



The AKA is a nonprofit organization dedicated to sharing kite flying with the world.

Founded in 1964 by the late Robert M. Ingraham of New Mexico, the American Kitefliers Association has thousands of members in 25 countries, making it the largest association of kite fliers and kite clubs in the world. Our purpose is to educate the public in the art, history, technology, and practice of building and flying kites - to advance the joys and values of kiting in all nations.

We strive to promote public awareness of the pleasures and educational opportunities that kites provide. They can remind us about how we interact with our environment and each other. Kites can be a source of community building, breaking down barriers that typically prevent us from interacting. No words are needed to fly a kite!

August, 13, 2014

AKA Member Survey Results

Dear Member,

The following are the survey results from our recent AKA membership study, conducted by the AKA M5000 Team. The M5000 Team first met less than 4 weeks ago, with our first team meeting was on July 17th. By August 11, all the tasks were complete and the first round of surveys was concluded.

The AKA volunteers for this project are:

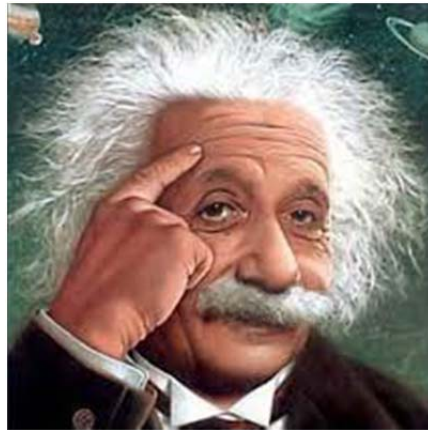
Adam Albert, Bill Hayes, Donald Jacobs , Roger Kenkel, John Lutter, Barry Matties, and Diane Wolff.

Now that this first part of our work is complete, the teams will reorganize for the next steps in the improvement process.

Thank you,
The M5000 Team.

We can't solve problems by using the same kind of thinking we used when we created them.

[Albert Einstein](#)



M5000 Project Team

Date of first meeting: July 17, 2014

Mission of the team is to:

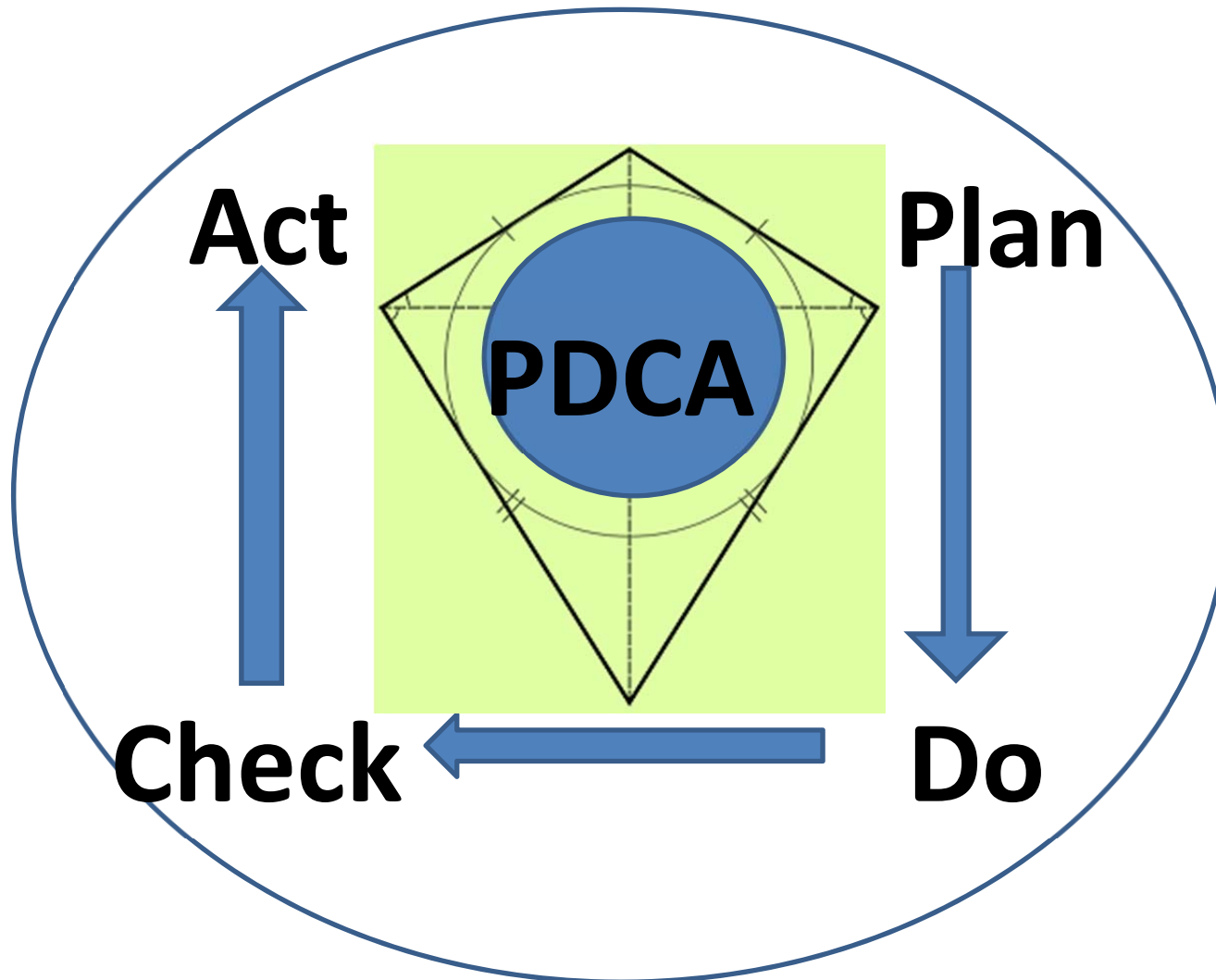
- **Assess the current value the AKA offers its members**
 - This helps us to understand the value we offer
- **Rank the current membership offerings, in order of importance.**
 - This helps us understand the importance of each piece of the current value proposition
- **Identify the primary reason(s) membership is in rapid decline**
 - This helps us if there is a central issue
- **Recommend new/improved value we can bring to members**
 - Based on our research we can reenergize the value offerings to be more attractive to new and current members
- **Review how we currently attract new members**
 - See what *is* working and what *is* not
- **Identify other methods that can be used in attracting new members**
 - Look for efficient ways to attract new members

Make recommendations to the leadership team

The approach used for improvement.

Plan, Do, Check, Act

We don't want to just go off without a plan. Utilizing Plan, Do, Check, Act (PDCA) we will stay on track. We will PLAN what we will do, then DO what we planned, next we will CHECK or measure the results, and ACT on the findings.



PDCA is a methodical approach for achieving continual improvement of a process, product, to reach a specific goal.

PLAN: This involves identifying a goal or purpose, formulating a theory, defining success metrics and formulating a plan of action.

DO: Components of the plan are implemented, such as conducting a survey or building a product.

CHECK: Results are measured and monitored to test the validity of the plan for signs of progress and success, or problems and areas for improvement.

ACT: Closes the cycle, integrating the learning generated by the entire process, which can be used to adjust the goal, change methods or even reformulate a theory altogether.

These four steps are repeated over and over as part of a never-ending cycle of continual improvement.

Survey Name: AKA Current Member Survey

Created On: 05 Aug 2014 5:39

Sent To: AKA Current Members

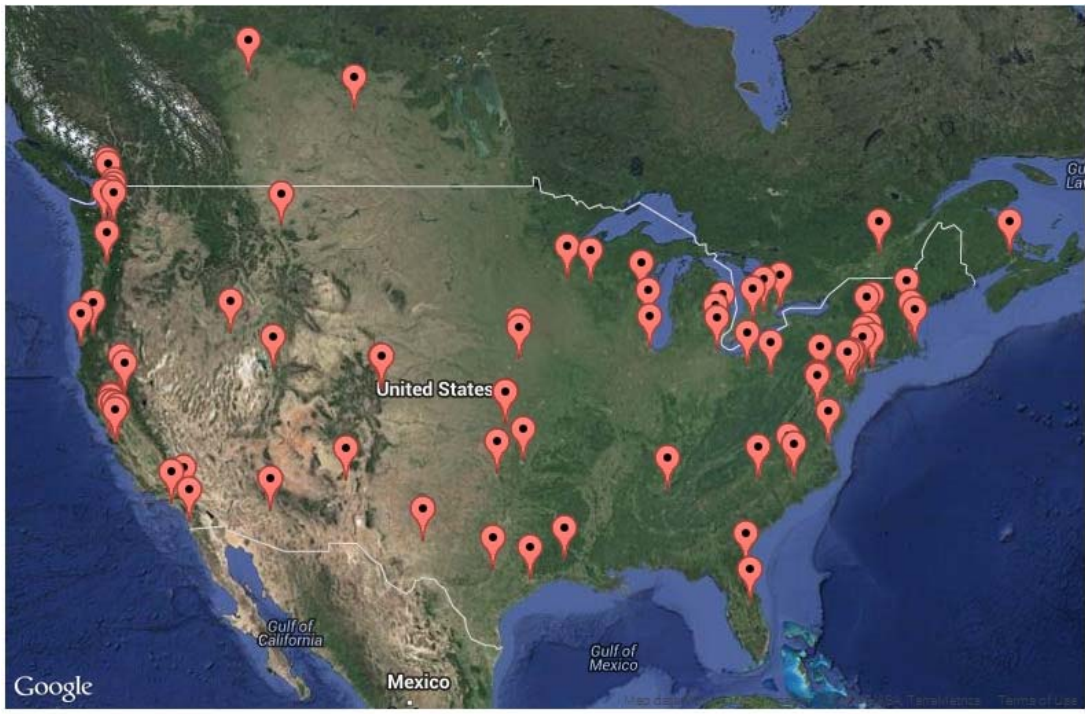
Number Survey Sent: 1,333

Responses: 348

Response rate: 33%

Contact for addition feedback?

