

Thank you for taking the time to complete AIM's membership survey. Your input is invaluable in shaping the work that AIM does and the support that we offer you as a member.

This survey will be open until Monday 17 March.

* 1. Are you an AIM member?

☐ Yes

☐ No

* 2. What type of membership do you have?

- ☐ Museum member
- ☐ Individual / freelance
- ☐ Support organisation / MDO
- ☐ Associate Supplier
- ☐ Non-profit support organisations / libraries / archives

* 3. AIM helps its members in lots of ways. How important are the following services to you?

	Essential	Very important	Fairly important	Not important
Grant giving programmes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of a like minded community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocacy and representation to policy makers and funders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research e.g. impact of admission charges on museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Success Guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News and case studies from other heritage organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AIM Hallmarks of Prospering Museums (best practice guidance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabling me to connect with other members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hallmarks at Home (advice webinars)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic Impact Toolkit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AIM national conference / virtual conference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telephone and / or email support from AIM staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to specialist support with finance / tax / legal issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy Action Group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance support and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership courses and support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid in-depth training and development opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance and	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

operations
consultancy



Sharing expert
content through AIM
communications like
the Bulletin



Discounts for events
such as AIM
Conference



Priority notice of
sponsorship
opportunities



Priority notice of
latest AIM Research



* 4. Do you consider your AIM membership fee to be value for money?

- ☐ Excellent
- ☐ Good
- ☐ Neither good nor bad
- ☐ Poor
- ☐ Very poor

5. Why did you give that score?

6. To what extent do you agree that AIM is a trusted source of advice and support?

Strongly disagree

Neither agree nor disagree

Strongly agree

* 7. Please tell us your single most significant reason for being a member of AIM.

8. How likely is it that you would recommend AIM to a friend or colleague? These answers have logic applied

NOT AT ALL LIKELY

EXTREMELY LIKELY

0

1

2

3

4

5

6

7

8

9

10

9. Are there any additional comments you'd like to make about your AIM membership, or the support that you need? Is there anything missing from AIM's offer?

* 10. Where else would you / do you go for help and advice, if not AIM?

If you're not an AIM member, but would like to join us, please see all the benefits of membership on [our website here](#).

**For museum members and non-profit support organisations / libraries / archives, please use this link to complete the 2025 membership survey:
<https://www.surveymonkey.com/r/9DM36T9>**