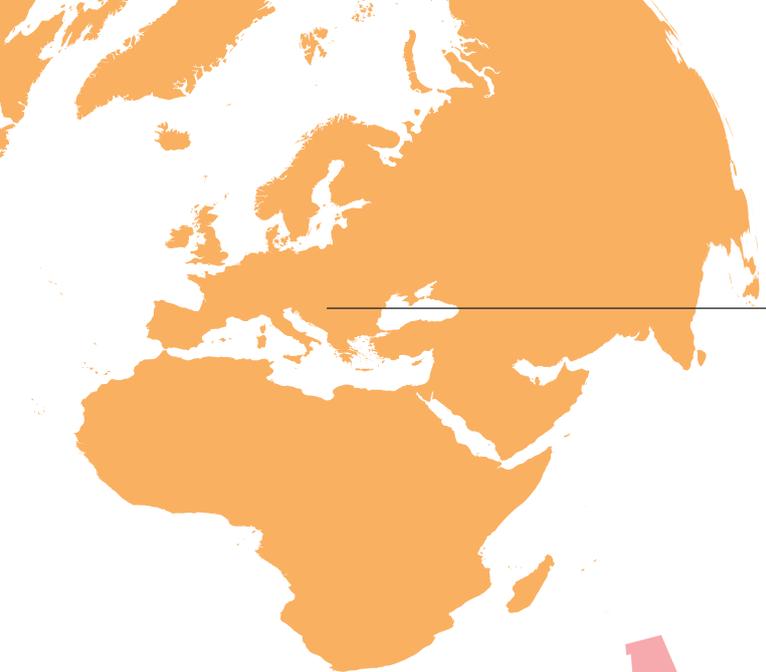


# Membership Survey 2019

Data Analysis  
January - February 2019

Between January - February 2019, IGLYO conducted a very successful **Membership and Communication Survey**. **70%** of the Member Organisations participated in the survey. The survey was designed to improve IGLYO's understanding of the **needs** and **expectations** of our membership. We asked our members about the level of awareness of IGLYO's **services** within their organisations. We asked those services to be **rated**, and we asked about possible ways in which IGLYO can **improve** its Membership services. The survey also collected data on the **geographic balance** of our membership, the **work** of our members, the **size** of their organisations, and the **number of years** they have been IGLYO Members.



## Demographic

**78%** of the respondents are **small to medium organisations** (Budget: EUR 0 – 100.000). **61%** of the respondents have been **IGLYO members for more than 3 years**.

The geographic coverage is quite wide, with the exception of **33%** of the respondents being situated in **Southern Europe**. The latter is likely due to the fact that the Southern Europe region includes the most countries (15).

The analysis comprises a total of 64 valid questionnaires (70% of IGLYO's membership).

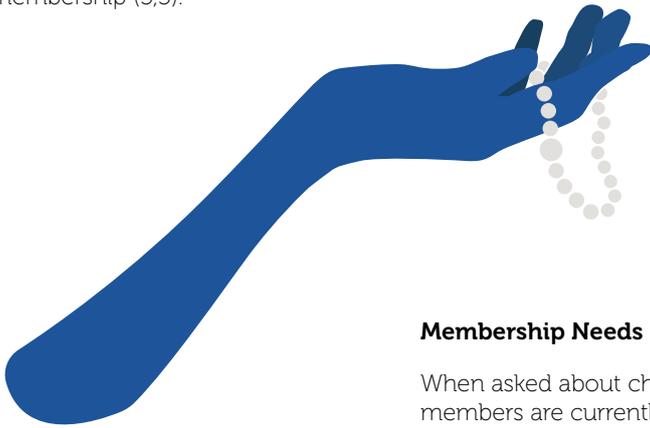
## Countries by region

- **Eastern Europe (14)(22%):** Belarus, Bulgaria, Czechia, Hungary, Moldova, Poland, Romania, Russia, Slovakia, Ukraine
- **Northern Europe (13)(20%):** Denmark, Estonia, Finland, Iceland, Ireland, Latvia, Lithuania, Norway, Sweden, United Kingdom
- **South Eastern Europe (7)(11%):** Armenia, Azerbaijan, Cyprus, Georgia, Turkey
- **Southern Europe (21)(33%):** Albania, Andorra, Bosnia and Herzegovina, Croatia, Greece, Holy Sea, Italy, Malta, Montenegro, North Macedonia, Portugal, San Marino, Serbia, Slovenia, Spain
- **Western Europe (9)(14%):** Austria, Belgium, France, Germany, Liechtenstein, Luxembourg, Monaco, Netherlands, Switzerland

## Target groups

Respondents reported that their **main focus** is **sexual orientation** (9,1) and **gender identity or expression** (8,9).

**Sex characteristics** is the field of work **least represented** within the membership (5,5).

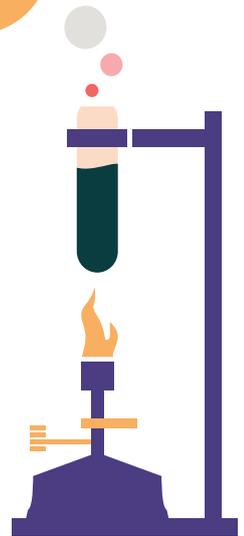


## Thematic work

Respondents highlighted the following themes/projects within their work. **HIV and/or sexual health work** is conducted **above "a moderate extent"**.