Yes: 79.63%



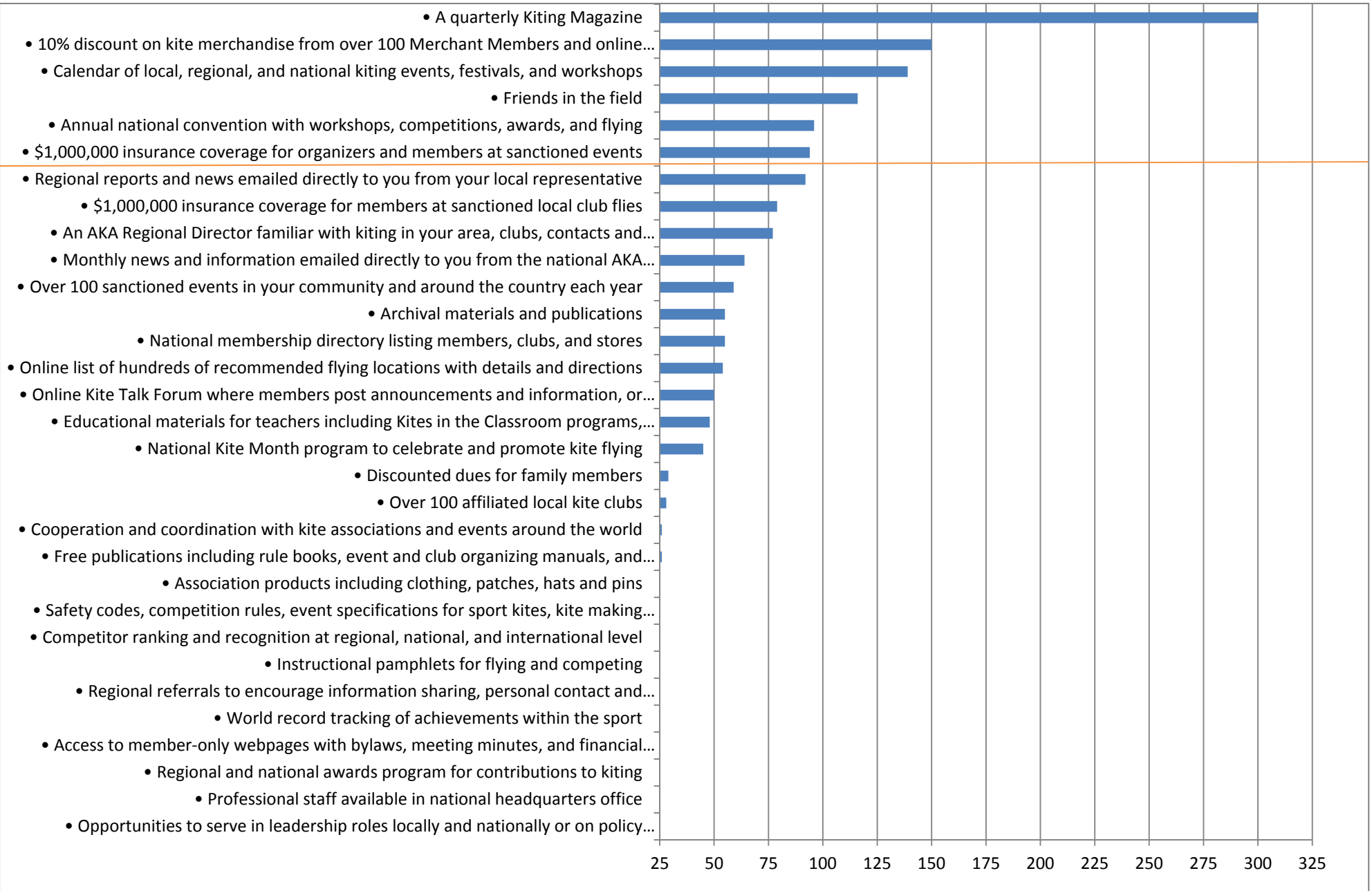
General Locations of Respondents

Source: IP Addresses

Answered 342

Skipped 6

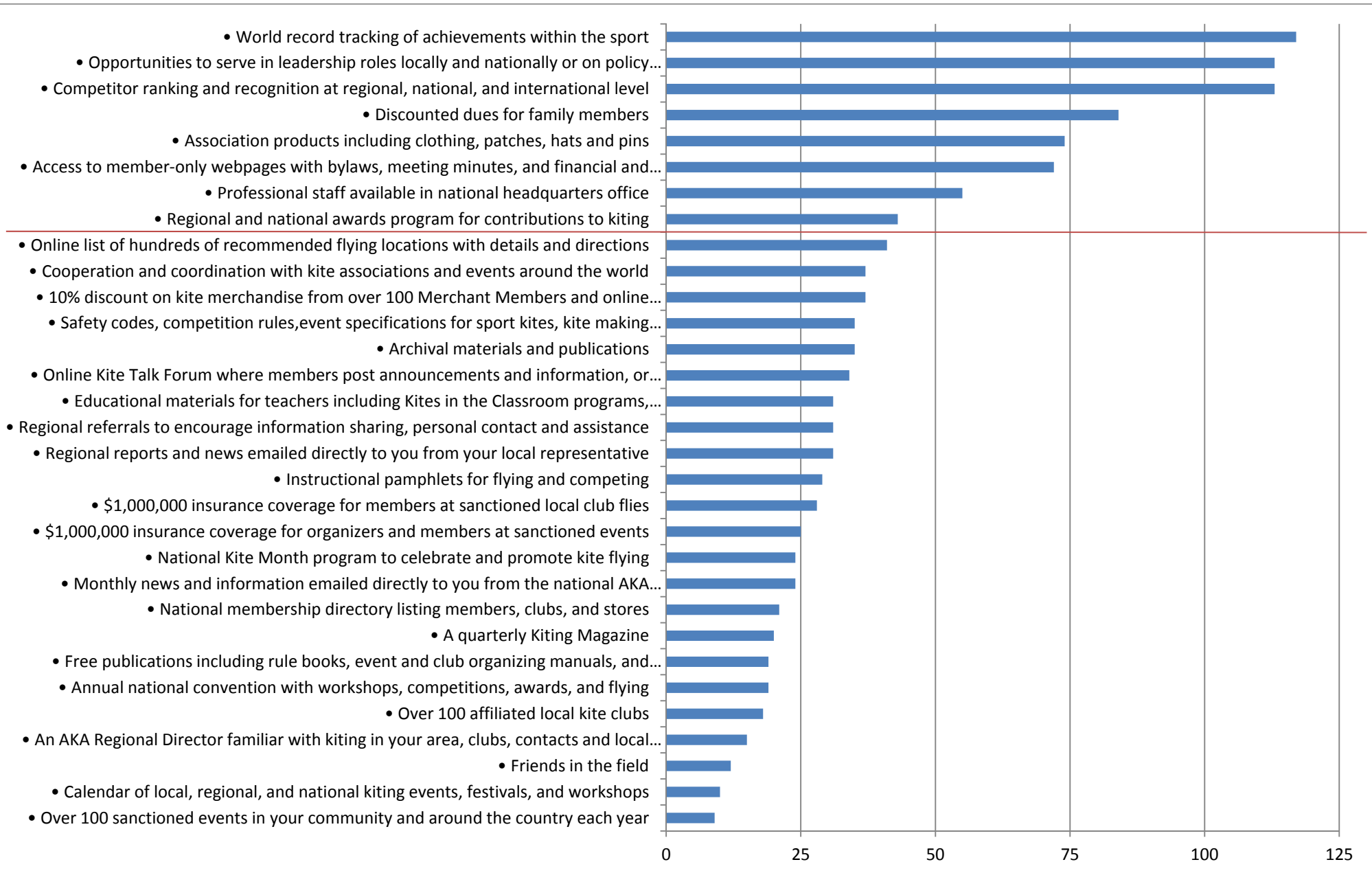
What 5 items of your AKA member benefits do you value the **Most**?



Answered 306

Skipped 42

What item(s) of the AKA member benefits do you value the **Least**?



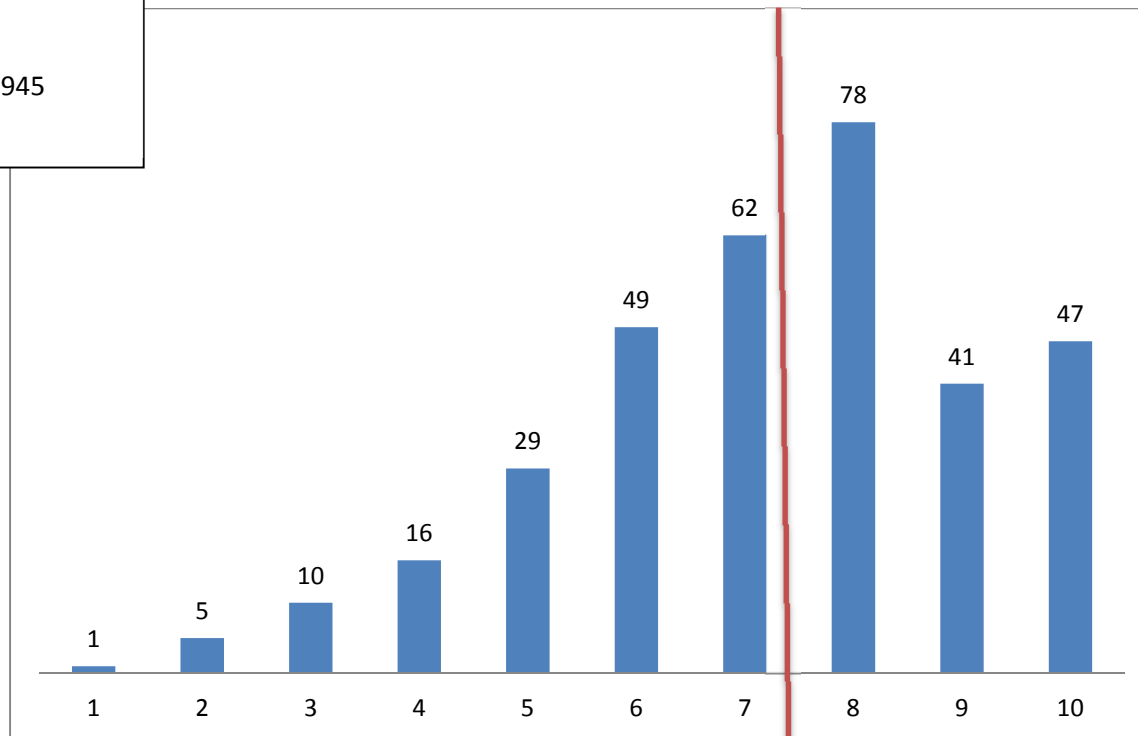
Answered 342

Skipped 6

Mean: 7.222

Std. Deviation: 1.945

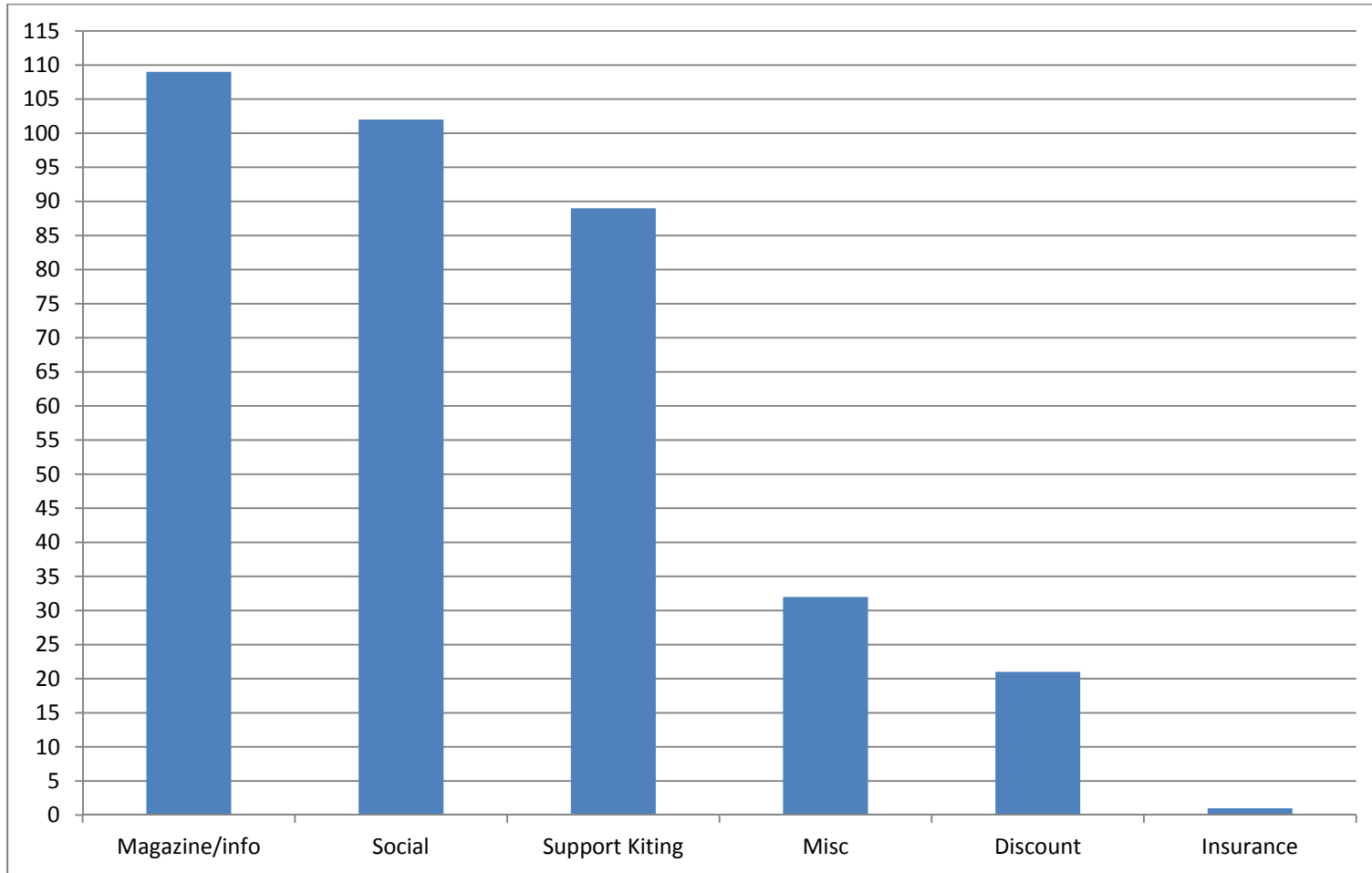
Rate the Overall AKA value on a Scale 1-10-Best



Answered 316

Skipped 32

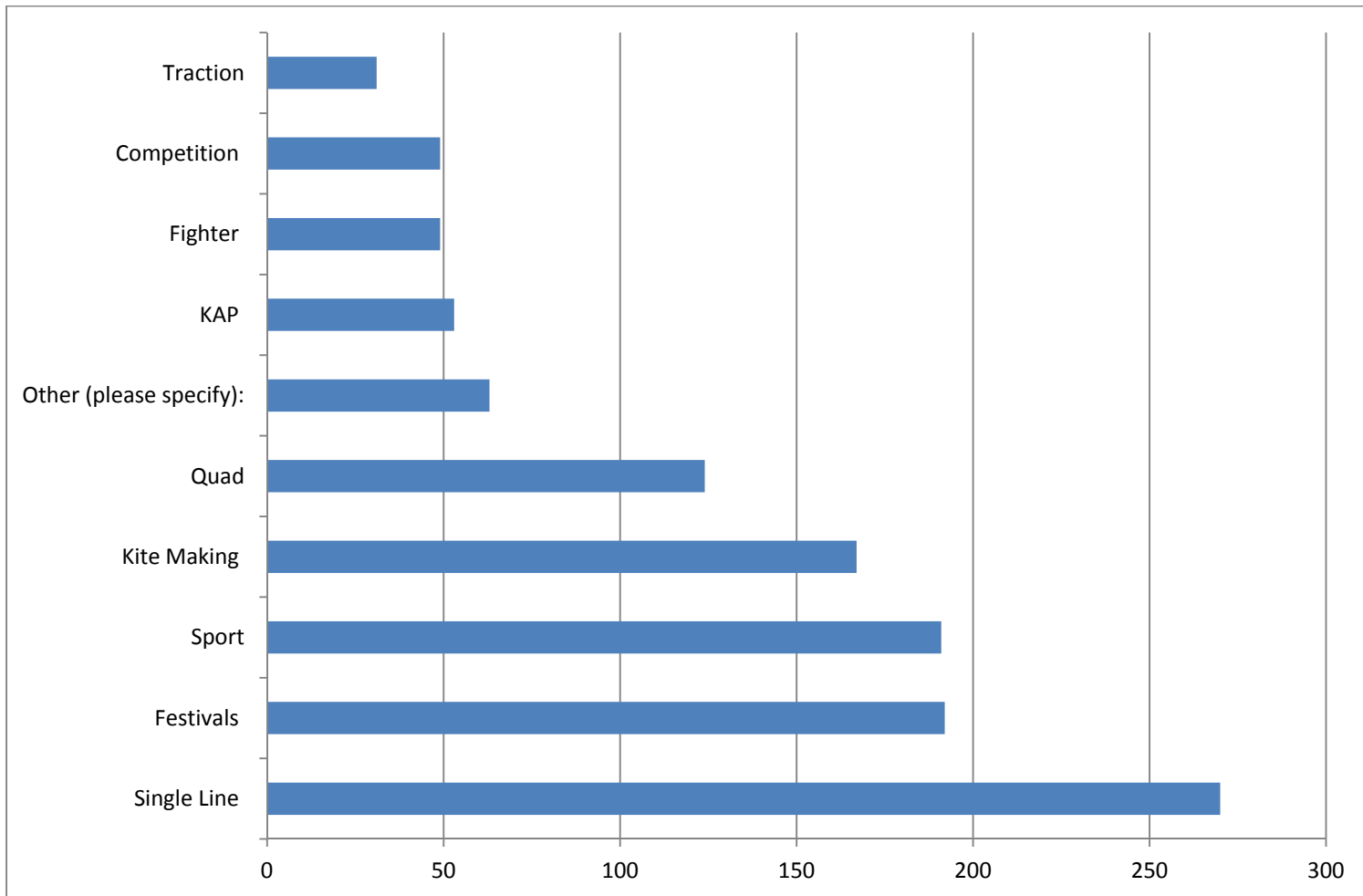
Why did you join the AKA?



