

MEMBERSHIP CONSULTATION FOR BRITAIN & IRELAND

WHO ARE YOU &
WHY ARE YOU A MEMBER?

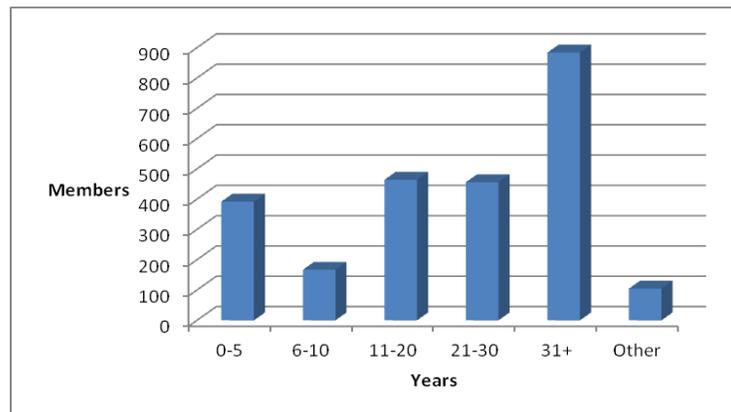
A REPORT ON THE RESULTS

Launched on the 9th of October, 2015, at Worldwide Council by the Worldwide President, and running for two and a half months until the 1st of January 2016. A total of over 3,000 responses were received.

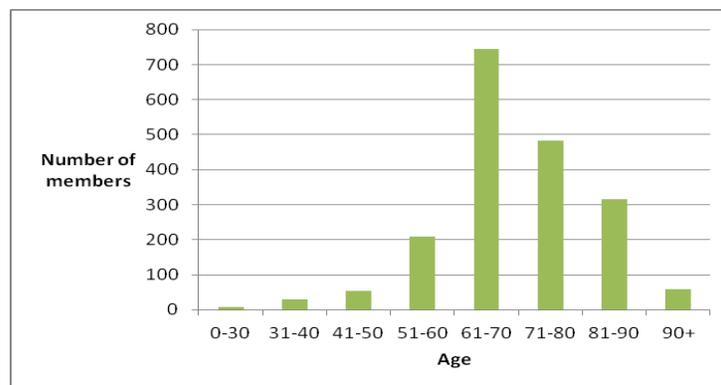
This consultation is specific to Britain and Ireland members only.

ABOUT YOU...

How long have you been a member?:

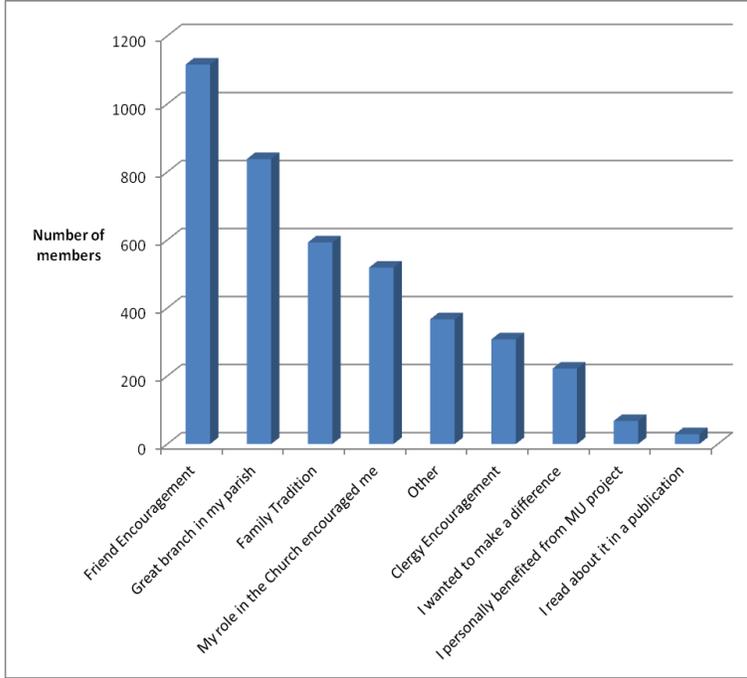


How old/young are you?: This question was marked as optional as we knew some would feel it irrelevant to the consultation; however knowing this provides an important picture of our current average active member.



