

ASMC Membership Survey 2020

About the Survey

ASMC is conducting a comprehensive survey to capture the perceptions, challenges, and needs of our members and other defense financial managers, in an effort to ensure we are best meeting the needs of our members and to help chart the future of ASMC. Input from both members and non-members is critically important in helping ASMC enhance our training, education, and professional development offerings, as well as our overall support of our defense financial management profession.

The survey will be open from January 30, 2020 – February 19, 2020.

General FAQs

1. Who is conducting the survey?

ASMC in partnership with McKinley Advisors, a national research consulting firm specializing in non-profit associations.

2. Why did I receive a survey invitation?

All current ASMC members, members who have recently lapsed, and defense financial managers who have participated in certification or training through ASMC offerings or partnerships were asked for their input on this survey.

3. How will you protect my confidentiality?

Responses to the survey are collected and stored separately from your email address and any other potentially identifying information. When survey results are reported, they will be in aggregate so that no specific response can be identified.

4. What if I don't want to participate?

Participation in the survey is completely voluntary; however, we really need your opinions and insight.

Technical FAQs

1. The survey website is blocked. How can I complete it?

Most of the time the survey website is blocked due to workplace firewalls. Try sending the email to a personal email address, and then opening it on a personal computer or device.

2. I'm an ASMC member but did not receive a survey invitation. How can I participate?

All current ASMC members with a valid email address attached to their profile were sent a survey invitation. Please check your spam and junk mail folders for your invitation. (Samples of the survey emails are linked below). You may not have received an invitation if you have unsubscribed to our marketing communications, or if our email system has marked your email as invalid. We will be opening the survey for general responses towards the end of the survey period. Please check our website, Facebook, or Twitter account for this notification.

Incentives

1. What incentives are being offered?

The first 400 survey respondents were given the optional opportunity to receive a \$10 VISA gift card. Respondents beyond the initial 400 are being given the optional opportunity to be entered into random drawings to win \$20 VISA gift cards. Additionally, the three chapters with the highest survey participation rates (within each of our chapter size categories) will receive \$600, \$400, and \$200, respectively.

2. How will I be contacted if I win?

Respondents who complete the survey are asked to provide an email address for delivery of their gift card, at the end of the survey. Please check for an email from mckinleyadvisors@customer.rybbon.net. Chapters will be notified by ASMC directly within a few days following the end of the survey period.

3. How long do I have to claim my gift card?

Please check the bottom of your gift card notification email for the exact date. Generally, winners have 2-3 weeks after their notification is sent to claim the gift card.

4. When does my gift card expire?

Please check the gift card website (linked to in your notification email) for specific information about using your gift card.

ASMC Membership Survey 2020

The emails below are examples of the survey notice and invitations sent to survey participants.

Survey Communications

1. Introductory email sent: January 30, 2020

FROM: Al Runnels <runnels@asmconline.org>

SUBJECT: Shape the Future of ASMC



American Society of Military Comptrollers

To promote education, training and professional development in all aspects of military comptrollership.

Dear ,

In our ongoing commitment to supporting the advancement of the profession of defense financial management, the American Society of Military Comptrollers (ASMC) is conducting a research study to capture the perceptions, challenges, and needs of professionals like you. While we've conducted targeted research in recent years, it has been several years since we have asked our entire membership to provide insight through a comprehensive survey. We're excited to invite you to participate in this assessment to help ASMC define its future direction to better meet your needs.

Later today you will receive an email from our research partner, McKinley Advisors, inviting you to participate in this important survey. ASMC is your defense financial management professional association, so I urge you to take approximately 15 minutes to share your candid thoughts. As a way to thank you, the first 400 survey respondents will be given the optional opportunity to receive a \$10 VISA gift card. Respondents beyond the initial 400 will be given the optional opportunity to be entered into random drawings to win VISA gift cards. Additionally, the three chapters with the highest survey participation rates (within each of our chapter size categories) will receive \$600, \$400, and \$200, respectively.

Your responses are extremely important, and I trust that as defense financial managers, you understand the value that a high response rate will provide to ASMC in this effort. If you have any questions, please email membership@asmconline.org. I know your time is very valuable, so thank you in advance for your participation.

Sincerely,

Al Runnels
Executive Director

ASMC Membership Survey 2020

2. Survey Invitation: January 30, 2020

FROM: McKinley Advisors <membership@asmconline.org>
SUBJECT: ASMC Survey Invitation

Greetings ,

McKinley Advisors, an independent consulting firm, is administering a study on behalf of the American Society of Military Comptrollers (ASMC). Your participation will help ASMC as it strives to understand how well it is serving the needs of professionals like you and how the Society can continue to provide value in the future.

The survey should take no longer than about 15 minutes to complete and individual responses will be kept confidential. In appreciation for your participation, the first 400 respondents to complete the survey will be given the optional opportunity to receive a \$10 VISA gift card. Respondents beyond the initial 400 will be given the optional opportunity to be entered into random drawing to win VISA gift cards. Also, the three ASMC chapters with the highest survey participation rates (within each of our chapter size categories) will receive \$600, \$400, and \$200, respectively.

Start the Survey:

If you start the survey and stop before completing it, you can pick up where you left off by using the above link, so please be sure to save this email. The survey will close on Wednesday, February 19. If you have any questions or need assistance, please contact Claire Roberts by emailing croberts@mckinley-advisors.com.

On behalf of ASMC, thank you for your time and your insight.

3. First Survey Reminder: February 6, 2020

FROM: McKinley Advisors <membership@asmconline.org>
SUBJECT: ASMC Needs Your Insight

A big thank you to everyone who has responded to our ASMC Survey! We've received lots of excellent, thought-provoking feedback, but we need many more respondents. The survey will close on Wednesday, February 19. If you have not yet responded, please take a few minutes to add your thoughts by completing the survey today. Your input is critically important in helping ASMC enhance our training, education, and professional development offerings, as well as its overall support of our defense financial management profession.

Survey Link:

As a token of our appreciation, we're offering everyone who completes the survey (beyond the first 400 who were able to opt in for the \$10 VISA gift card) the opportunity to enter into a random drawing for the chance to win one of several \$20 VISA gift cards. Also, within each chapter size category, we're providing the top three ASMC chapters with the highest survey participation rates a gift of \$600, \$400, and \$200, respectively.

If you start the survey and stop before completing it, you can pick up where you left off by using the above link, so please be sure to save this email. If you have any questions or need assistance, please contact Claire Roberts by emailing <croberts@mckinley-advisors.com>.

ASMC thanks you in advance for your time and for your insight.

ASMC Membership Survey 2020

4. Gift Card Email - \$10 winners: February 4, 2020

FROM: McKinley Advisors <mckinleyadvisors@customer.rybbon.net>

SUBJECT: Thank You for Completing ASMC Survey [\$10 Gift Card]



McKinley Advisors wants to thank you for your recent participation in the survey for The American Society of Military Comptrollers (ASMC). You were one of the first 400 individuals to complete the survey. In appreciation for your time and insight, please click on the link below to access your \$10 Visa gift card.

Please note: You must claim your gift before the date below, but it does not have to be used immediately.

If you have any questions, please contact Meghana Deshmane at <mdeshmane@mckinley-advisors.com>.

Thank you,

Meghana

Senior Research Associate | McKinley Advisors

\$10 Visa® Prepaid Card



[Get Now](#)

Available until February 18, 2020