



Mid-Atlantic Region Membership Survey Report 2006 – 2007

Introduction

The purpose of the Mid-Atlantic Membership Survey is to provide a snapshot of the health of Amnesty International groups, to help volunteer leaders and staff members evaluate how effective their support service are , and to suggest actions that might strengthen the groups. The survey compliments a similar one conducted in 2003-04 and seeks to chart a trend in some of the key findings. To achieve these goals the survey asked groups about their membership and growth, needs, communications systems, leadership development plans and group management processes, campaign issues organized around, and other activities undertaken. Questions also examined awareness of AIUSA priorities and group contact with volunteer structures and staff.

Acknowledgements

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Executive Summary

The Mid-Atlantic Membership Survey provides a snapshot of the health of student and local groups in the Mid-Atlantic Region. The 2006-2007 survey was conducted from November 2006 – January 2007 by emailing questionnaires to 152 of the Mid-Atlantic Region’s group coordinators and group members. This included a random sample of student groups and all local groups. This report is based on responses from 104 (68%) of groups surveyed. The points below highlight some of the key findings from the report.

- Overall respondents reported an 18 percentage point increase in due payments, from 47% in 2003-2004 to 65% in 2006-2007. Local group members reported an 18 percentage point increase in due payments from 61% to 79%, high school group members reported an 11 percentage point increase from 39% to 50%, and college group members reported a 32 percentage point increase from 34% to 66%.
- Communication between all groups, volunteer leaders, and staff has increased. Overall group contact with staff (field organizers and the regional director) increased 17 percentage points from 2003-2004 to 2006-2007. Overall group contact with area/student area coordinators reported a 16 percentage point improvement from 2003-2004 to 2006-2007.
- The proportion of respondents reporting that their group had increased in size over the last year was 17 percentage points higher in 2006-2007 compared to 2003-2004 (54% vs. 37% respectively).

Local groups experienced an 18 percentage point increase in the proportion their group had grown (from 16% in 2003-2004 to 34% in 2006-2007), high school groups an 8 percentage point increase (from 51% in 2003-2004 to 59% in 2006-2007), and college groups a 22 percentage point increase (from 31% in 2003-2004 to 53% in 2006-2007).

- Local and college groups again ranked recruitment and retention as their greatest area of need, while high school groups ranked raising public awareness about Amnesty as their greatest area of need for assistance, resources, and/or training. All groups ranked raising awareness about AI as one of their greatest areas of need. New member orientation and recruitment and retention continued to be the top 2 areas that groups ranked themselves as fair to poor on the issues.
- Groups again reported that they were best at educating group members about human rights issues, organizing events, and impacting specific human rights issues.
- While high school groups experienced a 19 percentage point change (from 38% in 2003-2004 to 57% in 2006-2007) in the proportion of respondents who reported knowledge of the AIUSA priorities, the changes in the other groups was not significant (50% in 2003-2004 to 59% in 2006-2007).
- Overall respondents reported the top three issues that groups worked on were: Women's Human Rights (71%), Urgent Actions (68%), and Denounce Torture (63%).
- While tabling, hosting speaker events, holding vigils, participating in rallies, and conducting educational outreach stayed roughly the same compared to 2003-2004, there were large increases in other types of organizing activities.

METHODOLOGY

Sampling: This survey used a similar methodology and questionnaire to a survey that was carried out in 2003-2004, thus allowing for an accurate comparison over time. From November 2006 to January 2007, the mid-Atlantic region invited 150 selected group members to fill in an on-line questionnaire. The group members came from local and student groups that were registered with MARO during the period August 2005 to May 2006.

To help ensure that the results accurately reflect the opinions and status of all groups in the Mid-Atlantic region, and to control for non-sampling errors that occur when respondents are self-selected, random sampling of student groups was used and intensive follow up was employed to ensure a high response rate. All local groups were surveyed because we have a limited number of them. In addition, an effort was made to survey group members as well as group leaders to obtain a cross section of members' views. Significant efforts were made to contact the selected groups through email and phone banking.

Response Rate: The response rate was 69%, which is fairly high for this type of survey, and reflects the intensive follow-up by AIUSA staff and interns. The response rate was similar to that achieved in the 2003-2004 survey (see table 1) and significantly higher than previous **“vitality reports” which achieved response rates of less than 45%.**

Table 1. Total Response Rate

| Type of Group | Response Rate – 2006-2007 | Response Rate - 2003-2004 |
|---------------|---------------------------|---------------------------|
| All | 69% | 74% |

Statistical Significance: So as not to clutter the report, the details of statistical significance are not included. However, it is important to keep in mind that, given the relatively small sample sizes, differences between 2003-2004 and 2006-2007 are statistically significant for overall results only if they are greater than 10 to 14 percentage points. For example, in 2003-2004 the overall payment of dues was 47% while in 2006-2007 it was 65%. Since the difference is 18 percentage points, it is statistically significant at $p < .05$. If the results had been 47% and 54% respectively, the differences would not have been statistically significant and it would be impossible to say whether any change occurred. Care should be taken with analyses by group type because the sample sizes are small and very large differences (typically 23 percentage points) would be needed to say with confidence that the groups are different.

Readers should be aware of the following caveats:

- Normally, a survey would use weighted results to reflect the make-up of the population under study (e.g. the proportions of the sample that are local groups or high school groups). However, to avoid complicating the analysis and the report, weighting was not used.
- Percentages for a question do not always add up to 100 because of computer rounding or acceptance of multiple answers from respondents for a particular question.
- Differences between groups or between years are generally expressed in percentage points (e.g., 65% dues payment in 2006-2007 compared to 47% in 2003-2004 represents an 18 percentage point improvement rather than a 38% increase).

- All the results of the survey are based on self-reported data. With few exceptions, it is difficult to independently verify whether the information provided by the respondents is correct.

Lessons Learned: Being able to compare similar surveys over time (“longitudinal analysis”) provides important advantages. To be able to take advantage of the longitudinal data, it is important that the questions, sampling methodology, and response rates be as similar as possible.

Structure of the Analysis

This report is divided into three main sections, Part A examines a limited number of outcomes determined to be important to AIUSA to see whether they have changed over time (longitudinal analysis). Part B examines certain predictors of the outcomes to see whether they have changed over time (longitudinal analysis) and to see if they are correlated with the outcomes of interest (cross-sectional analysis). Part C describes the membership and group characteristics. Part D reports a number of conclusions and recommendations.