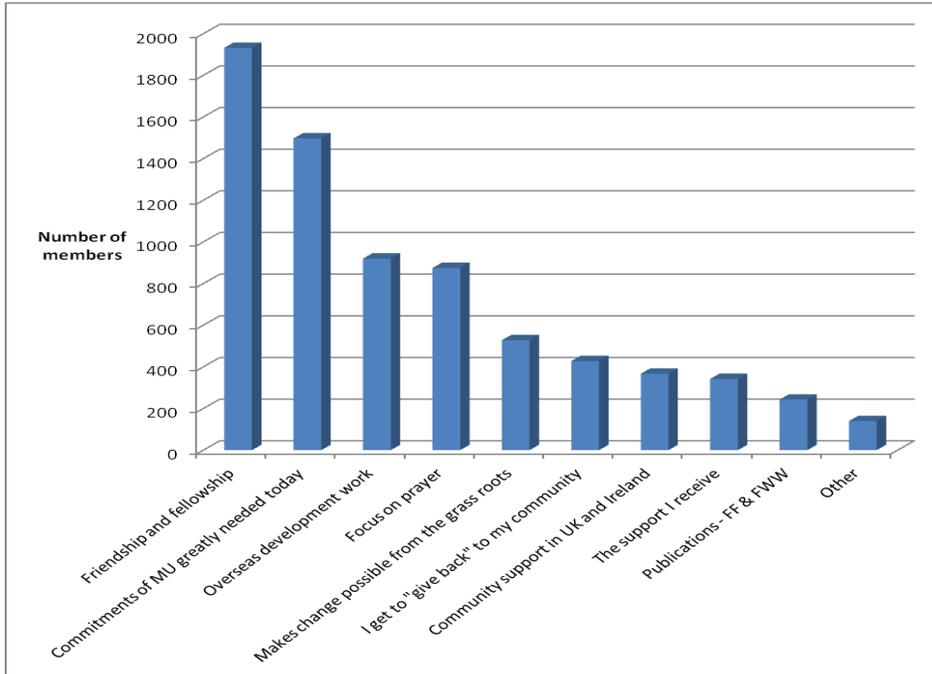
MEMBERSHIP QUESTIONS

Why did you first become a member of Mothers' Union?



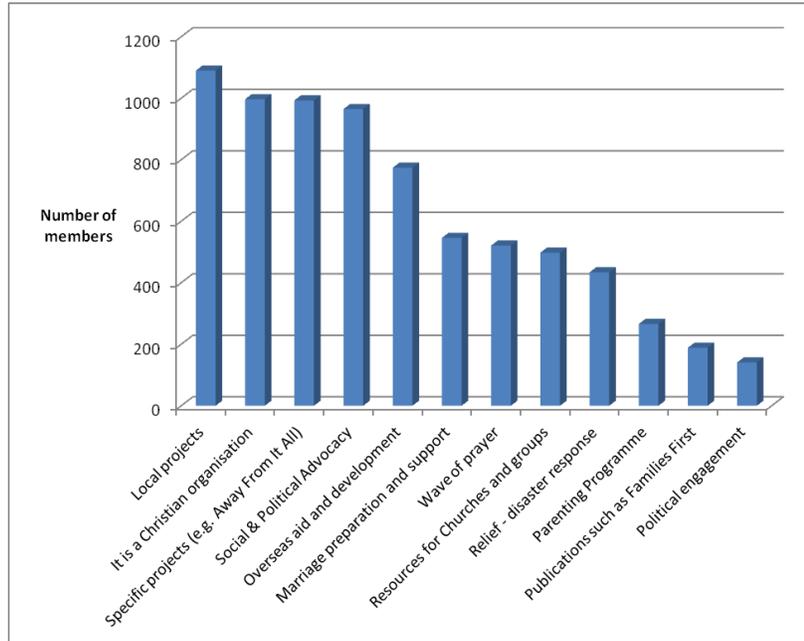
By far the main reason for members joining in the past seems to be encouragement from friends and active (and engaging) branches in their Parish. Family tradition is next and church roles lead people to become new members. Surprisingly less membership comes from those who have been touched by the work of Mothers' Union than would have been expected.