What Type of kiting actives do you enjoy?

Answered 342

Skipped 6



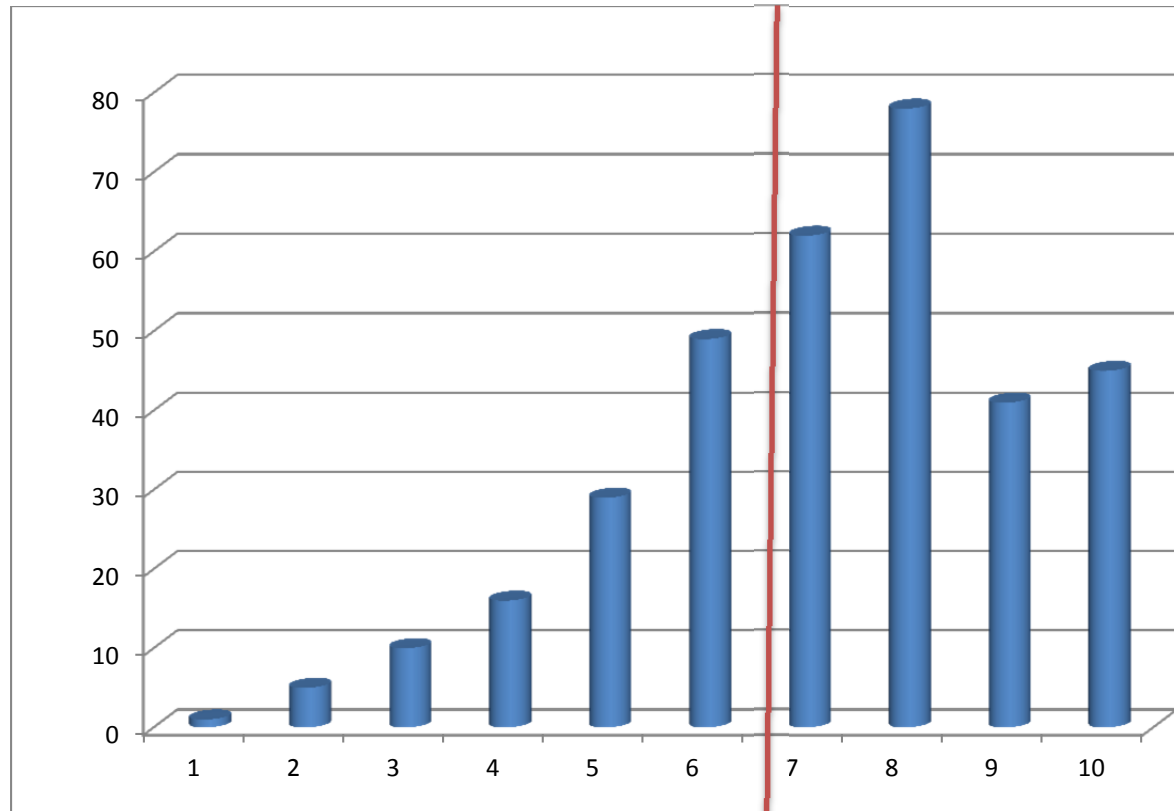
Answered 336

Skipped 12

Mean: 6.75

Std. Deviation: 1.906

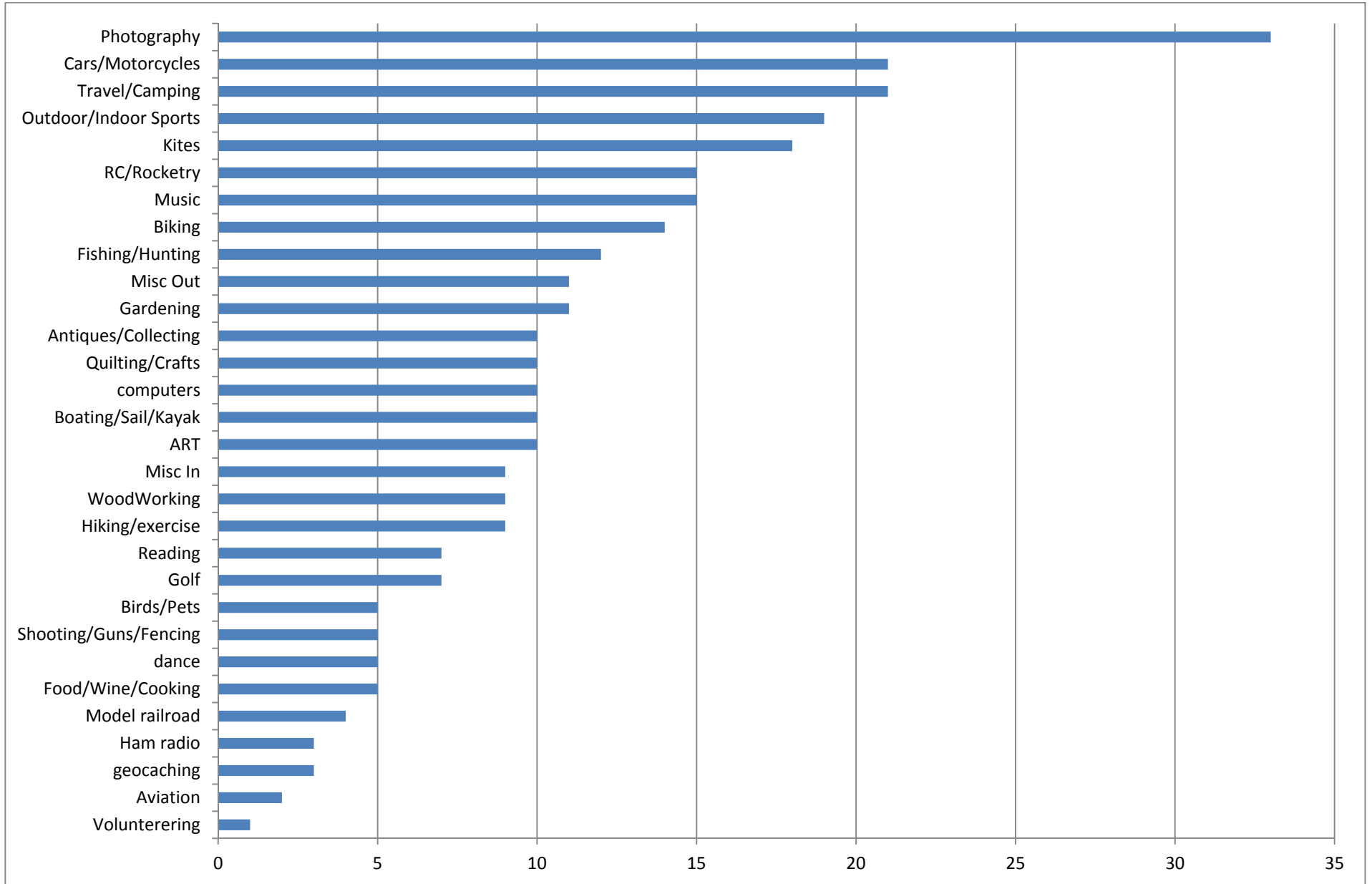
How would you rate the AKA website? (1-10 Best)



Answered 303

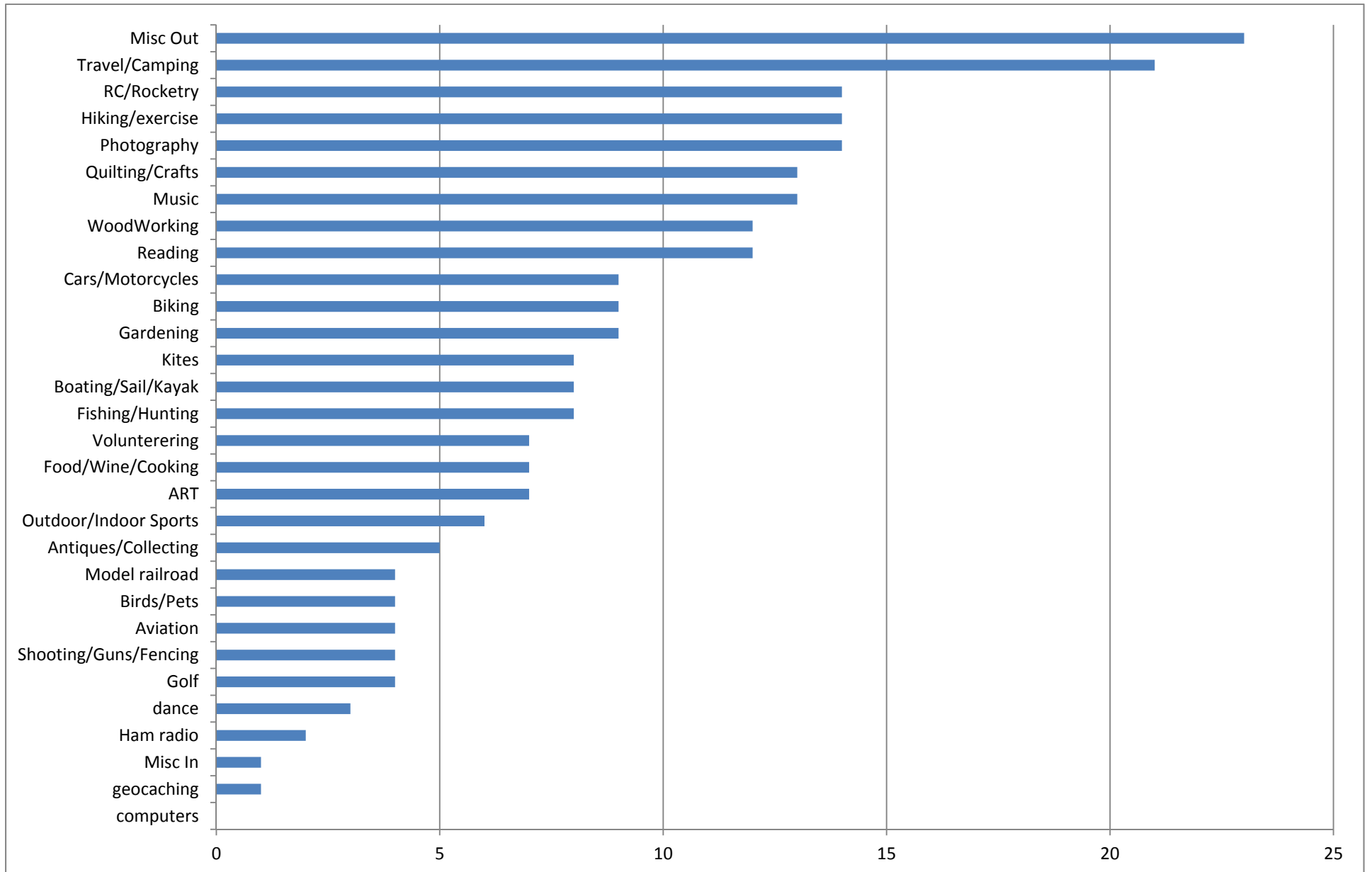
Skipped 45

What hobbies do you enjoy? (First Choice)



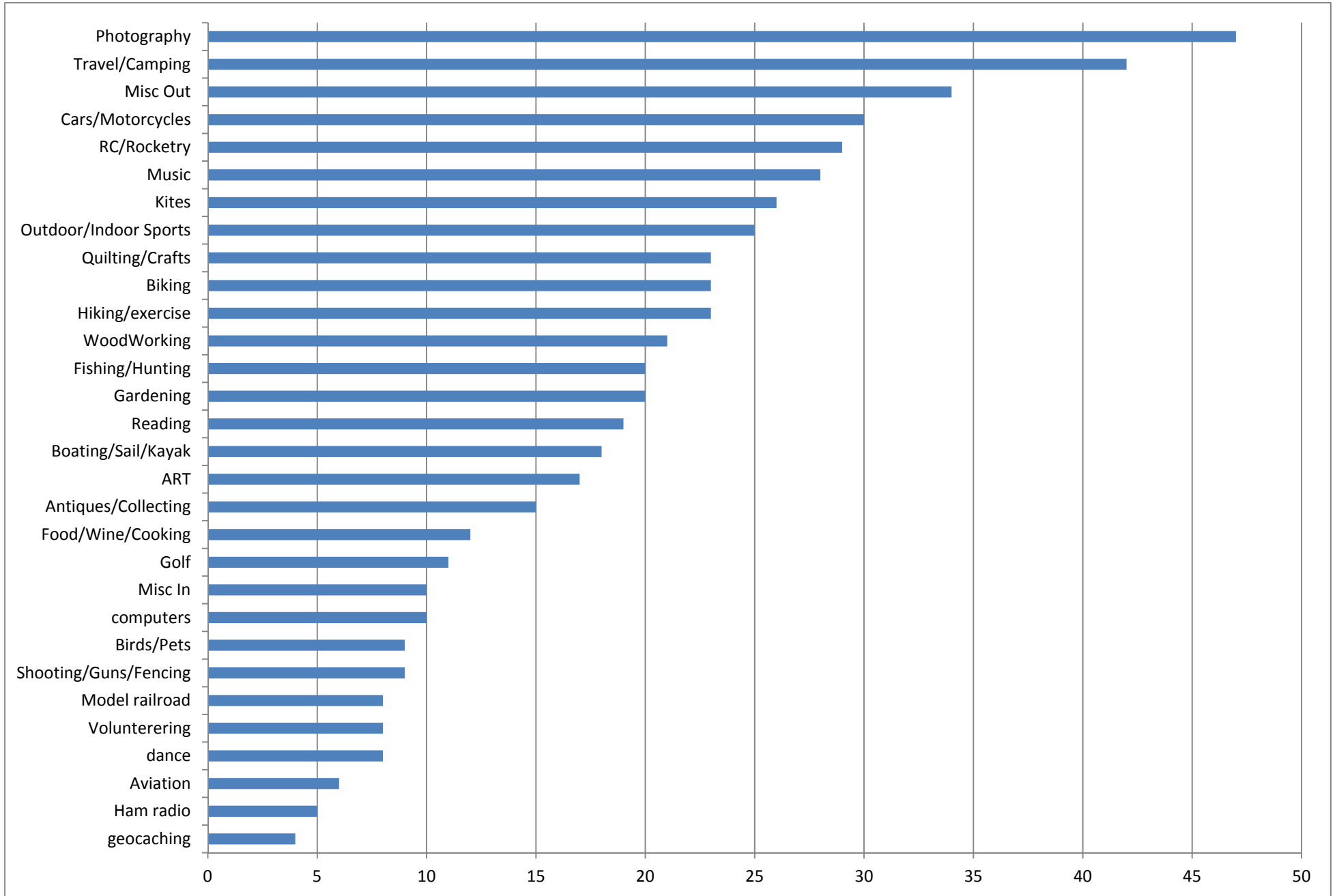
Answered 253

What other hobbies do you enjoy? (Second Choice)