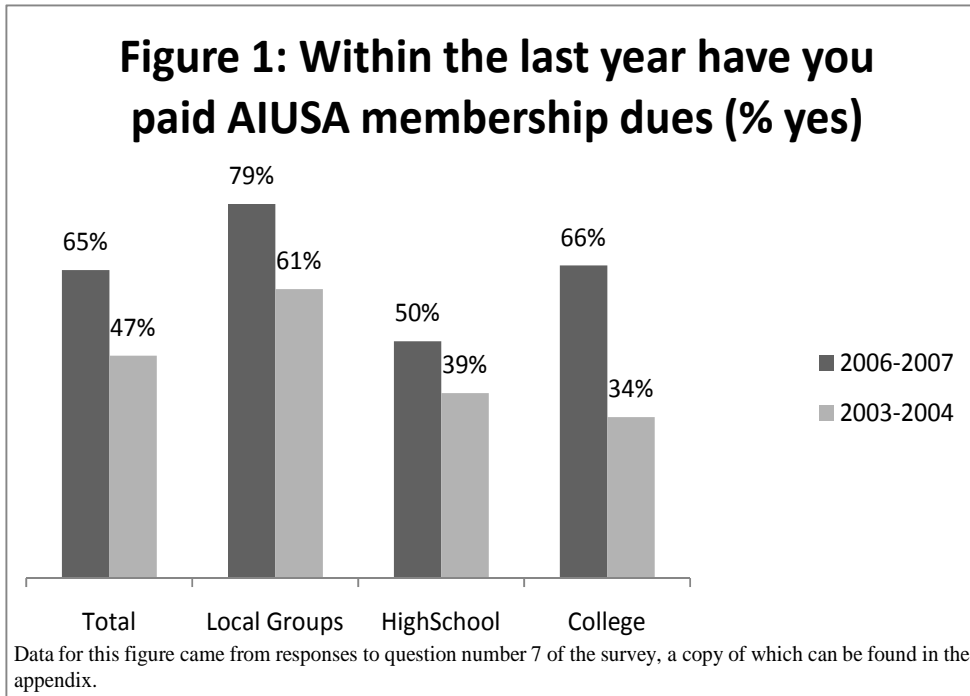
PART A---OUTCOMES

The 2003-2004 baseline survey examined four key outcomes selected for their importance to AIUSA. This section of the report outlines the amount of change in these outcomes as compared to the baseline data collected in 2003-2004.

OUTCOME 1: Membership Dues Payment

Factors encouraging members to pay their AIUSA membership dues.

- Overall respondents reported an 18 percentage point increase in dues payment, from 47% in 2003-2004 to 65% in 2006-2007 (see figure 1).
- Local group members still appear to be more likely to pay their dues.
- Local group members reported an 18 percentage point increase in dues payment from 61% to 79%, high school group members reported an 11 percentage point increase from 39% to 50%, and college group members reported a 32 percentage point increase from 34% to 66%.



- Of the 45 respondents who did not pay their dues: 41% said they were unaware of the membership dues; 24% did not understand the benefits, and 30% said they did not want to spend the money (respondents could choose multiple answers).

Which of the following explanations describes why you are not a dues paying member? (% of those respondents who said they did not pay their dues)

Table 2: Payment of dues

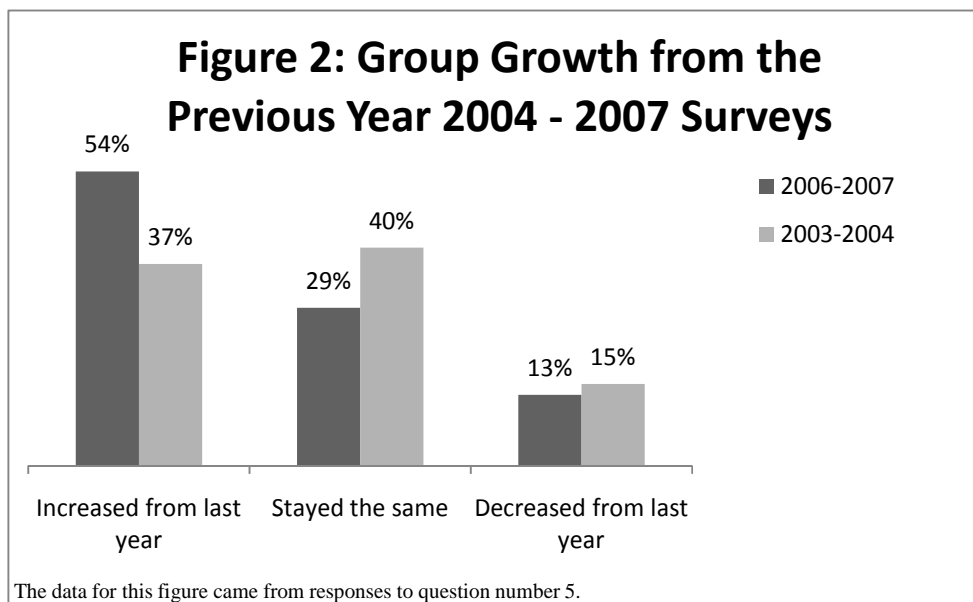
| Group Type | Not Aware of Membership | Don't Know How To become a member | Don't understand the benefits | Don't Want To Spend \$ | Dues Waiver | Worried about Mail | Number |
|-------------|-------------------------|-----------------------------------|-------------------------------|------------------------|-------------|--------------------|--------|
| Local | 0% | 0% | 22% | 56% | 0% | 22% | 9 |
| High School | 52 | 10 | 14 | 14 | 5 | 5 | 21 |
| College | 20 | 13 | 27 | 20 | 13 | 7 | 15 |
| Total | 41% | 11% | 24% | 30% | 8.1 | 10.8 | 45 |

The data for this table came from responses to question number 8 of the survey.

OUTCOME 2: Group Growth

The extent to which membership within existing groups has increased over time. Options provided included grew, stayed the same, decreased, new group.

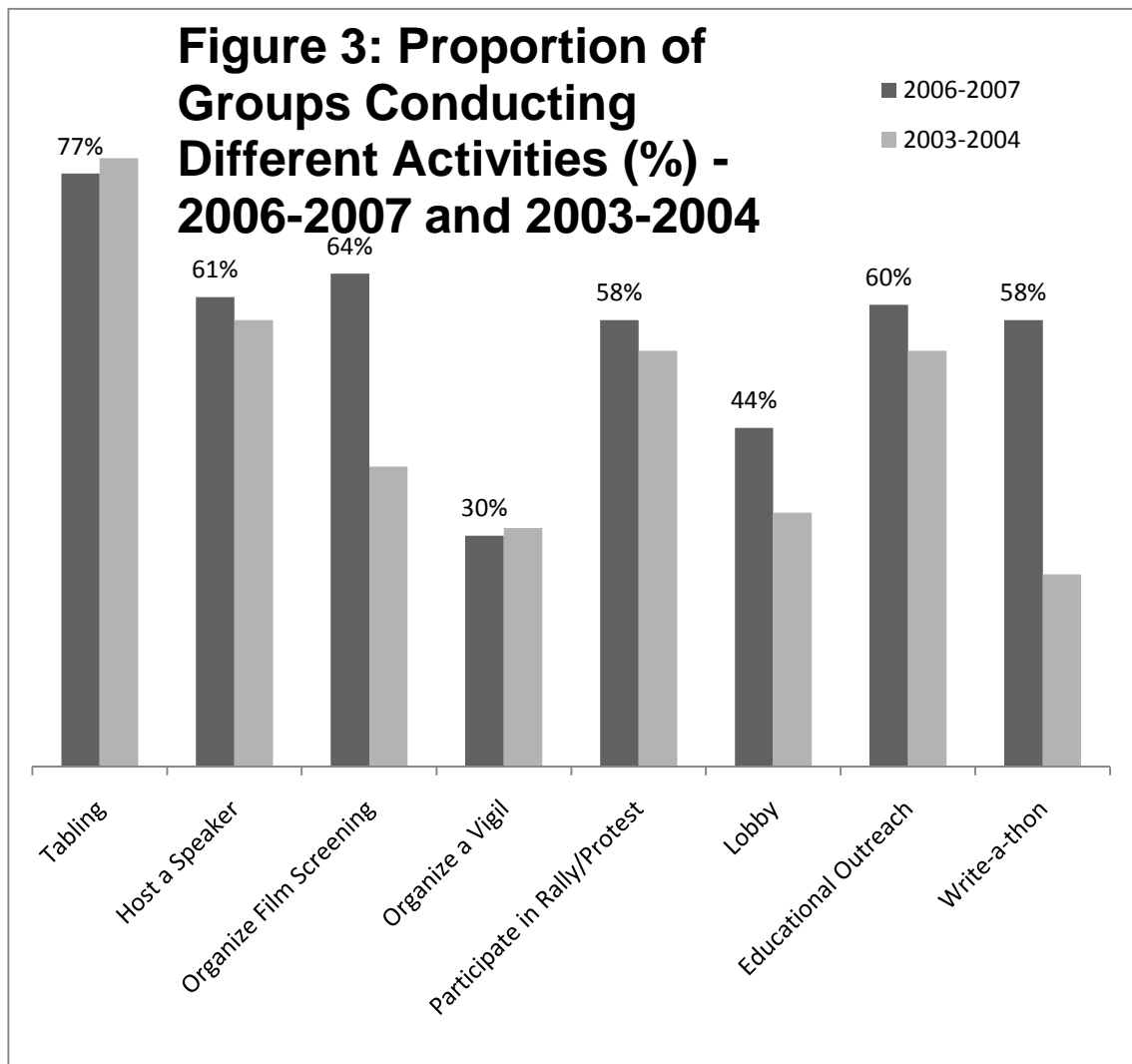
- The proportion of respondents reporting that their group had increased in size over the last year was 17 percentage points higher in 2006-2007 compared to 2003-2004 (54% vs. 37%).
- Local groups experienced an 18 percentage point increase in the proportion their group had grown (from 16% in 2003-2004 to 34% in 2006-2007), high school groups an 8 percentage point increase (from 51% in 2003-2004 to 59% in 2006-2007), and college groups a 22 percentage point increase (from 31% in 2003-2004 to 53% in 2006-2007).



