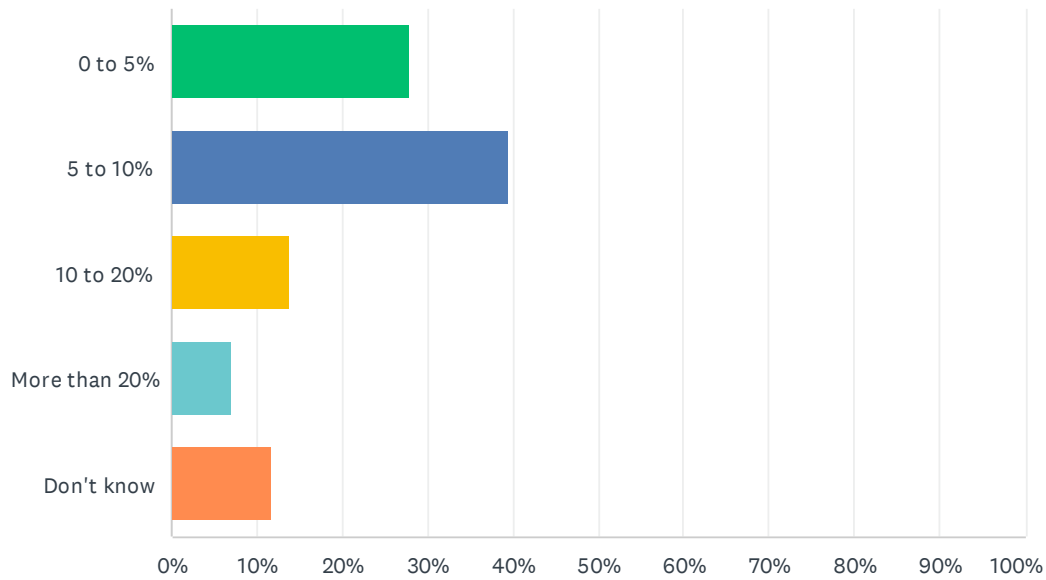
- Have not had any new members as a result of these notices
- Their reasons for not promoting us had to do with political correctness...Civil War too controversial
- Negligible impact on guest participation.
- No way to track it
- Please see the above comment.
- no interest by members.
- No local interest.
- See above
- there is no membership as we are a program with the local library
- RT success built around history of quality speakers. This gets attendees off the sofa and to the meeting.
- Very limited responses from university authorities
- The results were almost entirely negligible. We had two AP HS students and a USCT reenactors group who participated as color bearers.
- Not many taken. Also, appropriate locations of distribution.
- Na
- I was very enthusiastic about the item and it went nowhere!!
- It's disappointing because we're seeing fewer papers and the people who look for us or have an interest in history are mostly older and don't do digital. Younger people don't seem to even bother.
- Very little interest in our displays.
- n/a

- No results
- I don't know. I'm "active" only because I'm treasurer and holding the funds.
- No one volunteered to chair the committee
- Very few of the newsletters were taken.
- See above - screen names can't be tracked.
- Unknown
- Not enough effort to be disappointed
- No attendance at our meetings
- Not applicable
- Continuing lack of attendance.
- no known results
- when we ask new members how they heard about us, it has never been the 3 listed previously.
- Few if any people who seemed interested actually came to meetings
- N/A
- Provides information, but does not draw in new members, only people already connected to us, or people outside the area who can't/won't join
- We have not sold many items to the membership. We do not know if it's a lack of Interest or the cost Factor.
- Lack of local response
- Because the guests don't say that is what brought them in
- no way to measure
- Little measurable response

- N/A
- Little response for the time and effort
- N/A
- We didn't get an increase in attendance and the cost is huge.
- No one showed up

Q9 What percentage of your members joined for the first time last year?