HIV and/or sexual health:	6,2
Sex work:	3,46
Disability:	3,21
Ethnic minorities:	3,05
Poverty and/or homelessness:	3,00
Asylum seeking and/or migration:	2,97
Faith and/or religion:	1,68

Scale: a small extent (1 point), some extent (2.5 points), a moderate extent (5 points), a great extent (7.5 points), a very great extent (10 points)



## Membership Needs

When asked about challenges members are currently facing, **lack of funding** is identified as the biggest one by many organisations. **Shrinking civil society space** and **burn-out** of the team or **lack of motivation** are also reported as two of the most important challenges.



Lack of funding/resources:	6,23
Shrinking civil society space/ working in a challenging context:	5,04
Burn-out/lack of motivation of team:	4,47
Lack of human resources/volunteers:	4,25
Direct risk of violence/ persecution/attacks:	3,54
Lack of diversity in representation:	3,07
Lack of capacity/expertise in the organisation:	2,55
Lack of institutional memory:	2,45
Lack of strategic documents/vision (mission statement, strategic planning):	2,38
Lack of an effective connection with the community served/represented:	2,24

Scale: a small extent (1 point), some extent (2.5 points), a moderate extent (5 points), a great extent (7.5 points), a very great extent (10 points)



Other notable challenges included the direct **risk of violence/persecution/attacks** in the **Eastern European region** (6,46%) and **lack of human resources/volunteers** (6,25%) in the **South-Eastern region**.



## Reasons for the membership

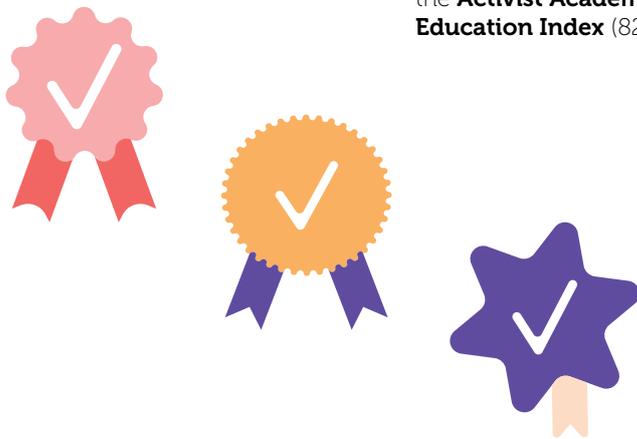
The surveys gives us the following top 3 reasons **why organisations join IGLYO: networking opportunities** for their organisations, **opportunity to support** the EU LGBTQI+ Youth Movement, and possibility for team members to attend **international trainings**. **South Eastern member organisations** indicated a higher than average interest in being part of **EU-wide research projects**, and a need to access an **international advocacy platform**.



Rating of the quality of IGLYO's work (in %):	
Poor:	2%
Fair:	23%
Good:	39%
Very good:	23%
Excellent:	13%

## Membership experience

On average, the respondents rated the level of awareness of **IGLYO's services within their organisation** and the **quality of IGLYO's member benefits** as **good, very good** or **excellent**. The most valued activities have been the **Activist Academy** (85%), **LGBTQI Inclusive Education Index** (82%) and **Report** (81,5%).



## Proposals for improvement

The highest scoring ideas were: an **online platform** to connect among members, possibility of having **projects focused on a specific region** and possibility to **promote the work of members** on IGLYO's social media channels.

Communication – online platform to connect among members:	7,34
Regional projects – projects focused on a specific IGLYO region:	6,88
Communication – promotion on IGLYO social media channels:	6,83
Resource catalogue updated by members:	6,68
Online learning – host/co-facilitate short webinars/online panels:	6,17
Communication – receiving a letter:	6,02
Communication – publish on the IGLYO blog by members:	5,70

Scale: a small extent (1 point), some extent (2,5 points), a moderate extent (5 points), a great extent (7,5 points), a very great extent (10 points)

## A Word from Olave & Michael

We, Olave & Michael, are IGLYO's most recently hired staff members. Even though, there are about 7 months between our appointment as Membership Officer (Olave) and Communications Officer (Michael), reviewing the Membership & Communications Survey was both our first task on the job. Because of this Survey, we were able to quickly learn that our work as Membership & Communications Officers would not be effective if we adopted one-size-fits-all methods.

To do justice to the variety and diversity of your work, regional realities and organisational identities, our work will involve a variety of activities, a diversity of approaches and (hopefully) improved results.

As a team, the IGLYO staff has taken the Survey as a strong signal that there is room for improvement. As Membership & Communications Officers, we are specifically challenged to:

- improve connectivity between IGLYO's member organisations;
- improve the visibility of our member organisations work and achievements; and
- improve awareness of IGLYO's work and services.

**Improved Member Connectivity** – IGLYO will explore options to create a member discussion forum in 2020. To make that happen, however, we will need your help. Stay tuned for the upcoming calls for contributions and support.

**Improved Member Visibility** – We will continue with the Member of the Month feature articles. These provide in-depth profiles of the history, present and future of our member organisations. In addition, we will increase the number of press releases about the work, mobilization efforts, calls for support and campaigns from our member organisations. Get in touch with us and let us know how we can help you reach a wider, international audience.

**Improved Awareness** – We are committed to developing and disseminating Quarterly Newsletters and regular newsletter announcements. We will be also intensifying social media and website posts about our work and the Board's activities.

Last year, around this time, you took the time and effort to fill out a lengthy survey. The results of survey have become a rich source of insight and ideas for the future. It is our intention to transform your investment into concrete and effective actions. As IGLYO's newest employees, we want to foster mutual and productive engagement between the membership and with the membership. The road to equality and dignity is paved with collective action.

Queer cheers,  
Olave & Michael