OUTCOME 3: Group Activity

The frequency and variety of human rights activism undertaken by groups .

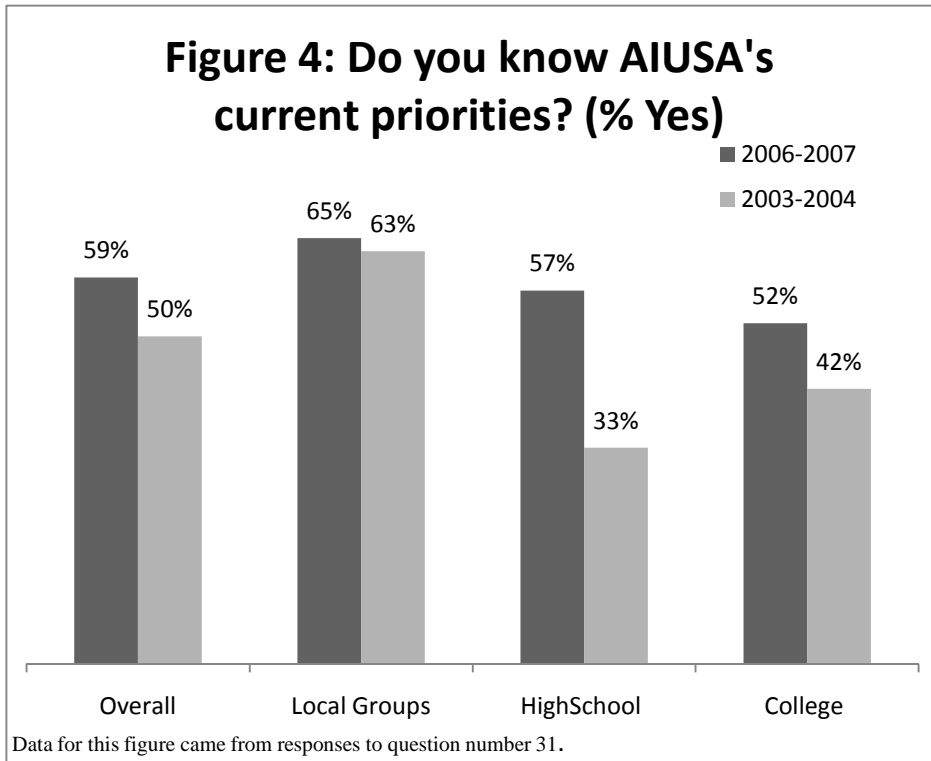
- An index of group activity was created that described both the variety and intensity of activities carried out by each group. It combined the amount of tabling, rallying, speakers, etc. that a group carried out in the last year. There was a 15% increase in the activity index from 2003-2004 to 2006-2007.
- While tabling, bringing in speakers, holding vigils, organizing rallies, and conducting educational outreach stayed roughly the same compared to 2003-2004, there were large increases in other types of activities (see figure 3). Respondents reported a 33 percentage point increase in the number of write-a-thons that were held (from 25% to 58%); a 11 percentage point increase in the amount of times they visited or called a US State or Federal Official (from 33% in 2003-2004 to 44% in 2006-2007); and an 25 percentage point increase in the number of film screenings that were organized (from 39% to 64%).



OUTCOME 4: Knowledge of AIUSA’s Priorities

The extent to which respondents understood AIUSA’s campaign priorities and actually worked on them

- There was a small, but not statistically significant, improvement in the proportion of respondents who reported knowledge of the AIUSA campaign priorities (from 50% in 2003-2004 to 59% in 2006-2007).
- The high school groups experienced a 19 percentage point change (from 38% in 2003-2004 to 57% in 2006-2007), but the changes in the other groups was not significant.



PART B: PREDICTORS

Longitudinal Analysis:

In the 2003-2004 baseline survey a series of variables was examined to see if they were predictors of the above outcomes. This section of the report examines those predictors and outlines changes that were reported over time from 2003-2004 to 2006-2007. The variables used to see if they predicted the outcomes were:

Predictor 1: Contact with AI Staff and Volunteer Leaders

The extent to which AI staff and volunteer leaders supported group efforts either by attending their meetings or events or through other forms of communication.

- Communication between all groups, staff and volunteer leaders has increased significantly.
- Overall group contact with staff (field organizers and the regional director) increased 17 percentage point from 2003-2004 to 2006-2007.
- Overall group contact with area/student area coordinators reported a 16 percentage point improvement from 2003-2004 to 2006-2007.

Table 3: Contact with Staff and Volunteer Leaders

| | 2003-2004 | 2006-2007 | Change in Percentage Points |
|-------------------------------|------------------|------------------|------------------------------------|
| Field Organizers | 28% | 45% | 17 |
| Regional Director | 17 | 34 | 17 |
| Area/Student Area Coordinator | 43 | 59 | 16 |

Data for this table came from responses to question numbers 13 and 16.

Predictor 2: AIUSA Training or Meetings

The extent to which group members attended various AI training activities or events such as regional meetings, the annual general meeting, etc. and found these activities useful for their activism.

- 60% of respondents attended one or more AIUSA training or event during the last year, the same proportion as in 2003-2004. 30% attended 3 or more events.
- Overall, it appears that the proportion of respondents who attended AIUSA trainings or events and found them to be very or somewhat helpful has declined from 2003-2004 to 2006-2007.
- In 2006-2007 the regional conference, the AGM, and the leadership summit were found to be the three most helpful trainings or even

Table 4: Attendance of AIUSA Trainings or Meetings

| AIUSA Training or Event | % of those attending in 2003-2004 finding it very helpful or somewhat helpful | % of those attending in 2006-2007 finding it very helpful or somewhat helpful | Percentage Point Change | % of respondents in 2006-2007 who attended event |
|--------------------------------|--|--|--------------------------------|---|
| Regional Conference | 88% | 79% | -9 | 40% |
| State Meeting | 87 | 56 | -31 | 29% |
| Leadership Summit | 78 | 68 | -10 | 26% |
| Annual General Meeting | 89 | 70 | -19 | 27% |
| Cluster/City Meeting | 69 | 52 | -17 | 27% |
| Youth Activist Kollege | 63 | 30 | -33 | 12% |
| Human Rights Educ. | 29 | 56 | +27 | 19% |
| Program Training | 25 | 39 | +14 | 21% |

Data used for this table came from responses to question number 20.