Answered 303

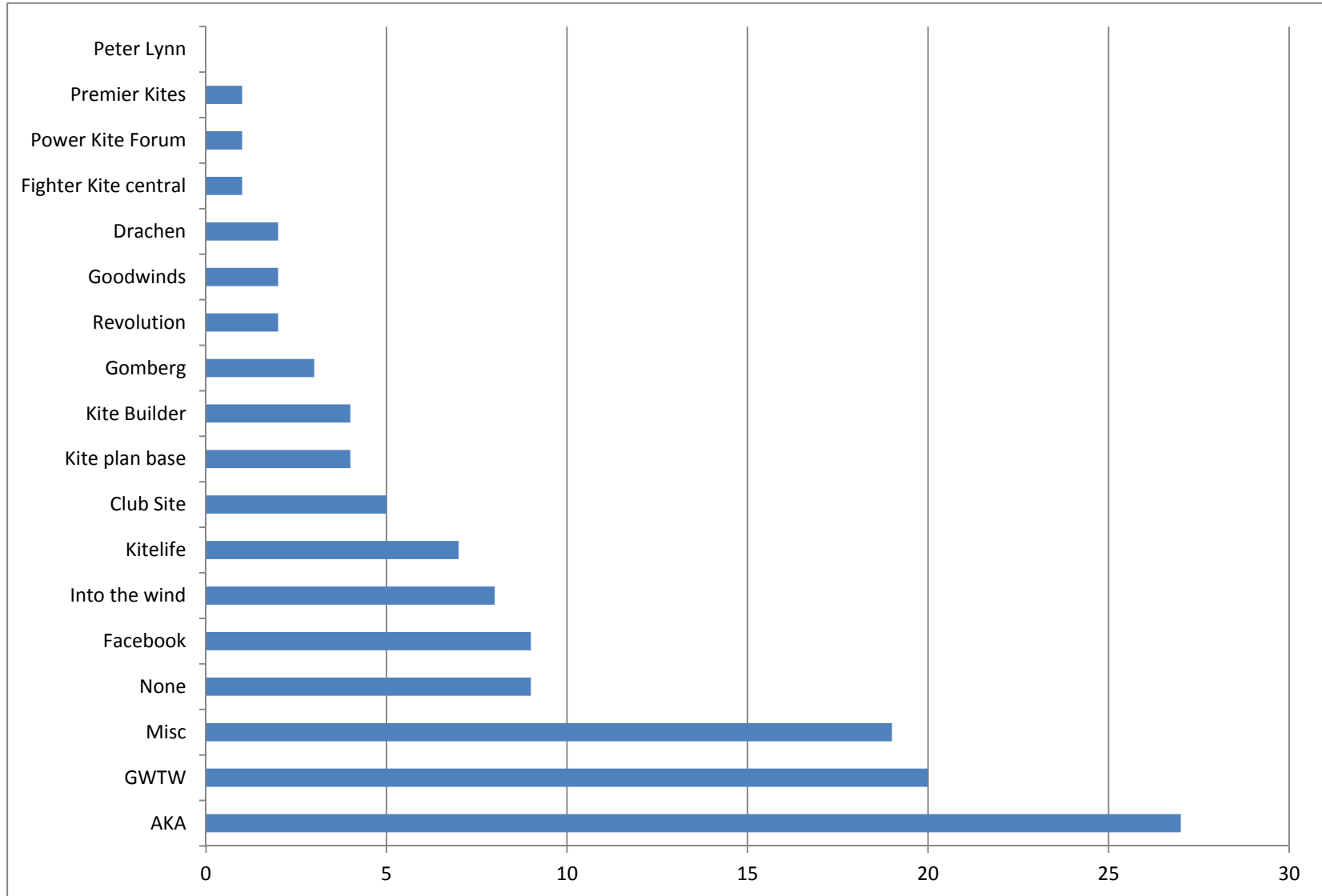
What other hobbies do you enjoy? (Combined Reponses)



Answered 240

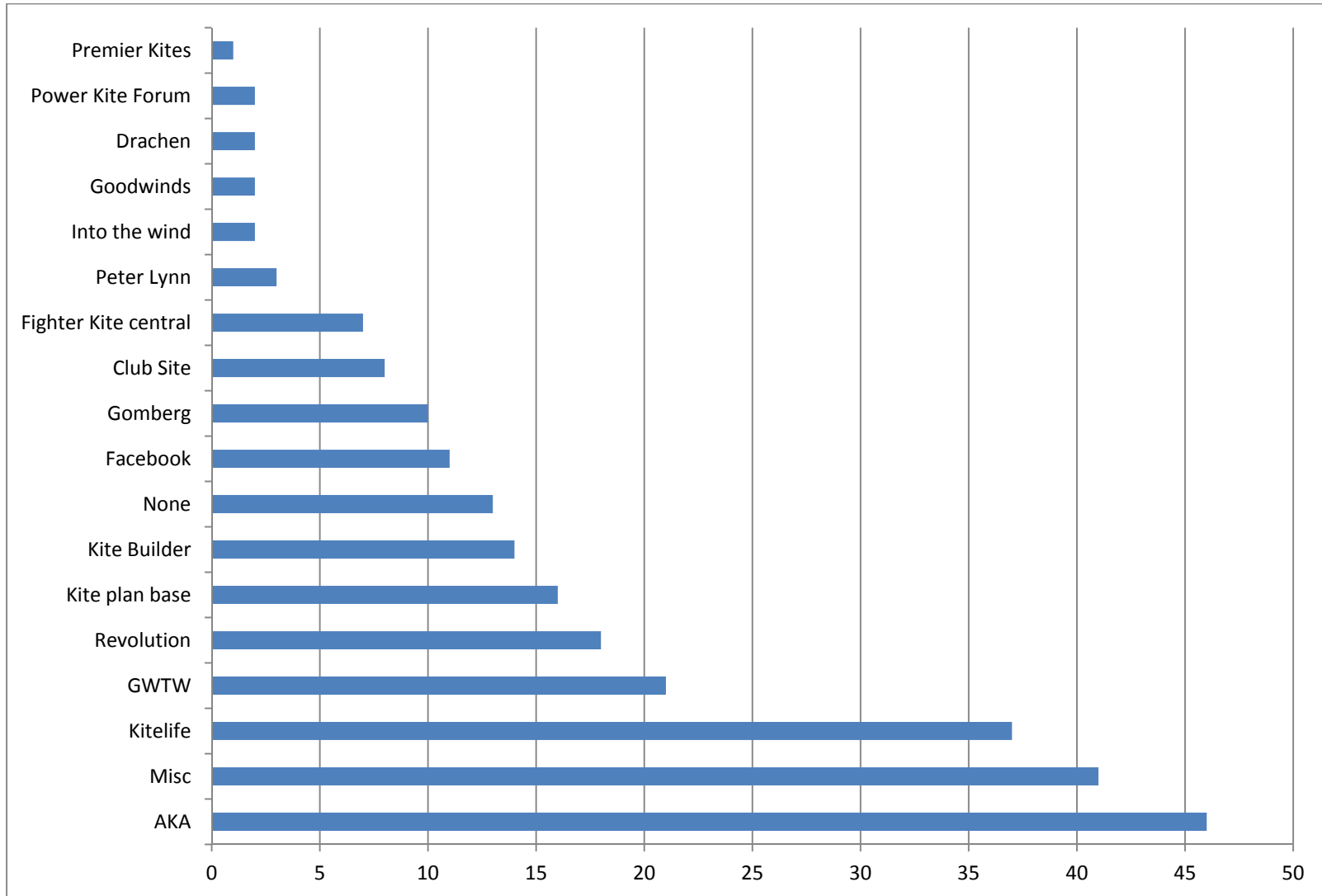
Skipped 108

What websites do you visit? (First Choice)



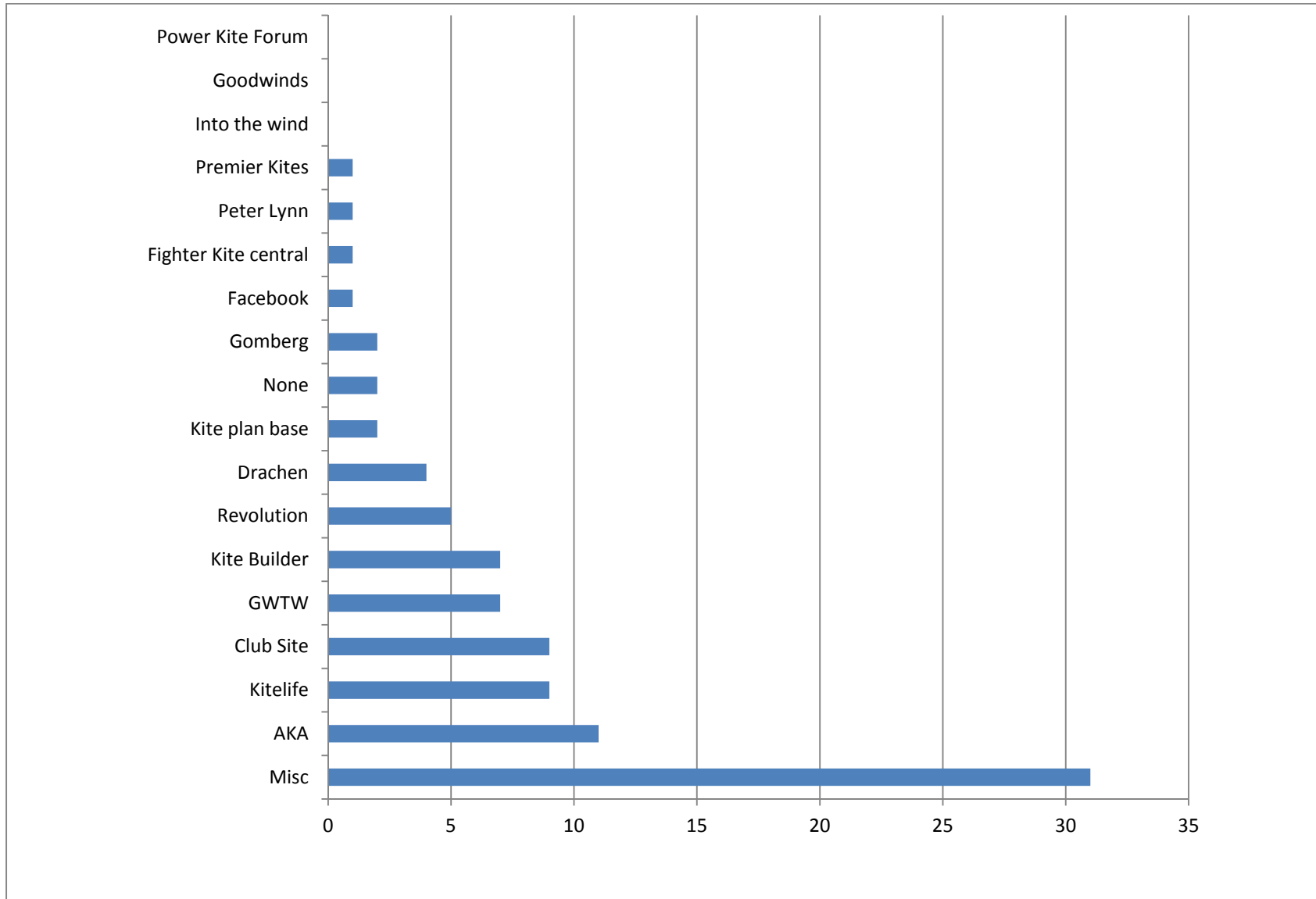
Answered 154

What websites do you visit? (Second Choice)



