

# SOHO Membership Survey

SOHO is currently planning a membership development campaign. We want to ensure that our programming and membership support are integrated. It is important that we make a connection with our audiences to inspire their participation, and to differentiate ourselves from other organizations. As recipients of our newsletters, you have been able to share in our actions and outreach over the years. As you know your opinions matter to us.

**Member information will be held in strict confidence** and used for purposes of organizational planning and grant seeking. Though you may complete the survey anonymously, if you wish to use your name and address, please do.

Increasingly, grant applications are asking for membership information such as gender, age, occupation, etc. Your cooperation in supplying this data will help SOHO in the competitive grant marketplace. **Again, all information will be kept confidential; SOHO does not share personal information.**

Since your time is valuable, this survey has been simplified as much as possible. Completing and returning it is very important and is one way you can help shape SOHO's future.

1. Gender:  Female  Male

2. Marital Status:  Single  Married  Partnered  Divorced  Widowed

3. Age: (Please indicate range.)

Under 18  46-55

18-25  56-65

26-35  66-75

36-45  over 75

4. Occupation: \_\_\_\_\_ Position Title: \_\_\_\_\_ Industry: \_\_\_\_\_

5. Is your job affiliated with preservation in any way?  Yes  No

If Yes, please describe:

6. Are there children in your household?  Yes  No If Yes, please list ages: \_\_\_\_\_

7. What are your main areas of life interest? (Please include areas pertaining to work, family, hobbies, leisure time etc.):

8. What are your preservation interests? (Check all that apply)

Advocacy in general  Education  Tax incentives

Economic development  Archaeology  Own old house

House museums  Smart growth/Livable communities

Cultural heritage tourism  Historic landscapes/Gardens

Live in historic district  Serve on historic commission or committee

Other: \_\_\_\_\_

9. What do you consider the most pressing issues in your community?

10. To what other organizations/clubs/societies do you belong? (Please indicate if you are an officer or board member/trustee)

11. In your experience, how effective is SOHO in comparison with any other preservation organizations you have been involved with?

Highly effective, as good as the best

Average

Effective, better than most

Ineffective, not as good as most

Above average

Don't know

12. Compared to other civic and public affairs organizations, how effective is this organization?

- Highly effective, as good as the best
- Effective, better than most
- Above average
- Average
- Ineffective, not as good as most
- Don't know

13. Does SOHO clearly and consistently communicate its message? \_\_\_\_\_

Is the message powerful enough? \_\_\_\_\_

14. What programs and services that SOHO provides do you find valuable to you personally or professionally?

- Lectures/workshops
- Craftsman & Spanish Revival Weekend
- Assistance to local commissions and nonprofits
- People In Preservation Awards
- Newsletter
- Stewardship of historic sites for the city and county, i.e. Whaley House and Adobe Chapel
- Educating and assisting City and County agencies and boards and government officials regarding the value of preservation
- Architectural tours
- Modernism Weekend
- Speaker series
- Website
- Preservation Coalition (CPA)

15. What programs and services would you do differently? (Expand, intensify, refocus, delete?)

\_\_\_\_\_

\_\_\_\_\_

16. Are there activities/programs in which SOHO is not currently engaged that you feel it should undertake?

\_\_\_\_\_

\_\_\_\_\_

17. What SOHO events or programs have you participated in during the last two years? Plan to attend in the near future?

\_\_\_\_\_

\_\_\_\_\_

18. Would you be interested in any of the following? (Please rank using 1 as the most important.)

- Walking tours/bus tours/special interest tours
- Behind-the-scenes/special access tours
- Marketing/PR opportunities for your business
- Other (Explain) \_\_\_\_\_
- Hands-on workshops
- Advanced preservation education
- Internships

21. If you are not currently a member, please consider joining or renewing your membership on line today

- YES! I am a member!
- YES! I am renewing or joining today!
- Refer a friend, family member, or co-worker to SOHO for membership. (Please provide applicable contact information)

\_\_\_\_\_

\_\_\_\_\_

**Your membership contribution funds SOHO's continued leadership in making preservation a vital, viable priority in our communities.**

Optional:

Survey Completed by (Name): \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Would you like someone to contact you?  Yes  No

Please mail your completed survey to SOHO 2476 San Diego Avenue, San Diego, California 92110

Online survey access at [www.sohosandeigo.org](http://www.sohosandeigo.org)