Predictor 3: Length of Involvement with AIUSA through their current group.

The length of time respondents have been active with AI through their current group.

- Length of members’ involvement with AIUSA through their current group stayed the same between the two surveys.
- About three-fourth (72% in 2003-2004 and 76% in 2006-2007) of MARO group members have been involved with their current group for 3 years or less. One third have been involved with their current group for one year or less.

Table 5: Length of Involvement

| | 2003-2004 | 2006-2007 | Percentage Point Change |
|----------------|------------------|------------------|--------------------------------|
| 1 Year or Less | 33% | 32% | -1 |
| 2-3 Years | 39 | 42 | +3 |
| 4-5 Years | 17 | 12 | -5 |
| 6-10 Years | 5 | 6 | +1 |
| 10+ | 7 | 9 | +2 |

Data for this table came from responses to question number two.

Predictor 4: Group Processes

The extent to which groups created some sort of formal group management structure (e.g. existence of a group coordinator, treasurer etc.), or process (e.g. goal setting, new member orientation, and succession planning for new leadership).

- Overall, there was no statistically significant change in the number of groups that reported a formal group management structure from 2003-2004 to 2006-2007. For example, respondents who reported that their groups did not carry out any form of new member orientation decreased 8 percentage point (from 20% in 2003-2004 to 12% in 2006-2007). Similarly the number of respondents who reported that their groups set goals for the year did not change over time from 2003-2004 – 2006-2007.
- The majority of groups continued to report defining leadership roles and there was very little change reported in the definition of these roles from 2003-2004 to 2006-2007.

Table 6: Leadership Roles

| | 2003-2004 | 2006-2007 | Percentage Point Change |
|-------------------------|------------------|------------------|--------------------------------|
| Co-coordinator | 39% | 36% | -3 |
| Media Coordinator | 19 | 15 | -4 |
| Events Coordinator | 20 | 21 | +1 |
| Fundraising Coordinator | 12 | 14 | +2 |
| Actions Coordinator | 27 | 28 | +1 |
| Group Coordinator | 58 | 63 | +5 |
| No Defined Roles | 14 | 12 | -2 |
| Other | 38 | 33 | -5 |

Data for this table came from responses to question number 26.

CROSS SECTIONAL ANALYSIS 2006-2007

Predictor 1: Group Contact with AI Staff and Volunteer Leaders

- Contact with staff and volunteer leaders is a good predictor of dues payment and knowledge of the AIUSA priorities. However, it is not clear that it has any impact on group activity levels or group growth.
- The more often staff or student/area coordinators had contact with a group, the more likely the members are to pay their dues.

Table 7: Outcome of contact with AI staff and Volunteer Leaders on dues payment

| Area/Student Area Coordinator | Paid Dues | Did Not Pay Dues |
|-------------------------------|-----------|------------------|
| Very Often + Somewhat Often | 76% | 24% |
| Not Too Often | 67 | 33 |
| Never + Not Sure | 56 | 44 |

| Field Organizer | Paid Dues | Did Not Pay Dues |
|-----------------------------|-----------|------------------|
| Very Often + Somewhat Often | 77% | 23% |
| Not Too Often | 67 | 33 |
| Never + Not Sure | 61 | 39 |

Data for this table came from responses to question numbers 7, 13, and 16.

- The more often staff or student/area coordinators had contact with a group, the more likely the members were to know the AIUSA campaign priorities.

Table 8: Outcome of contact with AI staff or Student/Area Coordinators on knowledge of AIUSA priorities.

| Area/Student Area Coordinator | Know Priorities | Do Not Know Priorities |
|-------------------------------|-----------------|------------------------|
| Very Often + Somewhat Often | 69% | 30% |
| Not Too Often | 60 | 40 |
| Never + Not Sure | 36 | 63 |

| Field Organizer | Know Priorities | Do Not Know Priorities |
|-----------------------------|-----------------|------------------------|
| Very Often + Somewhat Often | 75% | 25% |
| Not Too Often | 52 | 47 |
| Never + Not Sure | 40 | 60 |

Data for this table came from responses to question numbers 13, 16, and 31.

Predictor 2: AIUSA Training or Meetings

- Attendance at AIUSA Training or Meetings is a good predictor of dues payment and knowledge of the priorities. It is possible that the relationship is not causal.

Table 9: Outcome of attendance of AIUSA trainings or meetings on dues payment.

| Attended AIUSA Trainings or Meetings | Know Priorities | Do Not Know Priorities |
|---|------------------------|-------------------------------|
| Did not Attend any | 43% | 57% |
| Attended at least 1 | 72 | 28 |

| Attended AIUSA Trainings or Meetings | Paid Dues | Did Not Pay Dues |
|---|------------------|-------------------------|
| Did not Attend any | 57% | 43% |
| Attended at least 1 | 72 | 28 |

Data for this table came from responses to question numbers 7 and 20.

Predictor 3: Length of Involvement with AIUSA.

Length of involvement with Amnesty does not appear to be a consistent predictor of dues payment. However it does appear to be a good predictor of activity levels.

Table 10: Outcome of longevity on dues payment and activity level.

| Length of Involvement | Mean Activity Index | Dues Paid |
|------------------------------|----------------------------|------------------|
| 1 Year or Less | 7.78 | 70% |
| 2-3 Years | 9.93 | 61 |
| 4-5 Years | 12.58 | 58 |
| 6-10 Years | 14.66 | 67 |

Data for this table came from responses to questions 2, 7, and 41.

Predictor 4: Group Processes

Certain group processes appear to be associated with group growth and group activity levels. However, it is difficult to know whether it is the process itself or whether there is some other characteristic which explains both.

- 51% of groups reported setting goals and had higher levels of group growth.

Table 11: Goal Setting

| | Increased Group Size | Stayed the Same | Decreased Group Size | New Group | Don't Know |
|-----|-----------------------------|------------------------|-----------------------------|------------------|-------------------|
| No | 41% | 27% | 22% | 11% | 0 |
| Yes | 51 | 32 | 5 | 7 | 5 |

Data for this table came from responses to questions 5 and 34.

- The more visible groups describe themselves, the more likely that they would report that their group size was increasing. It's not clear how objective the perception of visibility is, and how easy it is to change.

Table 12: Visibility

| | Increased Group Size | Stayed the Same | Decreased Group Size | New Group | Don't Know |
|----------|-----------------------------|------------------------|-----------------------------|------------------|-------------------|
| Highly | 75% | 25% | 0% | 0% | 0% |
| Somewhat | 48 | 33 | 7 | 9 | 4 |
| Little | 39 | 25 | 25 | 11 | 0 |

Data for this table came from responses to questions 34 and 37.

PART C: DESCRIPTION OF MEMBERSHIP AND ACTIVITIES

Group Membership

This section examines length of involvement with AI, group size and growth.

- 42% of survey respondents have been involved with their current Amnesty International group for 2 to 3 years.
- 69% of local group members have been involved with their current Amnesty International for 2+ years
- 88% of high school group members have been involved with their current Amnesty International group for 1-3 years, while 35% have been involved with their current group for 1 year or less.

How long have you been involved with your current Amnesty International group?