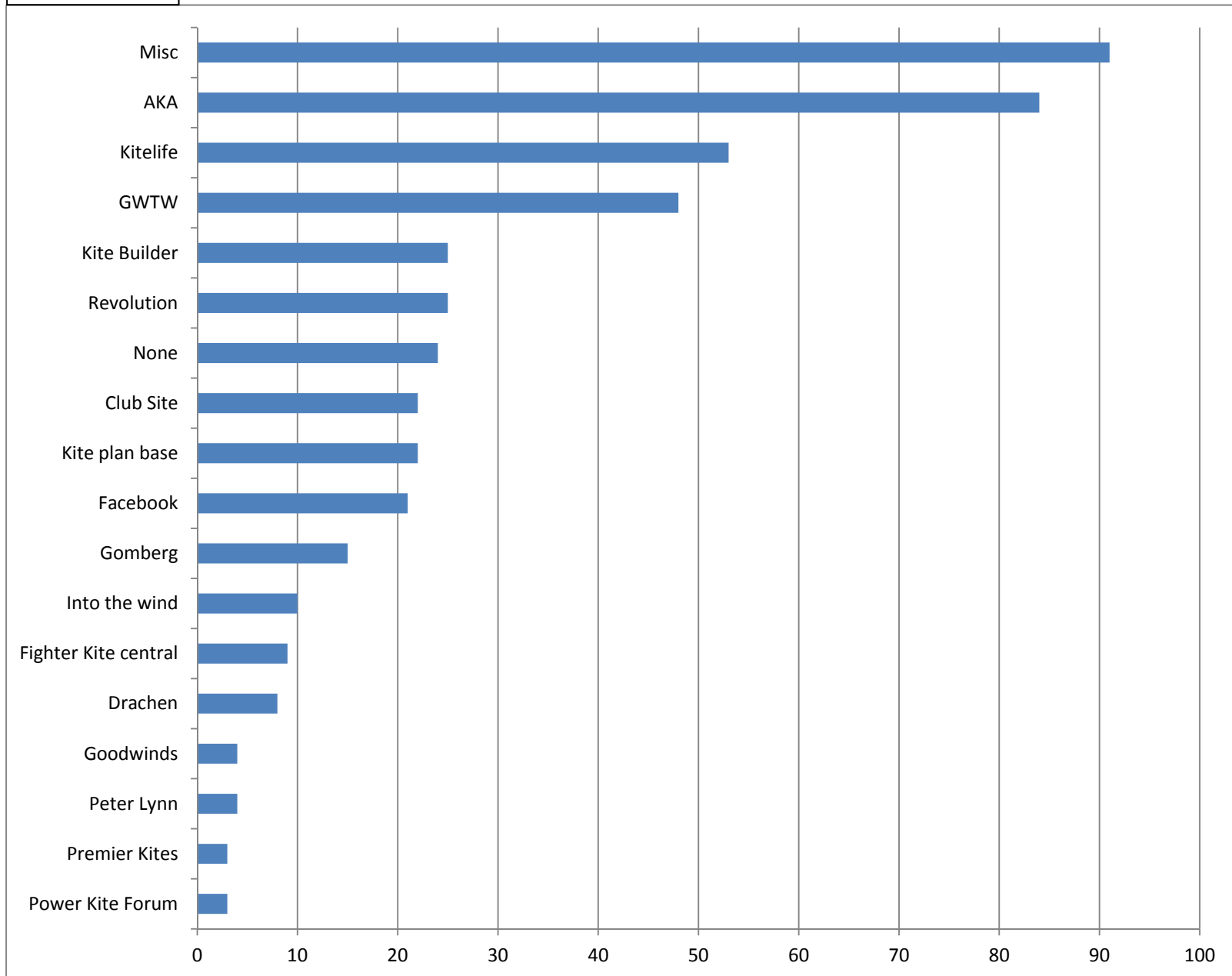
Answered 94

What websites do you visit? (Third Choice)



Answered 303

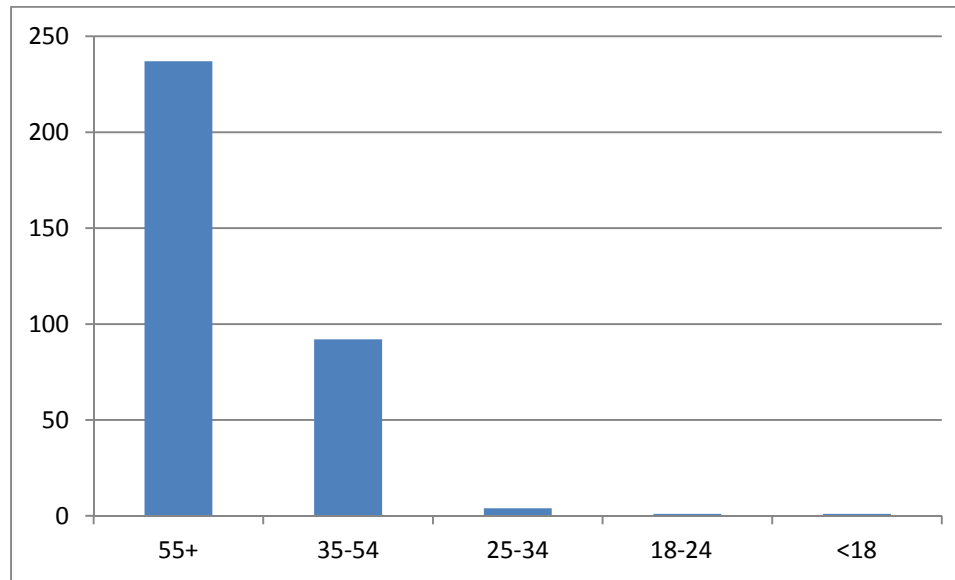
What websites do you visit? (Combined Totals)



What is your age group?

Answered 335

Skipped 13



Survey Name: AKA Messaging

Created On: 06 Aug 2014 5:39

Sent To: Merchant Members, Clubs, Directors, Manufacturers

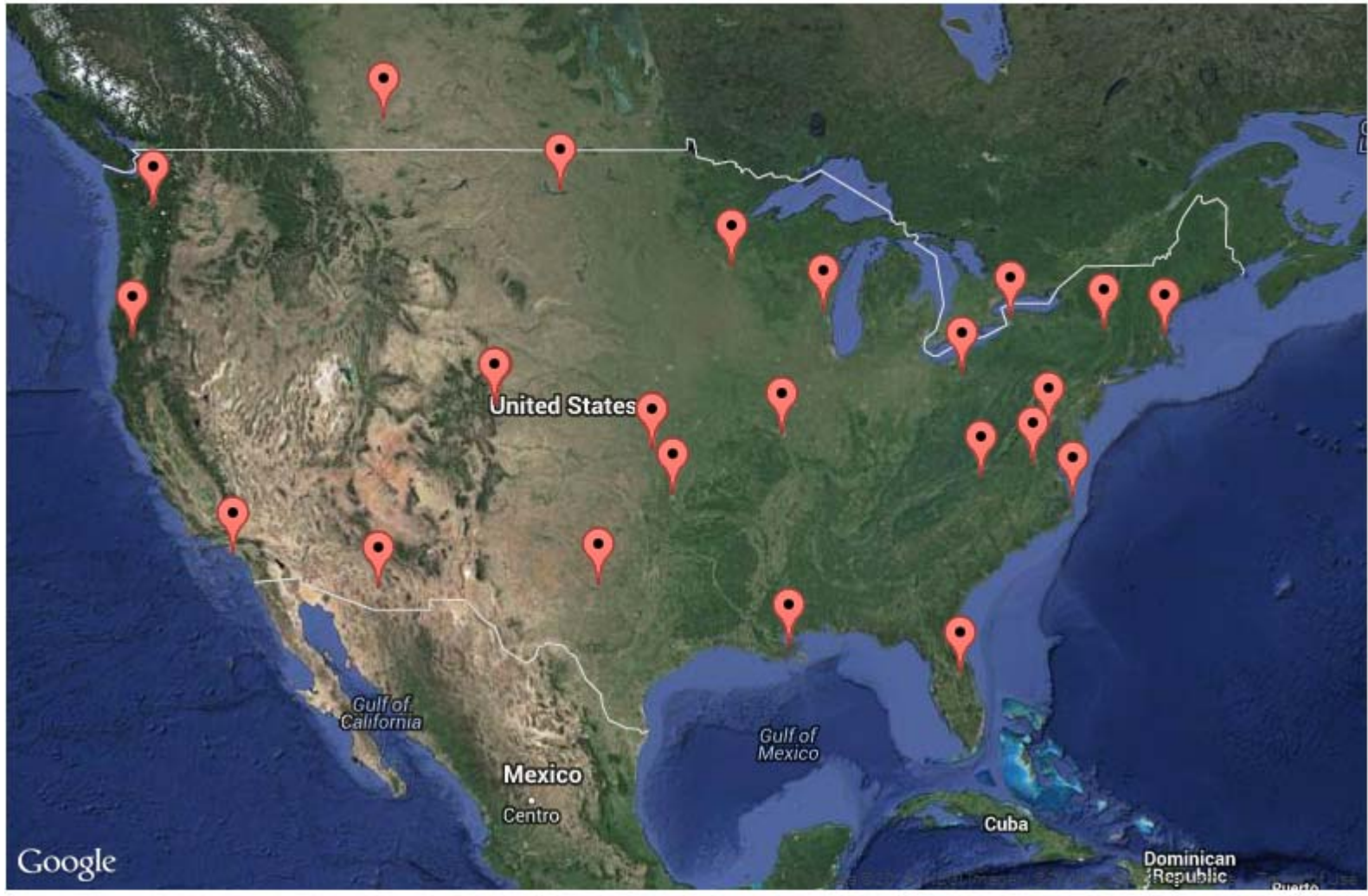
Number Survey Sent: 193

Responses: 39

Response Rate: 20%

Contact for more feedback?

Yes: 89.47%

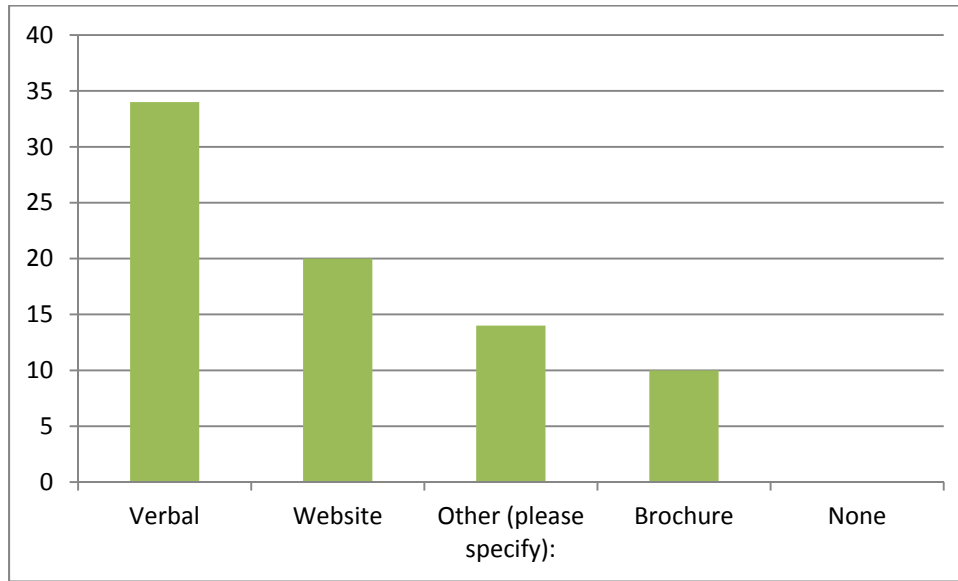


General Locations of Respondents

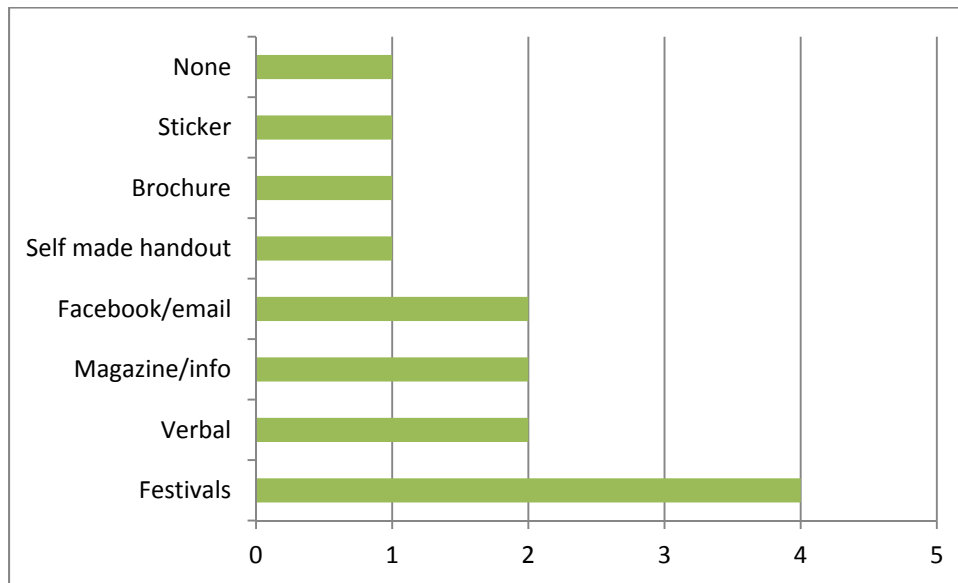
Source: IP Addresses

What methods do you use to promote the AKA?

Answered 39
Skipped 0

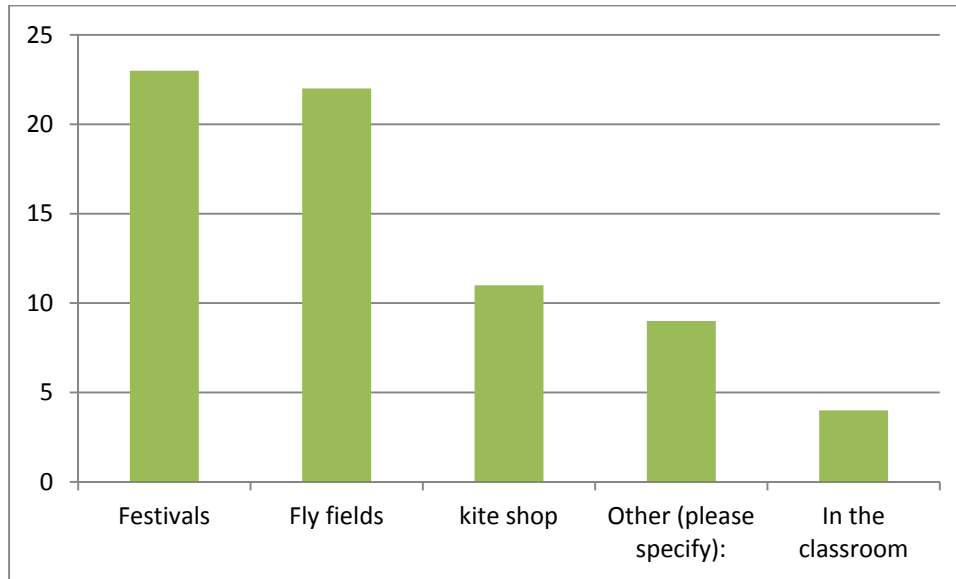


Other
Answered 14

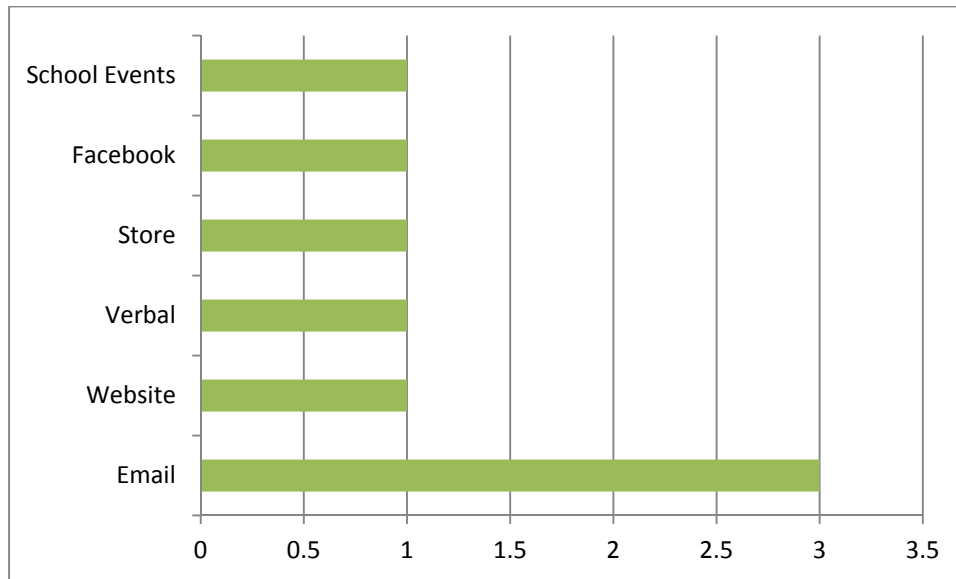


Where do you most often share the message?