What three things about Mothers' Union are most important to you?



What three things about Mothers' Union do you feel are most important to society today?

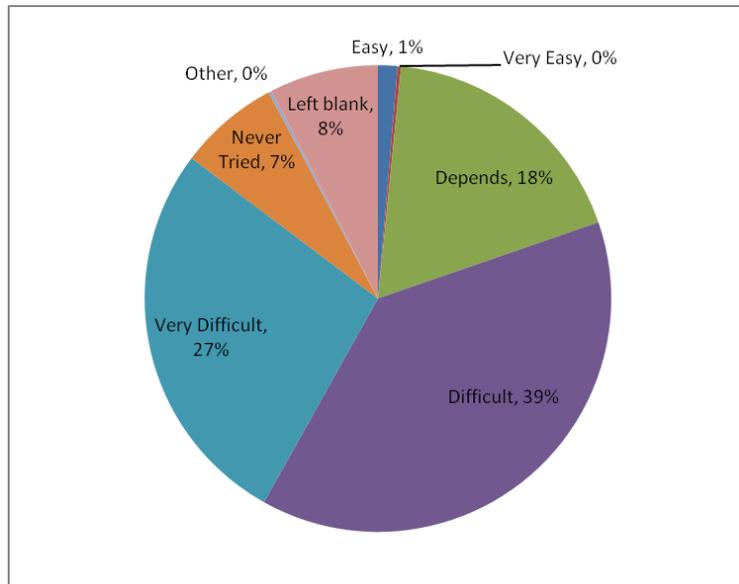
'Local projects' such as 'prison visits', 'hospital visits' and 'care for the elderly' all came back as the top response for how Mothers' Union could make its most important contribution to society today.



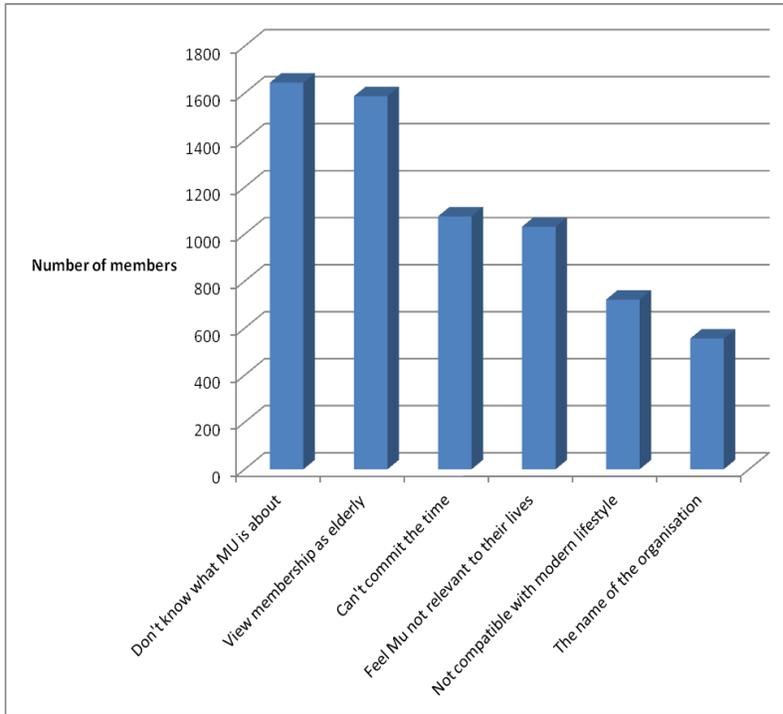
RECRUITMENT

How easy is it for you to recruit new members?

Most members appear to find it at least 'Difficult' to recruit new members today, however nearly 20% found it either situation dependent or 'Easy'. 15% have either never tried or decided to not answer the question.



What do you feel are the top three obstacles we face in recruiting new members?



Two main issues seem to prevail as to why people are not interested in joining Mothers' Union according to our respondents – a question of identity and another of perception. People don't know 'what we are about' and see us as 'just a group of elderly ladies meeting over tea'.