Table 13: Longevity

| Group Type | 1 Yr or Less | 2-3 Years | 4-5 Years | 6-10 | 10-20 | 20+ |
|-------------|--------------|-----------|-----------|------|-------|-----|
| Local | 32% | 21% | 11% | 13% | 13% | 11% |
| High School | 35 | 53 | 12 | 0 | 0 | 0 |
| College | 28 | 56 | 13 | 3 | 0 | 0 |
| Total | 32 | 42 | 12 | 6 | 5 | 4 |

Data for this table came from responses to questions 1 and 2.

Core Group Size

- 39% of groups have 3-5 core members
- 36% of groups have 6 to 10 core members
- 18% of groups have more than 10 core members

How many core members (members who regularly attend meetings and participate in actions) does your group have?

Table 14: Total number of core members

| Group Type | 1-2 Core Members | 3-5 Core Members | 6-10 | 11-15 | 16-20 | 20+ |
|-------------|------------------|------------------|------|-------|-------|-----|
| Local | 8% | 34 % | 45 % | 11% | 3% | 0% |
| High School | 9 | 41 | 29 | 15 | 6 | 0 |
| College | 3 | 44 | 31 | 9 | 13 | 0 |

Data for this table came from responses to questions 1 and 3.

Group Growth

- Most groups (54%) increased in size, while 29% stayed the same and 13% decreased in size.
- 11% of groups were new this year

- Local groups and college groups were much more likely to report growing in size as compared to what was reported in the 2003-2004 baseline survey.

Table: 15 Group size

| Core Members | Increased from last year | Stayed the same year to year | Decreased from last year |
|--------------|--------------------------|------------------------------|--------------------------|
| 3-5 | 51% | 28% | 15% |
| 6-10 | 52 | 36 | 9 |
| 11-15 | 58 | 17 | 17 |

Data for this table came from responses to questions 3 and 5.

| Group Type | Increased from last year | Stayed the same year to year | Decreased from last year | Don't Know |
|--------------|--------------------------|------------------------------|--------------------------|------------|
| Local | 36% | 50% | 11% | 3% |
| High School | 71 | 11 | 11 | 7 |
| College | 57 | 21 | 17 | 3 |
| Total | 54 | 29 | 13 | 4 |

Data for this table came from responses to questions 1 and 5.

Group Assessment

- 66% of all respondents reported not being aware of the requirement to pay group assessment.

Table: 16 Knowledge of assessment

| Group Type | Aware of the group assessment | Not aware of group assessment |
|-------------|-------------------------------|-------------------------------|
| Local | 42% | 58% |
| High School | 27 | 74 |
| College | 31 | 69 |
| Total | 34% | 66% |

Data for this table came from responses to questions 1 and 6.

1. Communication

This section highlights communication between groups and volunteer leadership structures and staff as well as among groups themselves. It provides insight into the amount of contact groups have. It also examines attendance at AIUSA meetings and events.

- The top 2 forms of communications across all group types were Email/Listserv and Meetings.

How does your group communicate with its members?

It was possible to select more than one method of communication for this section of the survey, which is reflected in the fact that the percentages found in the total line add up to more than 100%.

Table 17: Group communication

| Group Type | Mtings. | Nwsltr. | Social | Webst. | Email /List | Text Mess. | Blogs | Facebk. | MySpc. | Phone | Other |
|------------|---------|---------|--------|--------|-------------|------------|-------|---------|--------|-------|-------|
| Local | 74% | 16% | 26% | 47% | 82% | 3% | 0% | 3% | 8% | 50% | 5% |

| | | | | | | | | | | | |
|-------------|----|---|----|----|----|----|---|----|---|----|----|
| High School | 59 | 6 | 24 | 6 | 62 | 9 | 3 | 15 | 9 | 24 | 15 |
| College | 66 | 0 | 34 | 13 | 84 | 22 | 3 | 50 | 6 | 31 | 3 |
| Total | 66 | 8 | 28 | 23 | 78 | 11 | 2 | 21 | 8 | 36 | 8 |

Data for this table came from responses to questions 1 and 11.

How frequently have you used the following Amnesty resources?

Table 18: Usage of Amnesty resources.

| Resource | Very Often | Often | Seldom | Never |
|--------------------------------------|------------|-------|--------|-------|
| Weekly Emails | 32% | 39% | 22% | 6% |
| AIUSA Website | 40% | 44% | 13 | 4 |
| Mid Atlantic Reg. Office Events Page | 6% | 24% | 41 | 29 |
| Action of the Month | 17% | 39% | 26 | 19 |
| Regional Work Plan | 3% | 12% | 34 | 52 |

Data for this table came from responses to question 12.*

*Percentage based on total number of responses to this question.

Contact With AIUSA Volunteer Leaders

- Overall group contact with area/student area coordinators reflected a 16 percentage point improvement from 2003-2004 to 2006-2007.
- Student groups reported less contact than local groups with all volunteer leaders and in particular with legislative coordinators and country specialists,
- All groups reported having the most contact with area/student area coordinators.

How frequently do you have contact with the following volunteer leaders?

Table 19: Frequency of contacts with volunteer leaders

| Volunteer Leader | Very Often | Somewhat Often | Not Often | Never | Not Sure |
|---|------------|----------------|-----------|-------|----------|
| Area-Student Area Coordinator | 24% | 35% | 14% | 14% | 13% |
| Legislative Coordinator | 4% | 5% | 19% | 51% | 22% |
| Refugee Coordinator | 1% | 0% | 13% | 67% | 19% |
| State Death Penalty Abolition Coordinator | 5% | 4% | 22% | 48% | 21% |
| Country Specialist | 4% | 4% | 25% | 51% | 18% |
| Regional Planning Group | 5% | 18% | 24% | 34% | 20% |

Data for this table came from responses to question 13.

Variation in Contact by Group Type

This chart reports the percentage of groups that had contact very often and somewhat often.

| Volunteer Leader | Local | High School | College |
|-------------------------------|-------|-------------|---------|
| Area-Student Area Coordinator | 59% | 58% | 59% |

| | | | |
|---|----|----|----|
| Legislative Coordinator | 18 | 0 | 4 |
| Refugee Coordinator | 0 | 0 | 4 |
| State Death Penalty Abolition Coordinator | 12 | 4 | 7 |
| Country Specialist | 12 | 0 | 7 |
| Regional Planning Group | 21 | 17 | 30 |

Communication with Amnesty Staff

- In general group contact with staff showed an increase over time. Overall group contact with staff (field organizers and the regional director) increased 17 percentage points from 2003-2004 to 2006-2007.
- High school groups continue to have the least amount of contact with all staff positions except the Human Rights Education Coordinator, while local groups have the highest.
- All groups reported having the most contact with Mid-Atlantic Field Organizers and Regional Director.

How frequently do you have contact with the following Amnesty staff members?

Table 20: Frequency of contacts with Amnesty staff member

| Staff Position | Very Often | Somewhat Often | Not Often | Never | Not Sure |
|------------------------------------|------------|----------------|-----------|-------|----------|
| Regional Director | 7% | 27% | 25% | 21% | 20% |
| Field Organizers | 9 | 36 | 21 | 16 | 16 |
| Office Administrator | 1 | 18 | 26 | 31 | 25 |
| Human Rights Education Coordinator | 0 | 5 | 18 | 49 | 28 |
| Other AI Staff | 4 | 19 | 31 | 22 | 25 |
| Total | 5 | 20 | 24 | 28 | 23 |

Data for this table came from responses to question 16.

Variation in Contact by Group Type

This chart reports the percentage of groups that had contact very often and somewhat often.