Answered 39
Skipped 0

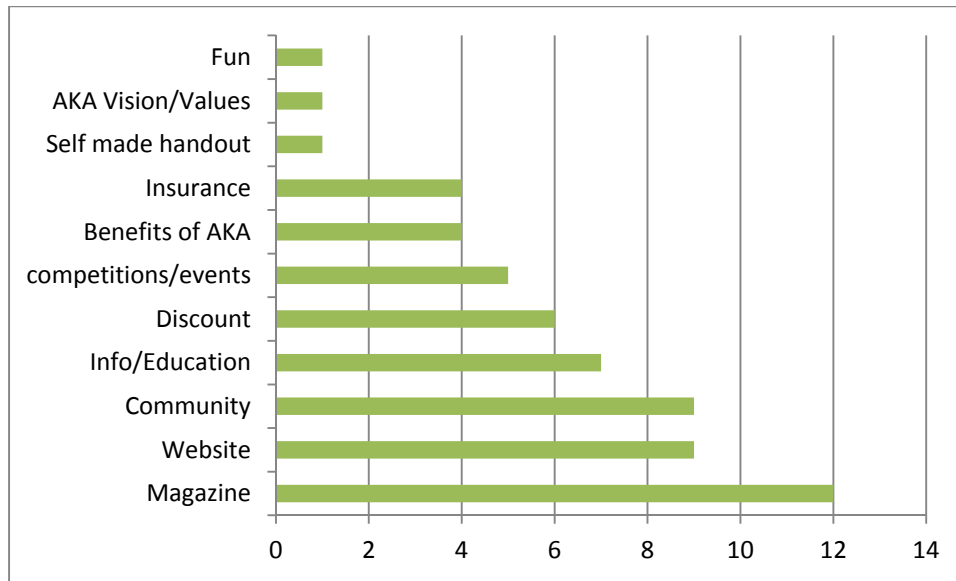


Other
Answered 9



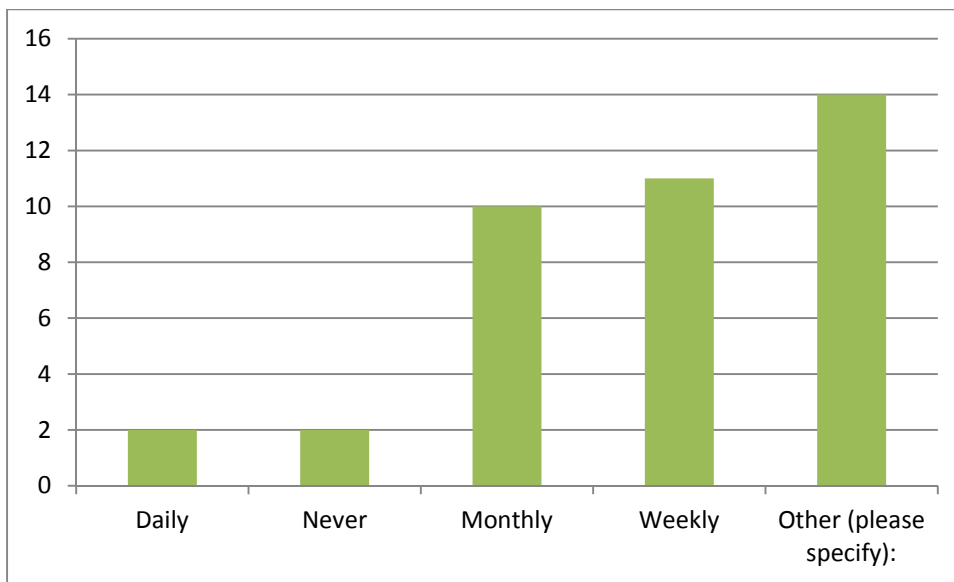
In one sentence or less, what specific information do you share with prospective members regarding the AKA? (open ended)

Answered 36
Skipped 3

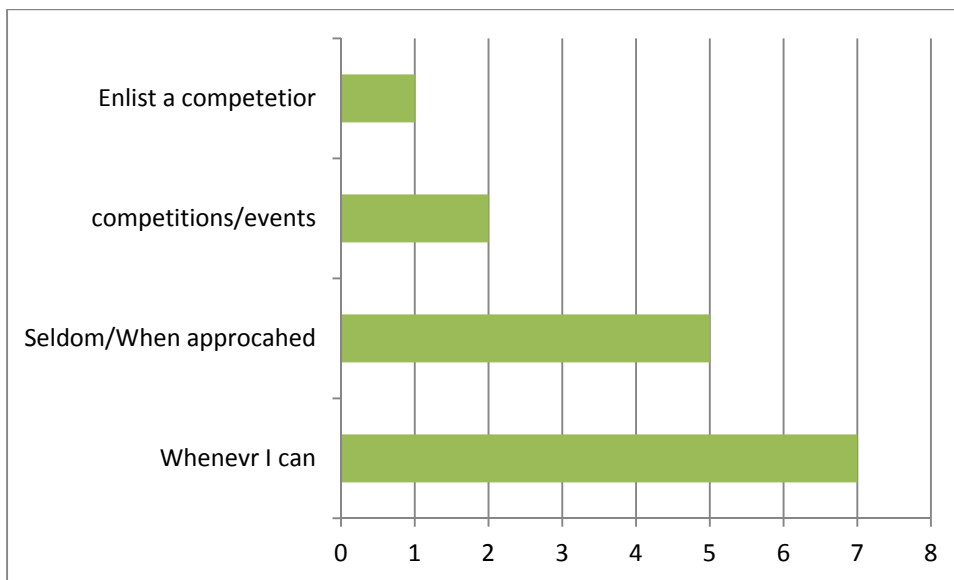


How often do you share the benefits of the AKA with prospects?

Answered 39
Skipped 0



Other
Answered 14

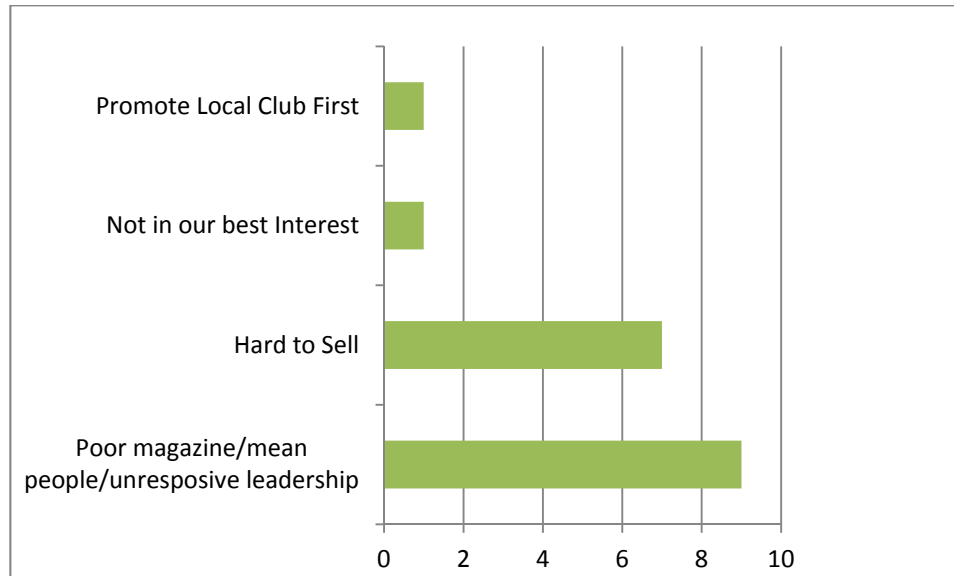


Number of reported prospect contacts combined from all periods **1171**

Number of reported prospects contacts combined with the two high number removed (600&900) **231**

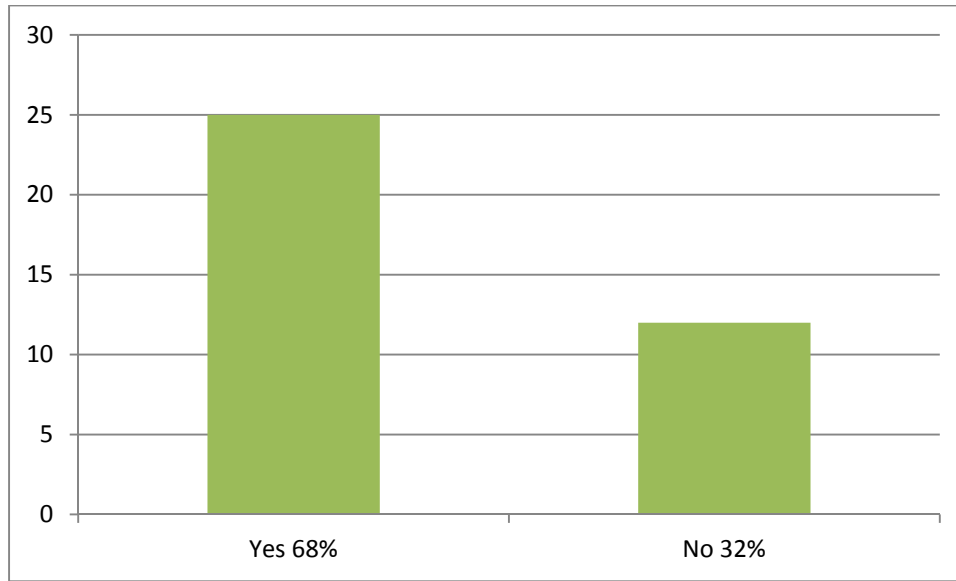
If you are not promoting the AKA, why not?

Answered 11
Skipped 28



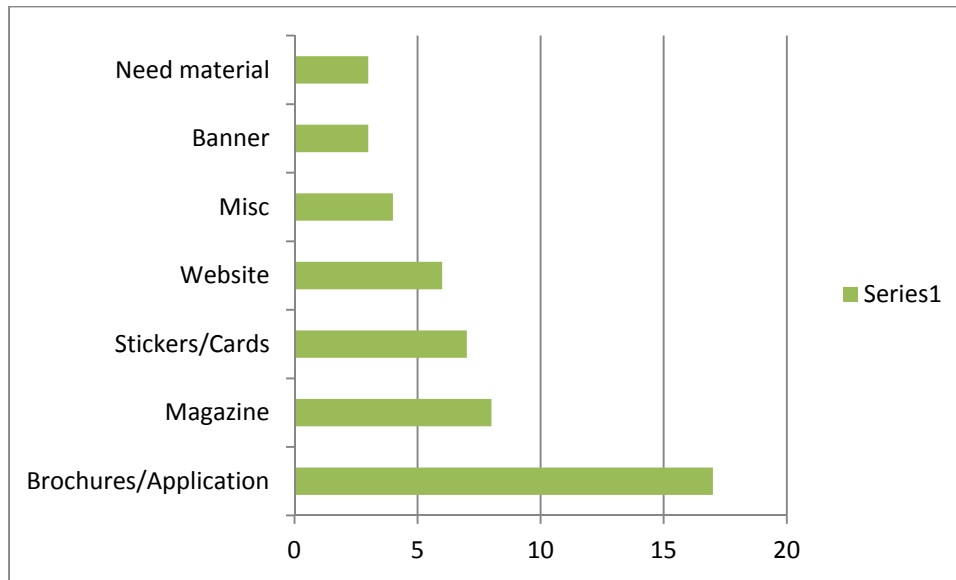
Has the AKA provide you with promotional material to share with prospective members?

Answered 37
Skipped 2



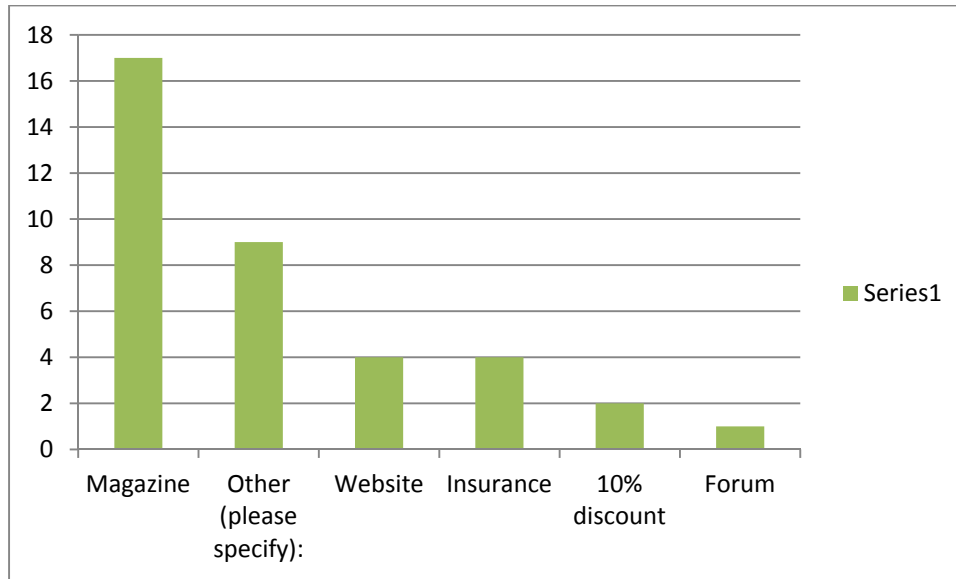
If yes, what material?