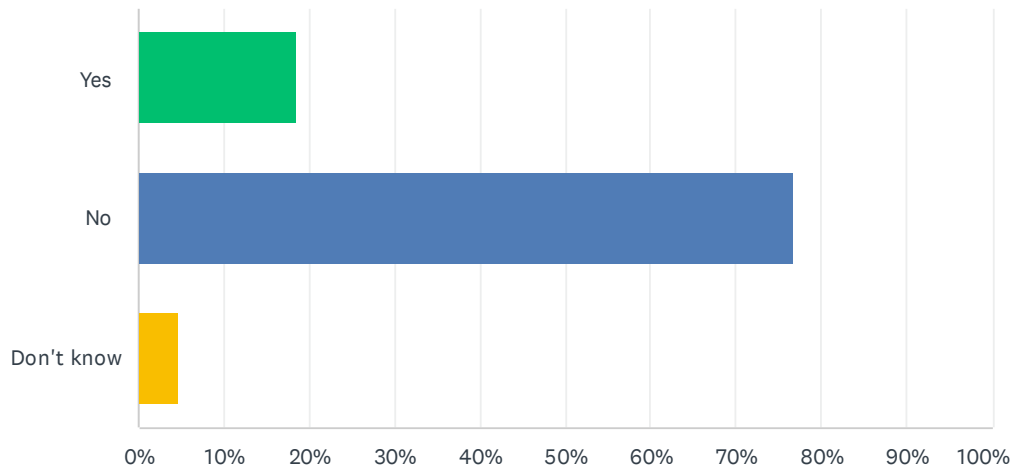
Answered: 43 Skipped: 18



ANSWER CHOICES	RESPONSES	
0 to 5%	27.91%	12
5 to 10%	39.53%	17
10 to 20%	13.95%	6
More than 20%	6.98%	3
Don't know	11.63%	5
TOTAL		43

Q10 Does your CWRT have an annual marketing budget?

Answered: 43 Skipped: 18



ANSWER CHOICES	RESPONSES	
Yes	18.60%	8
No	76.74%	33
Don't know	4.65%	2
TOTAL		43

Q11 On what marketing channel (email, printed material, etc.) is the most time/money expended?

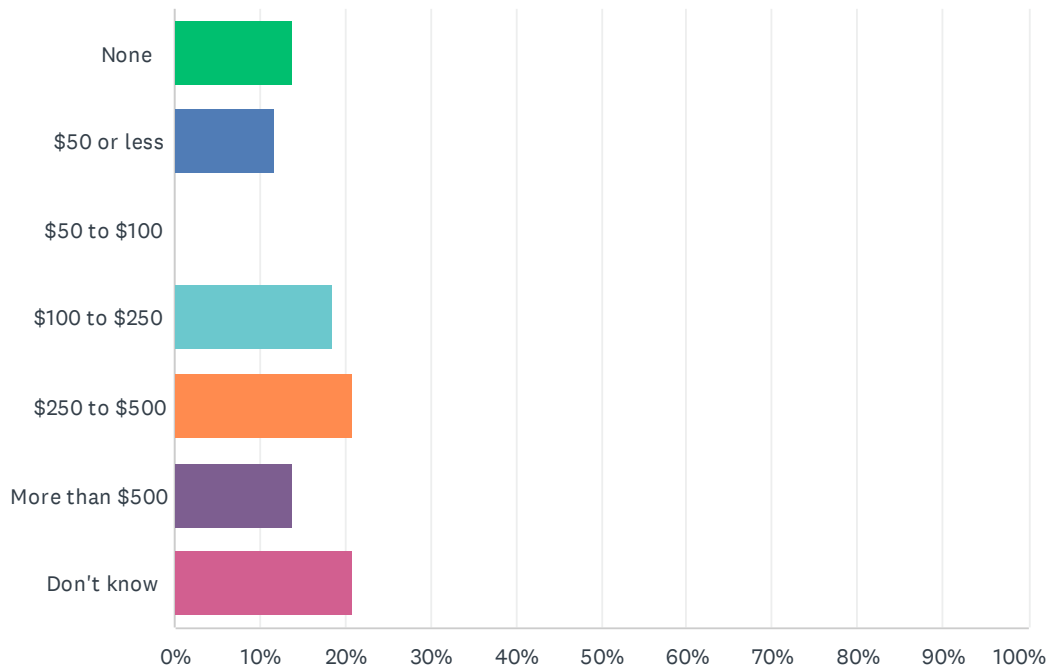
- The most time: Social Media
- Printed materials
- Print, social media and website.
- I don't know
- website
- email (time)
- website
- the library and park district has provided printed flyers for programs and special events
- Email, digital outreach, local cable tv programs, newsletter, finding good speakers
- Online - website in terms of cost; facebook and instagram also important in time terms.
- Writing monthly promotional material for print outlets, online community schedules, social media, email, etc.
- Website and emails
- Newsletter
- Newspapers
- Couldn't say. We don't use money for such things. Email is free (\$) and email is done in limited amount so as not to overwhelm people with gobs of junk.
- Printed material and items with logo.
- printed material- both time and money
- Social Media