Table 21: Frequency of contact with AI staff by group type

| Staff Member | Local | High School | College | Total |
|------------------------------------|-------|-------------|---------|-------|
| Regional Director | 44% | 13% | 41% | 34% |
| Field Organizers | 59 | 33 | 41 | 45 |
| Office Administrator | 29 | 4 | 19 | 19 |
| Human Rights Education Coordinator | 0 | 13 | 4 | 5 |
| Other AI Staff | 24 | 17 | 26 | 23 |

Data for this table came from responses to questions 1 and 16.

Staff and Volunteer Leader Attendance at Group Meetings and Events

- Volunteer leaders were much more likely than staff to attend high school and college group meetings/events.

Within the last year has an Amnesty staff member or volunteer leader attended any of your group meetings or events?

Table 22: AI staff or volunteer leaders group meeting/event attendance

| Staff/Vol Leader Attended Group Meetings/Events | Staff Member | Volunteer Leader |
|---|--------------|------------------|
| Local | 44% | 56% |
| High School | 17 | 83 |
| College | 26 | 74 |

Data for this table came from responses to question 18.

- 54% of staff and volunteer leaders that attended a group event or meeting participated by observing, 34% were reported to have actively participated, while 29% were there as the event speaker

In which of the following ways did the AIUSA staff member or volunteer leader contribute to the event or meeting that they attended?

Table 23: Ways of AI staff or volunteer leaders contribution to group meeting/event

| Action Taken | Frequency |
|--|-----------|
| Observed meeting/event | 54% |
| Participated as Event Speaker | 29 |
| Meeting Guest Speaker | 12 |
| Facilitated Workshop at Group Meeting | 12 |
| Actively Participated in Group Meeting | 34 |
| Other | 12 |

Data for this table came from responses to question 19.

How helpful were the following AIUSA meetings or trainings to you in the work that your group does?

- 60% of respondents went to at least one AIUSA meeting or training, and 30% attend 3 or more meetings or trainings.
- The regional conference was reported to be the most helpful to the activists work, of those respondents who participated.

Table 24: Helpfulness of AIUSA meetings or trainings

| Meeting/Training | Very + Somewhat helpful | Did Not Attend |
|--------------------------|--------------------------------|-----------------------|
| Regional Conference | 79% | 60% |
| State Meeting | 56 | 71 |
| Leadership Summit | 68 | 74 |
| Annual General Meeting | 70 | 62 |
| Cluster/City Meeting | 52 | 73 |
| Youth Activist Kollege | 30 | 88 |
| Human Rights Education | 56 | 81 |
| Program/Network Training | 39 | 79 |

Data for this table came from responses to question 20.

5. Group Needs

Groups were asked to rank their need for support, resources or training in developing skills and knowledge specific to their work. Two questions were posed—the first about group structure and process and the second about types of activities.

Recruitment and retention remained a top need again in 2006-2007 as it was in 2003-2004. The variation in need by group type did not change much from 2003-2004 to 2006-2007. Local groups and high school groups reported the same top two needs in 2006-2007 as they did in 2003-2004. While college groups reported recruitment and retention as their top need again in 2006-2007.

The Top Areas of Need:

- Raising Public Awareness about Amnesty
- Recruit and Retain Members
- Impacting Specific Human Rights Issues
- Fundraising

Classify your group’s current in the following areas:

Table 25: Group’s current need for assistance, resources or training I

| Area of Need | Great Need | Need | Total % Need | Don’t Need |
|---|-------------------|-------------|---------------------|-------------------|
| Recruitment & Retention | 45% | 36% | 81% | 20% |
| New Member Orientation | 18 | 43 | 61 | 40 |
| Goal Setting | 19 | 37 | 56 | 45 |
| Leadership Development | 16 | 49 | 65 | 36 |
| Educating Members about Human Rights Issues | 16 | 50 | 66 | 35 |
| Sharing Leadership | 21 | 36 | 57 | 44 |
| Impacting a Specific Human Rights Issue | 19 | 52 | 72 | 29 |
| Diversity Outreach | 19 | 41 | 60 | 40 |

Data for this table came from responses to question 9.

Classify your group’s current need for assistance, resources or training in the following areas:

Table 26: Group’s current need for assistance, resources or training II

| Area of Need | Great Need | Need | Don’t Need | Total % Need |
|---|------------|------|------------|--------------|
| Working with Media | 18% | 44% | 39% | 62% |
| Fundraising | 27 | 41 | 33 | 68 |
| Event Organizing | 18 | 46 | 37 | 64 |
| Web/Internet Capability | 18 | 35 | 48 | 53 |
| Writing, Calling, Visiting US Gov’t Officials | 12 | 38 | 50 | 50 |
| Raising Public Awareness about AI | 23 | 59 | 19 | 82 |

Data for this table came from responses to question number 10.

Variation in Group Needs by Group Type

Table 27: Difference in group needs by group type

| Group Type | Top 3 Needs by Group Type | % |
|--------------------|--|-----|
| Local | Recruit & Retain Members | 84% |
| | Raising Public Awareness about AI | 71 |
| | Diversity Outreach | 68 |
| High School | Raising Public Awareness about AI | 85% |
| | Impacting a Specific Human Rights Issue | 82 |
| | Event Organizing | 76 |
| College | Recruit & Retain Members | 84% |
| | Raising Public Awareness about AI | 78 |
| | Fundraising/Educating Members on Human Rights Issues | 75 |

Data for this table came from responses to questions 1, 9, and 10.

Group Self-Assessment

Groups were asked to rank their level of success in developing skills and knowledge specific to their work.

There has been little change in the way that groups assessed their level of success from 2003-2004 to 2006-2007. A few exceptions: i) 60% of respondents indicated they were fair to poor at recruitment and retention in 2006-2007, which is an improvement over the 74% that reported being fair to poor in 2003-2004; ii) 56% of respondents reported being fair to poor at fundraising in 2006-2007, while only 40% reported being fair to poor in 2003-2004.

- Groups indicated they were best at educating members about specific human rights issues, organizing events **and impacting a specific human rights issue.**
- All groups rated themselves as fair to poor on recruitment and retention and new member orientation and raising public awareness about AI

Classify your group's level of success in each of the following areas:

Table 28: Group's level of success I

| Area of Self-Assessment | VG + Good | Fair + Poor |
|--|-----------|-------------|
| Recruitment and Retention | 39% | 60% |
| New Member Orientation | 35 | 65 |
| Goal Setting | 55 | 45 |
| Leadership Development | 37 | 64 |
| Educating Members on Human Rights Issues | 75 | 25 |
| Sharing Leadership | 52 | 47 |
| Impacting a Specific Human Rights Issue | 64 | 37 |

Data for this table came from responses to question number 21.

When asked what form of support would be most useful for each of the areas of self assessment:

- 36% of respondents preferred a facilitated workshop for help with recruitment and retention.
- 31% preferred consultation with staff or volunteer leaders for help with goal setting.
- 32% indicated an online training module would be most helpful for new member orientation and educating group members about specific human rights issues.
- 32% reported a facilitated workshop would be the best method for learning how to impact a specific human rights issue.

Classify your group's level of success in each of the following areas:

Table 29: Group's level of success II

| Area of Self-Assessment | VG + Good | Fair + Poor | Not Applicable |
|---|-----------|-------------|----------------|
| Working with Media | 21% | 40% | 39% |
| Organizing Events | 65 | 30 | 6 |
| Fundraising | 32 | 56 | 12 |
| Writing, Calling, Visiting a U.S. State or Federal Gov't Official | 46 | 40 | 14 |
| Raising Public Awareness about AI | 41 | 57 | 2 |

Data for this table came from responses to question number 23.