Answered 25
Skipped 14

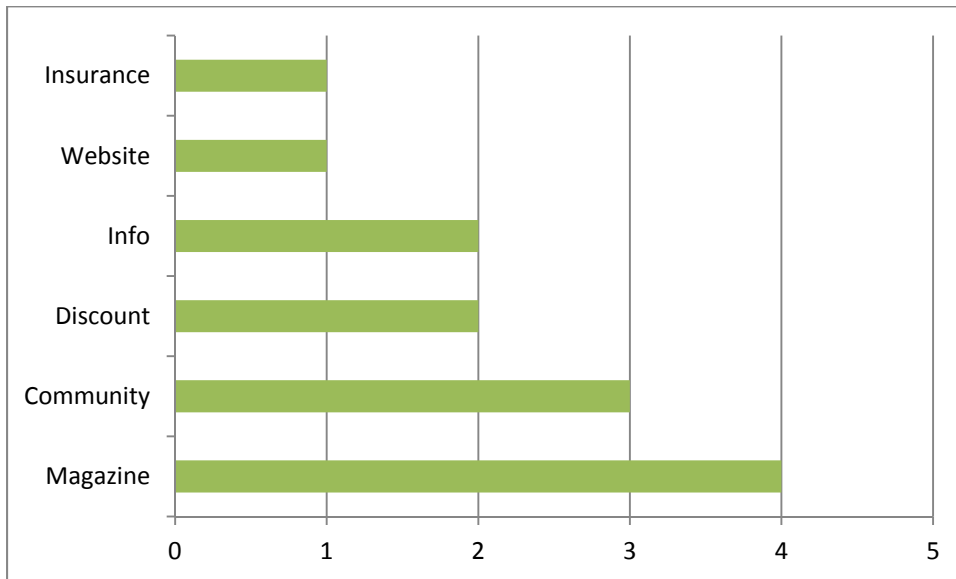


What do you feel is the most important value the AKA offers new members?

Answered 37
Skipped 2



OTHER
Answered 9



Survey Name: AKA 10% Member Discount

Sent To: Kite Retailers

Created On: 07 Aug 2014 5:39

Sent To: AKA Retailers Members

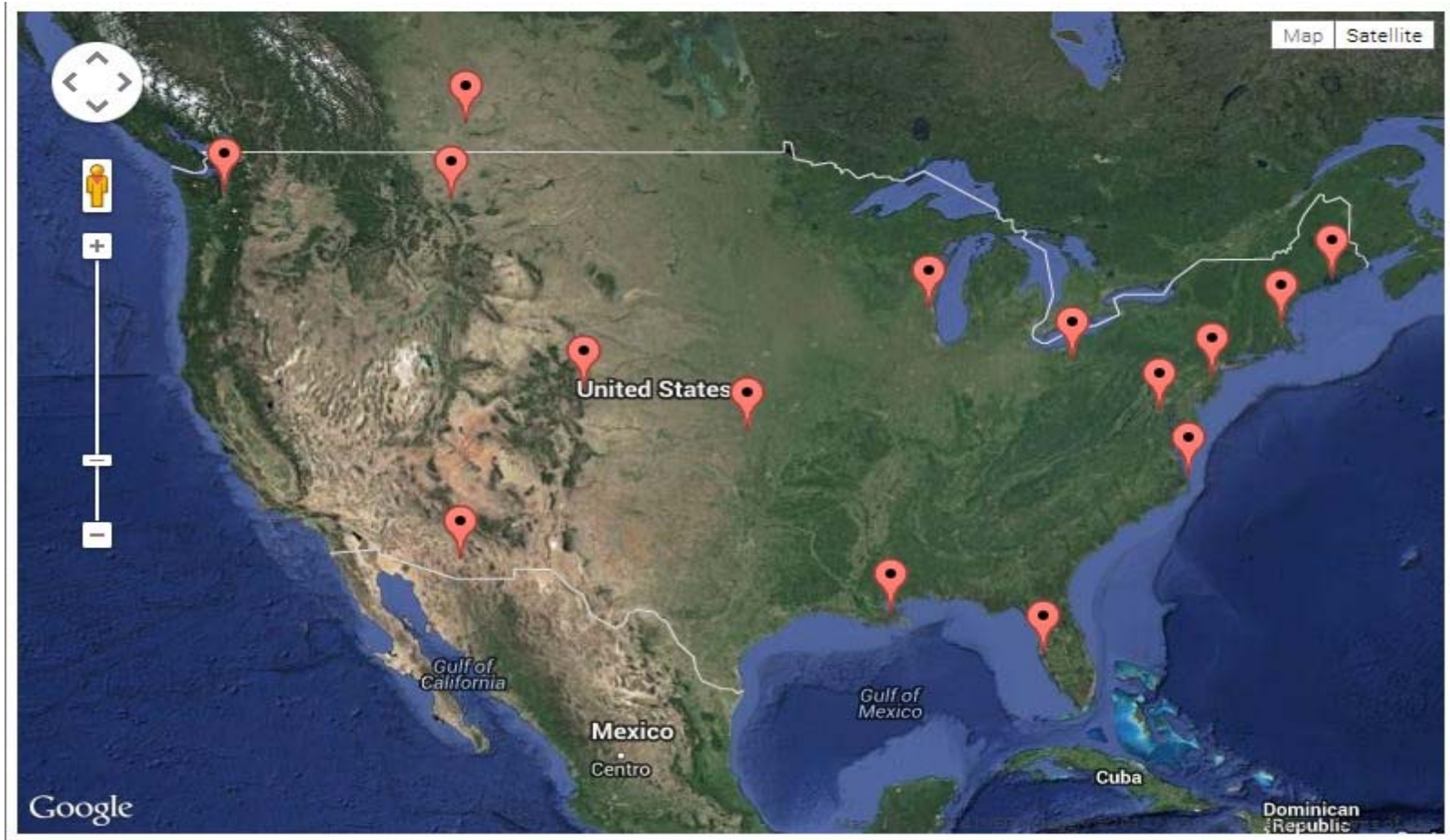
Number Survey Sent: 97

Responses: 24

Response Rate: 25%

Contact for more feedback?

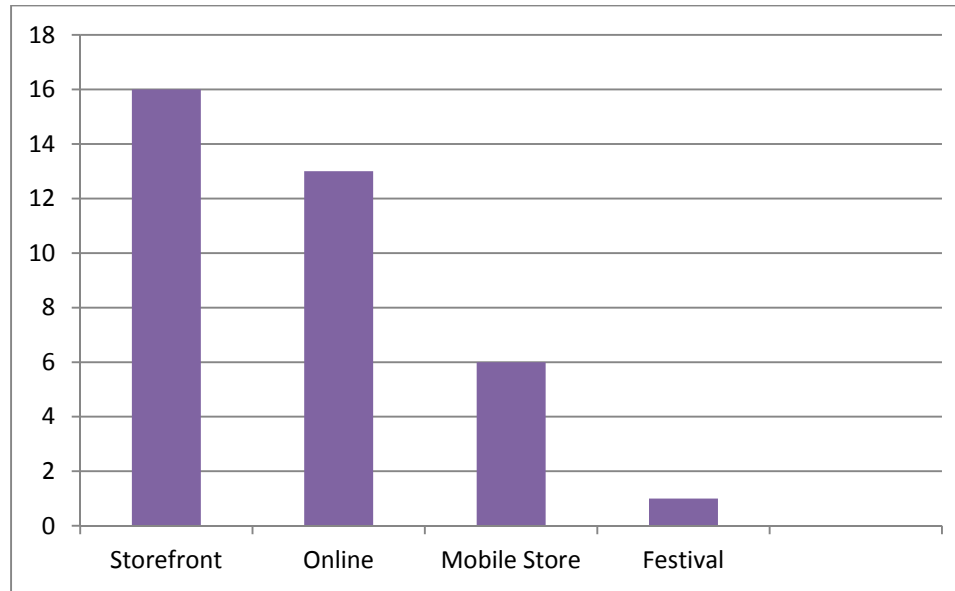
Yes: 91%



General Locations of Respondents

Source: IP Addresses

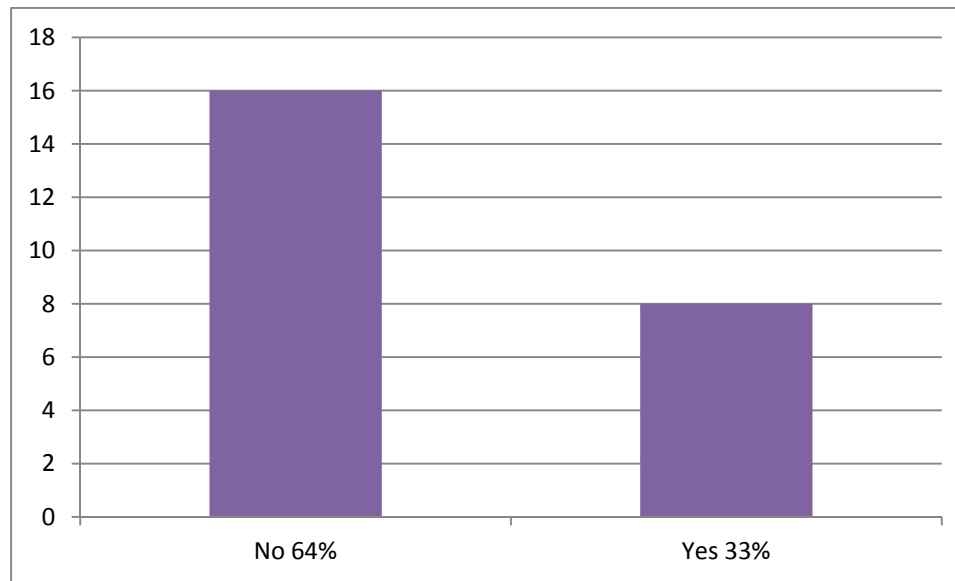
What type of member merchant are you?



Answered 24

Skipped 0

As an AKA merchant member, do you ask all your customers if they are an AKA member?

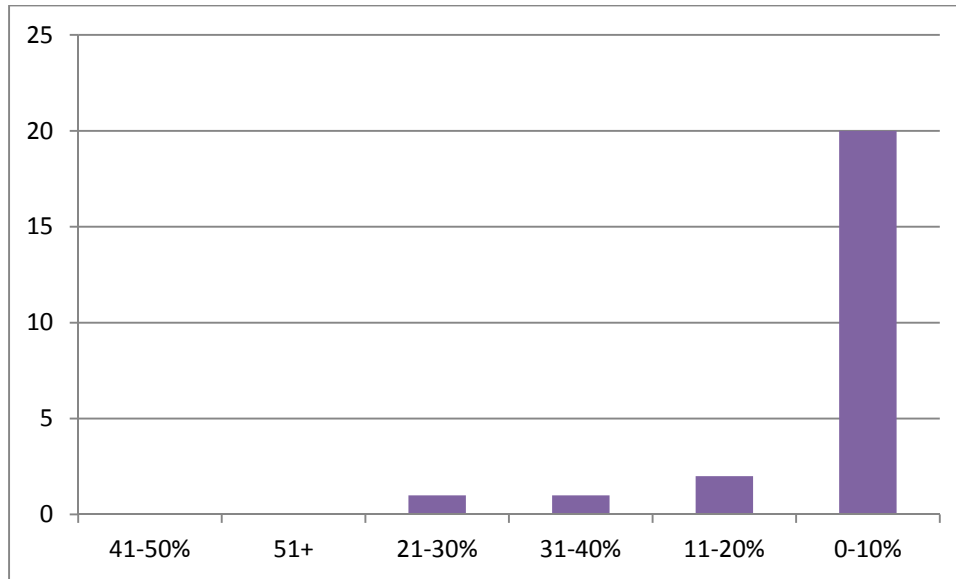


Answered 24

Skipped 0

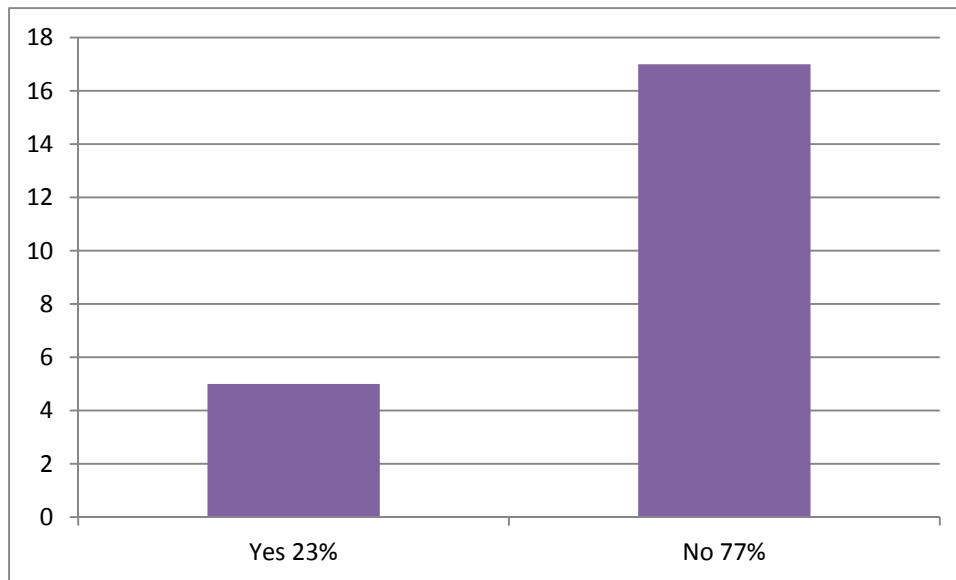
On a monthly average, what percentage of customers request the AKA 10% discount?

Answered 24
Skipped 0



Does the AKA 10% member discount help your business?