- none, only the free FB page
- We pay for constant coment (an emailing service to distribute info the members and another service to help with internet money
- Most time = Newsletter prep. Most money = Zoom license
- Advertisements in other organizations' program books.
- Web
- emailed newsletter
- Newspaper
- Email meeting announcements
- We only use free outlets
- printed material
- printed newsletters Yes, I know this defies the social media rage.
- All donated by members - no expenses from treasury
- N/A no money-no dues.
- Monthly newsletter
- Sending out of the newsletter.
- Rack cards, Instagram. Constant Comment
- Facebook
- newsletter
- Social media and website maintenance
- Social media (Time Only)
- None

- PRINTED
- Time - newsletters and articles for the local papers, which cost nothing. Money was the one time TV ads.
- Email

Q12 How much was expended on marketing last year?

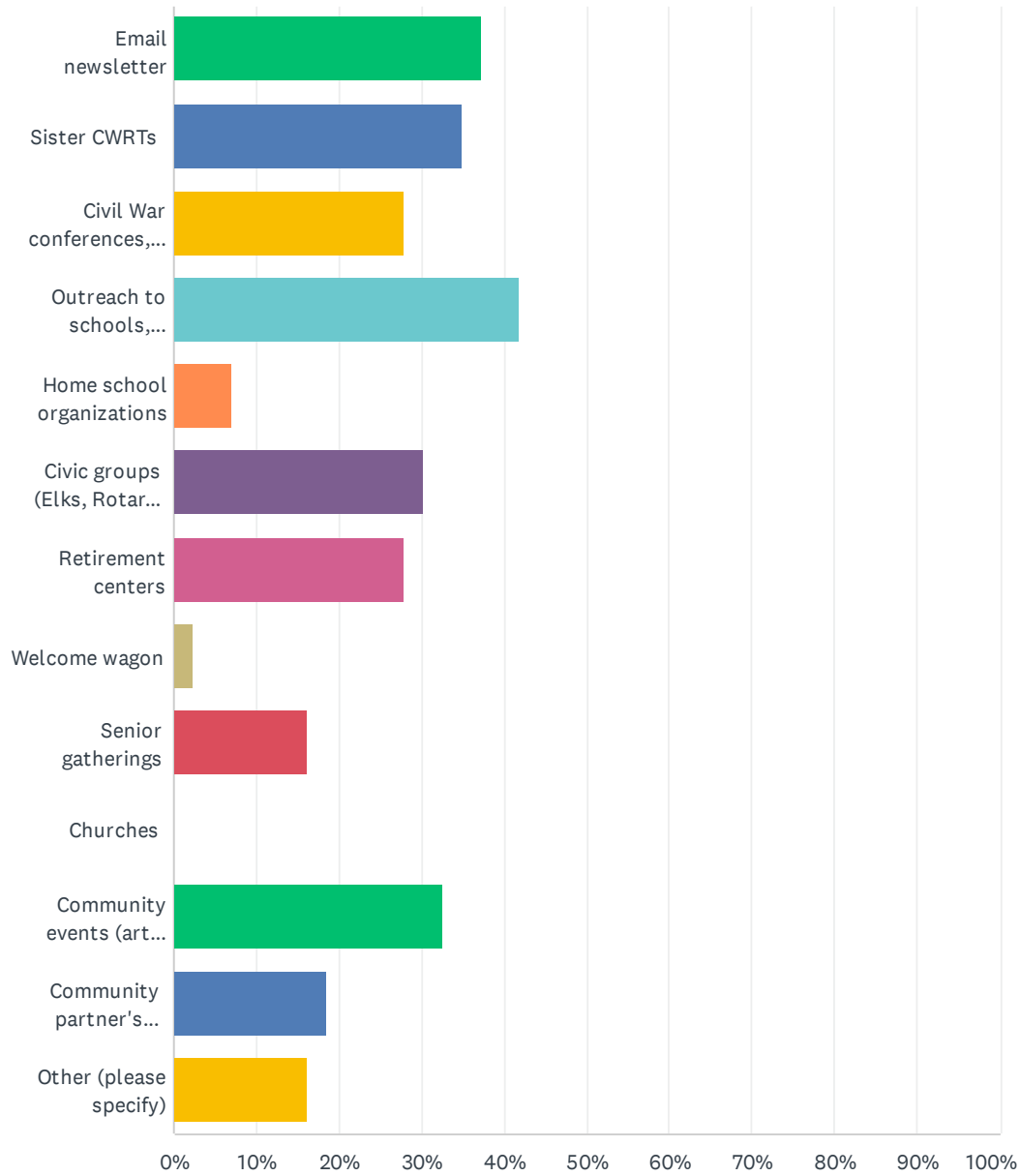
Answered: 43 Skipped: 18



ANSWER CHOICES	RESPONSES	
None	13.95%	6
\$50 or less	11.63%	5
\$50 to \$100	0.00%	0
\$100 to \$250	18.60%	8
\$250 to \$500	20.93%	9
More than \$500	13.95%	6
Don't know	20.93%	9
TOTAL		43

Q13 Which new marketing activities is your CWRT most likely to try? (Select all that apply)

Answered: 43 Skipped: 18



ANSWER CHOICES	RESPONSES	
Email newsletter	37.21%	16
Sister CWRTs	34.88%	15
Civil War conferences, trade shows, etc.	27.91%	12
Outreach to schools, colleges or universities	41.86%	18
Home school organizations	6.98%	3
Civic groups (Elks, Rotary, Masons, etc.)	30.23%	13