Table 30: Working with the Media by Group Type

| Group Type | Very Good + Good | Fair + Poor | Not Applicable |
|-------------|------------------|-------------|----------------|
| Local | 21% | 47% | 21% |
| High School | 18 | 9 | 41 |
| College | 13 | 34 | 34 |

When asked what form of support would be most useful for each of the areas of self assessment:

- 31% preferred consultation with staff or volunteer leaders for assistance in organizing events
- 29% of respondents favored a facilitated workshop for help with fundraising.

- 31% selected consultation with staff or volunteer leaders for assistance in raising public awareness about Amnesty.
- 29% of respondents thought that both an online training module and a facilitated workshop would be the most helpful method of assistance with writing, calling, visiting a U.S. State for Federal Government Official.

Not a Group Priority

- 36% of survey respondents indicated that working with the media was not a group priority, while 29% indicated that writing, calling, visiting a U.S. State for Federal Government Official was not a group priority.

Group Processes

These are processes related to group structure and function such as: goal setting, new member orientation, succession planning to develop new leadership, defined group leadership structure.

Goal Setting

- 53% of all respondents said that their groups set goals

Table 31: Goal setting by group type

| Group Type | Do NOT Set Goals | DO Set Goals |
|-------------|------------------|--------------|
| Local | 44% | 56% |
| High School | 57 | 43 |
| College | 43 | 57 |

New Member Orientation

- Informal group setting is the most popular method of new member orientation among all group types.

Table 32: New member orientation by group type

| Group Type | Structured Group | Structured One-One | Informal Group | Informal One-One | None | Other |
|-------------|------------------|--------------------|----------------|------------------|------|-------|
| Local | 3% | 8 | 50% | 45% | 13% | 8% |
| High School | 6 | 3 | 56 | 15 | 6 | 0 |
| College | 13 | 6 | 59 | 19 | 9 | 3 |

New Member Recruitment

Which of the following activities does your group undertake to recruit new members?

Table 33: methods for recruiting new members

| Group Type | Advertising | Individual Contact | Tabling at Events | Public Letter Writing Campaigns | Other |
|-------------|-------------|--------------------|-------------------|---------------------------------|-------|
| Local | 47% | 58% | 63% | 18% | 16% |
| High School | 35 | 47 | 21 | 15 | 18 |
| College | 50 | 47 | 59 | 28 | 9 |

Succession Planning for Leadership Development

- When asked if their groups had a plan or a process for developing new leaders 89% of all respondents said that they did NOT.

Table 34: Process for developing new leaders

| Group Type | No | Yes |
|-------------|-----|-----|
| Local | 88% | 12% |
| High School | 91 | 9 |
| College | 88 | 13 |
| Total | 89 | 12 |

Defined or Shared Leadership Roles

Which leadership roles are defined and held by individuals within your group?

Table 35: Defined leadership role

| Group Type | Top 3 Leadership Roles | % |
|-------------|----------------------------|-----|
| Local | Group Coordinator | 66% |
| | Issue Specific Coordinator | 42 |
| | Co-coordinator | 21 |
| High School | Group Coordinator | 38% |
| | Co-coordinator | 32 |
| | Fundraising | 15 |
| | Action Coordinator | 12 |
| | None | 15 |
| College | Group Coordinator | 47% |
| | Action | 40 |
| | Co-coordinator | 31 |
| | Events Coordinator | 28 |

Issues and Activities

This section reviews issues and activities groups worked on.

- The issue areas worked on by the highest percentage of groups were: Women's Human Rights (71%), Urgent Actions (68%), Denounce Torture (63) and Death Penalty (54%).

Figure 5

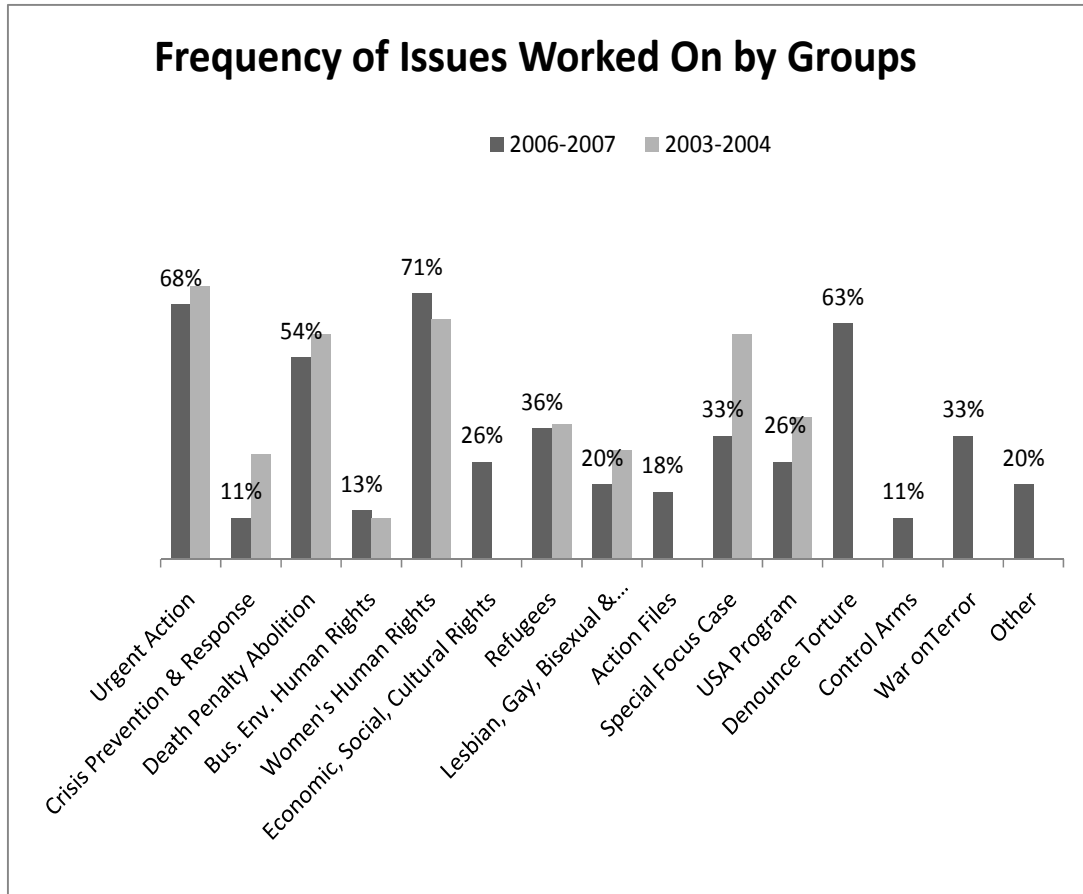
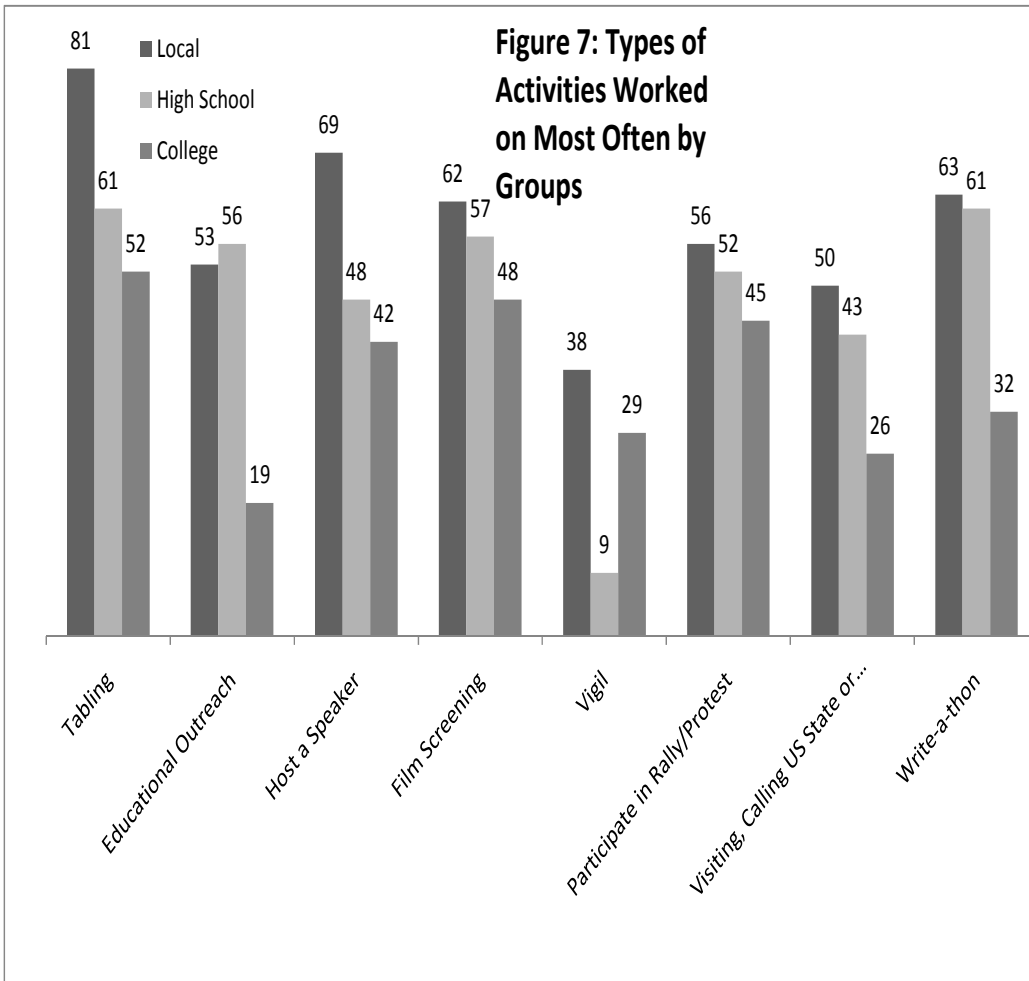