Answered 22
Skipped 2

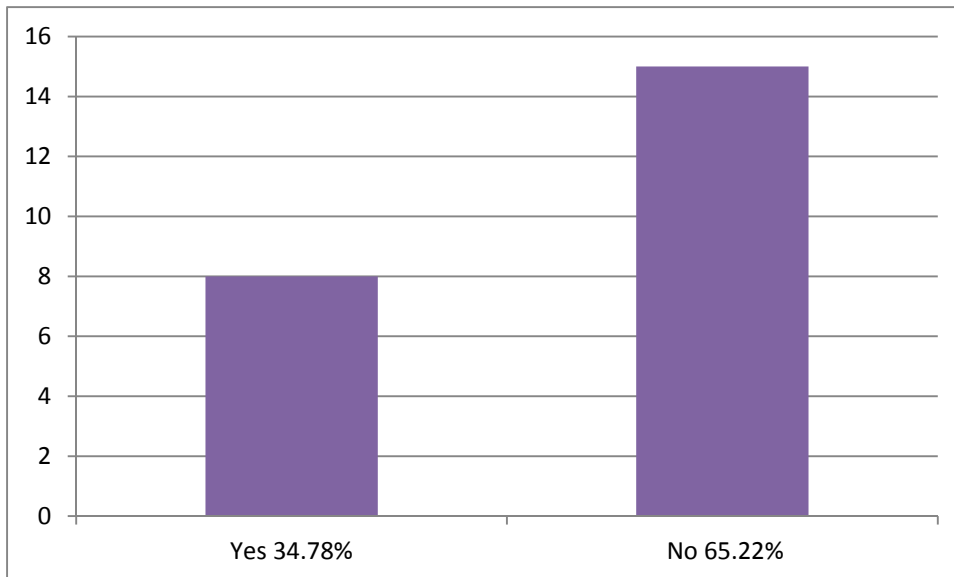


In general, what other discounts do you offer customers?



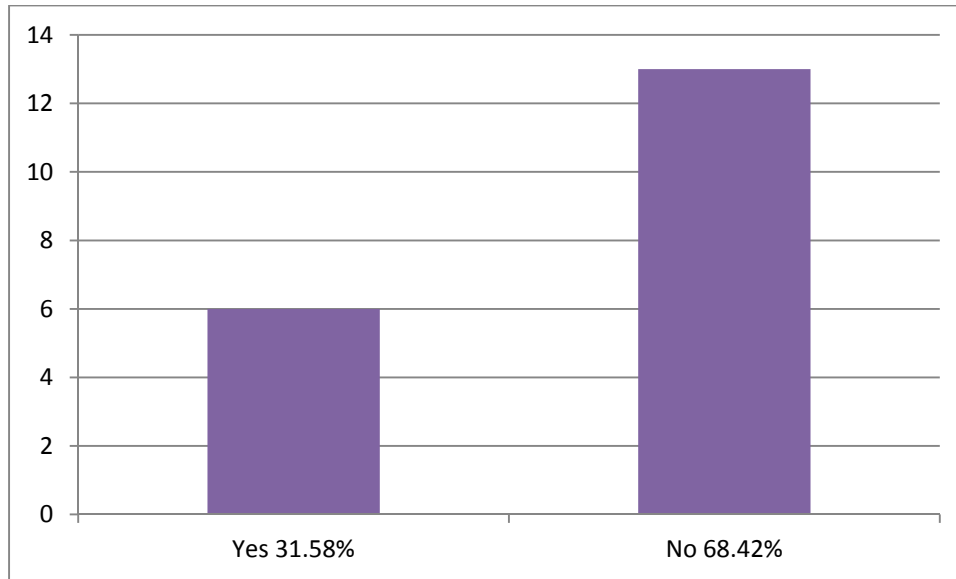
Answered 19
Skipped 5

Does the AKA 10% discount hurt your profit margins?



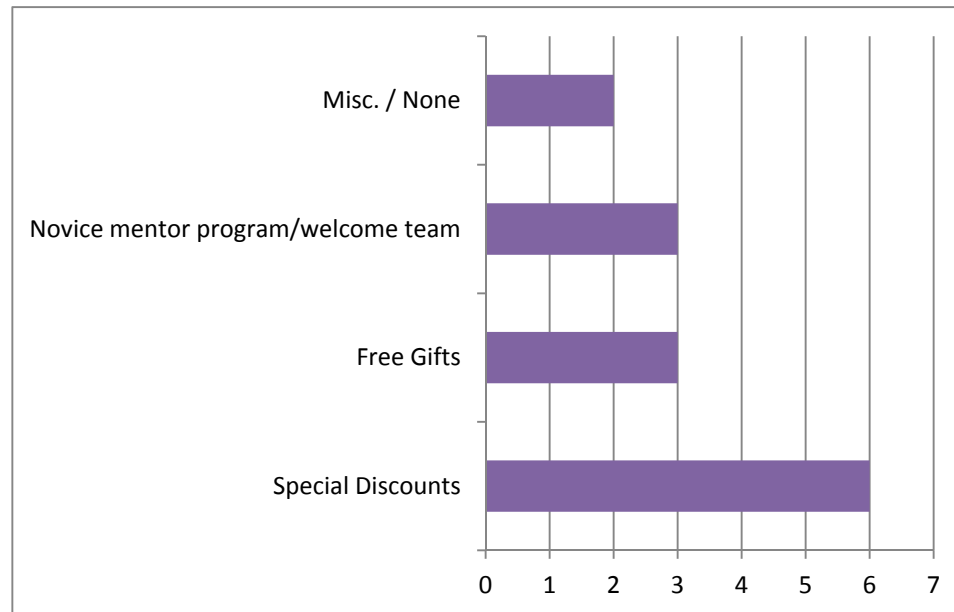
Answered 23
Skipped 1

Would you like the AKA to discontinue the 10% member discount?



Answered 19
Skipped 4

Do you have any ideas for other member benefits that you would recommend and that you would be willing to offer?



Answered 8
Skipped 16

Survey Name: Past Member Survey

Sent To: Past Members

Created On: Approximately Feb, 2014

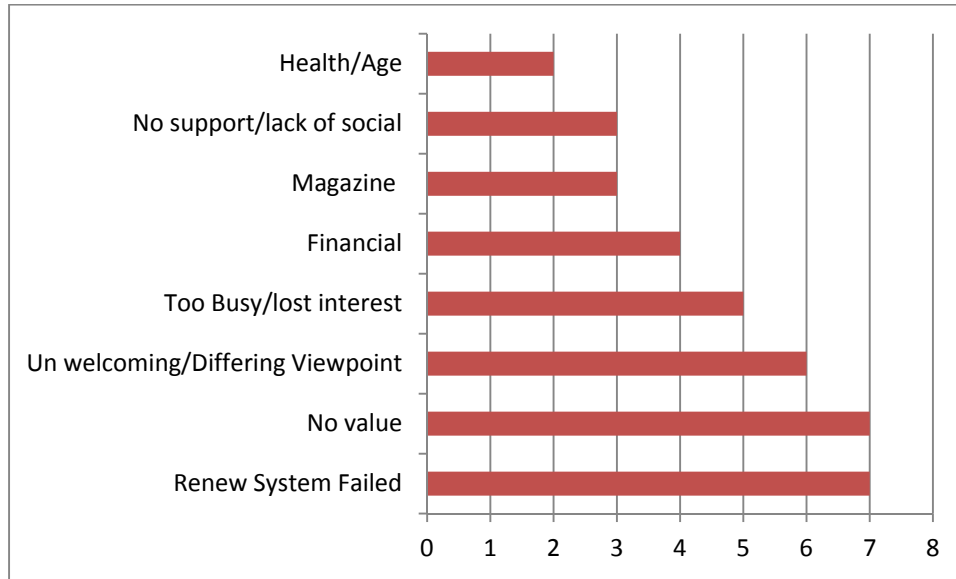
Target: AKA Current Members

Number Survey Sent: Unknown

Responses: See Each Answer

Response Rate: Unknown

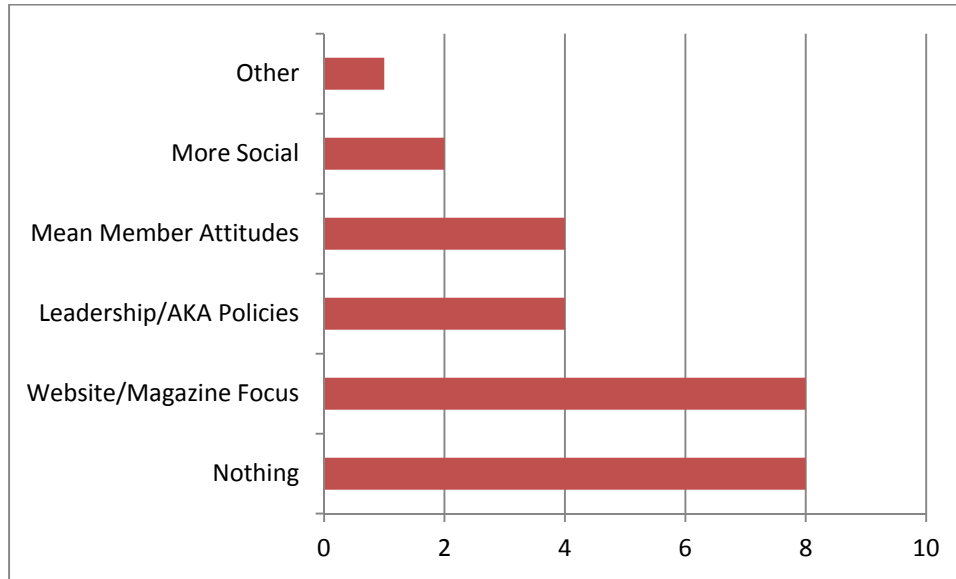
Why Did You Leave



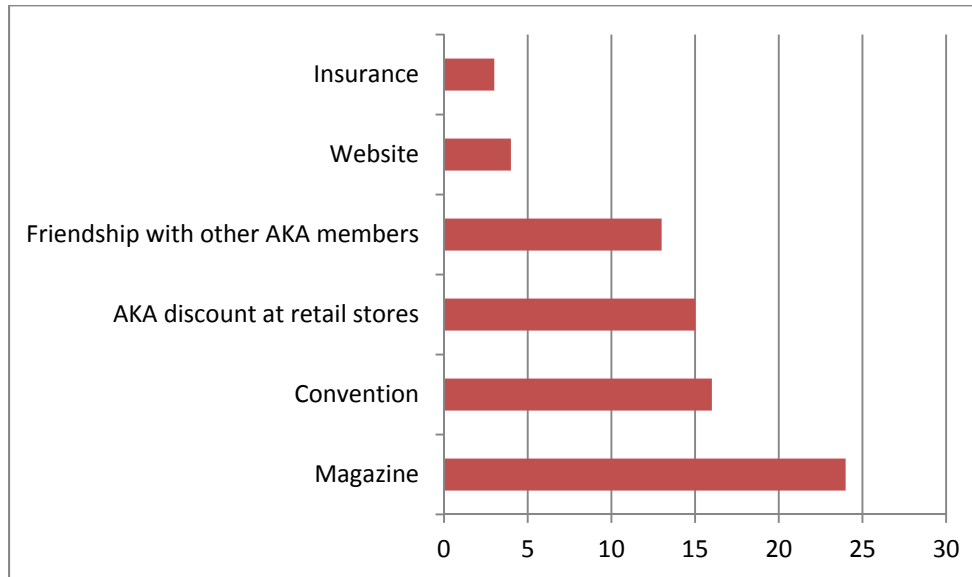
What Would Bring You Back



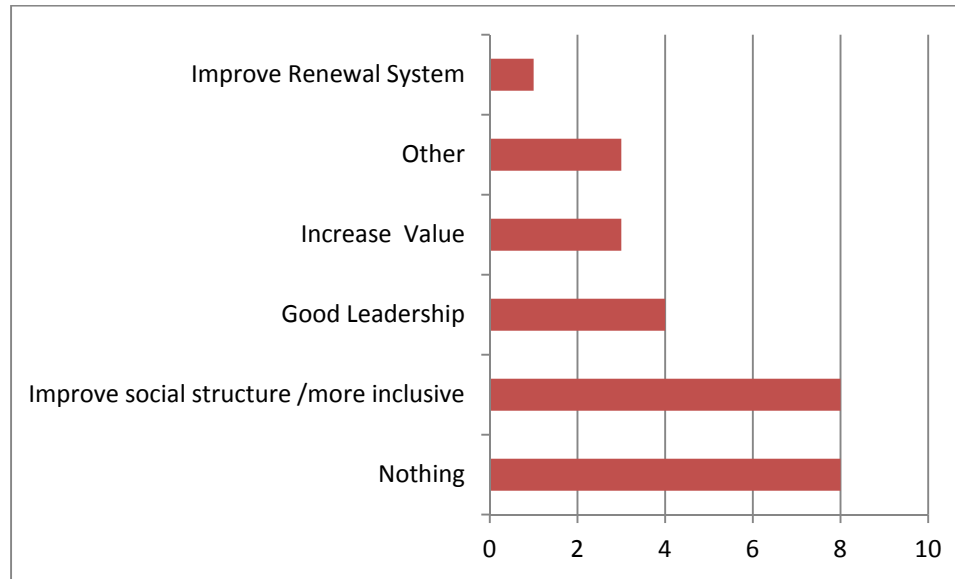
If you could change something about the AKA, what would it be?



What Benefits did you use as a member?

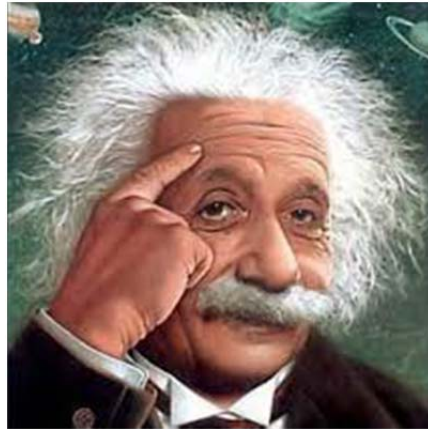


What could have been done to make your experience with the AKA better?



We can't solve problems by using the same kind of thinking we used when we created them.

[Albert Einstein](#)



Next Step: Continue to Improve the Processes

If you would like to provide feedback on these results please [CLICK HERE](#)