VBSR MEMBER SURVEY

You Spoke. We Listened.

How the 2025 Annual Member Survey helped directed VBSR in 2026.

Every year VBSR asks members to share what's working, what isn't, and what would make membership more valuable. Member feedback through the Annual Survey and conversations help shape our priorities, programs, and advocacy. This report demonstrates how VBSR members' voice translate into action.

A Stronger, More Aligned VBSR Brand

YOU SAID	WE DID
Leveraging the VBSR brand is a valuable member benefit.	We used that feedback to develop a new VBSR logo and brand identity — one that is more aligned and stronger, so members can leverage it with confidence. Come to VBSR's Annual Awards Ceremony on Oct 8th to be part of the brand launch.

Organizing Members for Advocacy Action

YOU SAID	WE DID
Organizing members for advocacy action is a top priority; and hosting political forums would be helpful.	• Bolstered our annual Day in the Statehouse • Hosted a Lt. Governor candidate forum • Co-hosted a Lt. Governor / Governor candidate forum with Let's Build Homes • Restructured VBSR staff roles to better support organizing members around collective action

Voices from Beyond Vermont

YOU SAID	WE DID
Bringing in leaders from beyond Vermont is a priority.	Featured Jodi Anderson as this year's VBSR Conference Keynote speaker.

Member-to-Member Business Support

YOU SAID	WE DID
Offering discounts to fellow VBSR members would help support your business.	Created a member-to-member deals page and feature member deals in our monthly newsletter

Leadership Development & Cohort-Based Learning

YOU SAID	WE DID
Leadership development and cohort-based learning opportunities would benefit your employees.	Brought back The Vermont Changemaker's Table

Focusing on Your Top Concerns: Housing, Healthcare, Democracy

You told us that affordable/workforce housing, healthcare, and protecting democracy are your top concerns. We have, and will continue to focus much of our advocacy, events, and programming on these issues, including:

- 2025 Legislative Breakfast: Dedicated to healthcare reform, featuring:
  - Stephen Leffler, MD — President & Chief Operating Officer, University of Vermont Medical Center
  - Robin Lunge, JD, MHCDS — Healthcare & Immigration Policy Lead, Office of U.S. Senator Peter Welch
  - Christopher Pearson — Board Member, Vermont Healthcare 911
  - Lisa Ventriss, MPA — Co-Chair, Vermont Healthcare 911 Leadership Council
  - Kathryn Becker Van Haste — State Director, Office of U.S. Senator Bernie Sanders
- Three conference sessions dedicated to housing, healthcare, and democracy
- A free webinar: “Defending Democracy in Vermont: Good for Business and Communities”

Please complete the 2026 Member Survey.

https://www.surveymonkey.com/r/8X233M5

This report proves what your feedback made possible in the last year. As you take this year's Annual Member Survey, know that your answers don't just get filed away – they help shape member benefits, programming and advocacy priorities. Thank you for taking the time to keep VBSR focused on what matters to you.