Table 36: Frequency of Issues worked on by groups

| Group Type | Top 3 Issues by Group Type | % |
|-------------|--|-----|
| Local | Women's Rights | 68% |
| | Denounce Torture | 66 |
| | Urgent Actions | 58 |
| High School | Urgent Actions | 50% |
| | Women's Rights | 44 |
| | Denounce Torture | 32 |
| College | Women's Rights, Death Penalty, Urgent Action | 41% |
| | Denounce Torture | 38 |
| | Refugee/Asylum Seekers | 28 |

Activities Conducted

- The activities worked on most often across groups were: tabling or distributing literature, film screening and hosting a speaker.
- College groups were least likely to lobby but more likely to attend a rally or do educational outreach, while high school groups were more likely to organize a write-a-thon.



Questions Added at Request of Regional Staff

Means by which members obtain their AI actions

- For all group types, the UA is their primary means of obtaining AI actions.

How does your group obtain actions?

Table 37: Group's means of obtaining action I

| Group Type | MARO Monthly Action | Monthly Mailing | Crisis Actions | Urgent Actions | Actions from Programs | Other |
|-------------------|----------------------------|------------------------|-----------------------|-----------------------|------------------------------|--------------|
| Local | 40% | 55% | 16% | 71% | 61% | 13% |
| High School | 18 | 47 | 9 | 59 | 15 | 6 |
| College | 19 | 31 | 0 | 50 | 9 | 9 |

Table 38: Group's means of obtaining action II

| Group Type | Top 3 by Group Type | % |
|--------------------|----------------------------|----------|
| Local Groups | Urgent Actions | 71% |
| | Actions from Programs | 61 |
| | Monthly Mailing | 55 |
| High School Groups | Urgent Actions | 59% |
| | Monthly Mailing | 47 |
| | MARO Monthly Action | 18 |
| College Groups | Urgent Actions | 50% |
| | Monthly Mailing | 31 |
| | MARO Monthly Action | 19 |

How does your group decide what actions to work on?

- Most student groups vote to decide on actions the group will undertake while most local groups work on actions brought up by individual members.

Table 39: Methods of group's decision on actions

| Group Type | Group Coordinator | Vote as Group | Individuals bring actions | National Priorities | Strategic Plan | Other |
|-------------------|--------------------------|----------------------|----------------------------------|----------------------------|-----------------------|--------------|
| Local | 42% | 42% | 55% | 8% | 8% | 5% |
| High School | 35 | 38 | 24 | 0 | 0 | 3 |
| College | 28 | 28 | 13 | 9 | 6 | 6 |

Table 40: Methods of group's decision on actions

| Group Type | Top 3 by Group Type | % |
|--------------------|----------------------------|----------|
| | | |
| Local Groups | Individuals bring actions | 55% |
| | Group Coordinator | 42 |
| | Vote as Group | 42 |
| | | |
| High School Groups | Vote as Group | 38% |
| | Group Coordinator | 35 |
| | Individuals Bring Actions | 24 |
| | | |
| College Groups | Vote as Group | 30% |
| | Group Coordinator | 33 |
| | National Priorities | 1 |

PART D: CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

- There has been a significant improvement in 3 of the 4 outcomes examined, including an 18 percentage point increase in dues payment, a 17 percentage point increase in the proportion of groups who say they are growing, a 15% increase in an index of group activities. There was not much change in knowledge of AIUSA priorities.
- The only predictor variable that changed between 2003-2004 and 2006-2007 was contact with staff and student/area coordinators. There was no change in the proportion of group members in MARO who attended AIUSA training or events (although those that attend appear less satisfied with the quality), length of involvement in AIUSA, or in group processes.
- It is reasonable to conclude that the increased contact between staff and groups, and area/student coordinators and groups, had a positive impact on outcomes observed.
- Given that less than 45% of groups have contact with staff and less than 60% have contact with area/student coordinators, there is room for further improvement in this area.
- Attendance at training or other AIUSA events was, in the cross-sectional analysis, a predictor of dues payment and knowledge of priorities.
- There is a real need to find effective ways of retaining new members. Most MARO members have been active with AIUSA for less than 3 years and a third of MARO members are new to the organization (i.e., less than a year)..
- The felt needs of groups have remained pretty much constant between the 2003-2004 and 2006-2007 surveys. Recruitment and retention, impacting specific human rights issues, educating members on human rights issues, new member orientation, and diversity outreach rank as their highest priorities.
- Groups do not assess themselves at any better in 2006-2007 than they did in 2003-2004, with the exception of recruitment and retention. However, groups still want help with this aspect of their work.

Recommendations

- It would appear worthwhile to further increase the level of contact between groups and staff and area/student coordinators as this is likely to have an impact on important human rights outcomes.
- It might be worthwhile pilot-testing an investment by AIUSA in bringing group members to training or other meetings. Those groups that are involved in the test could be tracked to see if it increases their activity levels.
- Given the: (i) high and constant turn-over of group members, (ii) the expressed importance of recruitment and retention to the groups, (iii) the reliance on electronic forms of communication by groups; it would be reasonable to develop an online orientation tool for new members.
- There is room for further analysis on what kind of contact is most worthwhile, for example, how important is face-to-face or other personal contact (phone calls or audio-conferences)? This could suggest the right mix of virtual, audio/video contact, and face-to-face meetings.
- There would be value in finding out more about how participants feel about AIUSA meetings and events and how these could be further strengthened.