Retirement centers	27.91%	12
Welcome wagon	2.33%	1
Senior gatherings	16.28%	7
Churches	0.00%	0
Community events (art walk, fun run, etc.)	32.56%	14
Community partner's marketing	18.60%	8
Other (please specify)	16.28%	7
Total Respondents: 43		

Q13 Which new marketing activities is your CWRT most likely to try?
(Select all that apply)

- Rack cards
- I don't know. I'm "active" only because I'm treasurer and holding the funds.
- sons of AMW veterans, historical societies and groups
- CW reenactments, living history events; NextDoor.com
- Nothing new expected
- New person filling marketing role - planning not defined

Q14 Who are you?

Answered: 41 Skipped: 20

ANSWER CHOICES	RESPONSES	
Name	100.00%	41
CWRT	100.00%	41
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	41
Phone Number	100.00%	41

Q14 Who are you?

American CWRT of the United Kingdom

Brunswick CWRT

Cape Fear CWRT

Cedar Valley CWRT

Cincinnati CWRT

Cumberland Mountain CWRT

CWRT of Milwaukee

CWRT of New Hampshire'

CWRT of the Mid-Ohio Valley

Greater Pittsburgh CWRT

Houston CWRT

Inland Empire CWRT

James A. Garfield

Kent Civil War Society

Louisville CWRT

Mahoning Valley CWRT

Miami CWRT

Mid-Ohio Valley CWRT

New Bedford CWRT

Northwest Indiana CWRT

Pasadena CWRT

Rappahannock Valley CWRT

Richmond CWRT

Rufus Barringer CWRT

Sacramento CWRT

San Diego CWRT

San Francisco CWRT

Scottsdale CWRT

Shippensburg Area CWRT

The CWRT of Chicago

Twin Cities CWRT

Williamsburg CWRT

York CWRT

Zanesville CWRT