

# UNDERSTANDING WHY MEMBERS LEAVE



Why are you leaving? This is a question you should ask all members who decide to leave your club. No matter what the answer is, you can use this information to try to prevent the same issue from causing others to leave. Use the Exit Survey on page 6.3 to determine why your members leave and start a conversation about what your club can do to keep members in the future. Your club membership committee can review and tailor the survey to your club's needs. Or you may choose to create an online form or conduct an in-person interview.

## OUTCOME

Use exit surveys and act on their results to:

- Determine why members resign from your club
- Address any issues the survey reveals



Consider using an online survey tool. They're convenient, are often free or inexpensive to use, and are helpful in managing response data.

## GETTING ORGANIZED

Taking this survey may be the final contact that a member has with Rotary, and it's very important. If you conduct the survey online, put someone in charge of managing the process whenever a member leaves the club. If you use a paper survey or an in-person conversation, ask someone who is a good listener to talk with the resigning member. The interviewer will need to relay the results to the membership committee and club board. Regardless of the method, it's important to make it a positive interaction so that the member leaves with a positive regard for Rotary.

# GETTING STARTED

Ready to start? Here's how.

## Step 1: Ask permission

Ask the resigning member if he or she is willing to take a confidential exit survey. Explain that the purpose of the survey is to determine whether there are problems that should be addressed to help prevent further losses of valued members and to improve the club for others.

## Step 2: Provide the survey

Give the member the survey and ask them to complete it at their earliest convenience. You can edit the survey included in this document and attach it to an email or use an online survey tool. If the member is unable to complete the survey online, use a paper form and provide a stamped, addressed envelope.

## Step 3: Discuss the results

Once you receive the completed survey, discuss the results with your club's membership committee. If the member is leaving for a reason other than relocation, discuss what your club can change to prevent current or future members from leaving for similar reasons. Compare this member's responses to those of other recent exit surveys to identify trends. Stress the importance of confidentiality and respect for all viewpoints.

## Step 4: Take action

This step is crucial for your club's membership development. You invest time and resources into attracting and engaging members; protect that investment by addressing member losses. While not every exit survey will require action, they do merit consideration. Create a plan and delegate its tasks. Update your club's Member Satisfaction Survey based on the responses of resigning members over the previous year.

### Interested in doing other assessments?

[Representing Your Community's Professions: A Classification Assessment](#)

[Diversifying Your Club: A Member Diversity Assessment](#)

[Finding New Club Members: A Prospective Member Exercise](#)

[Improving Your Member Retention: Retention Assessment and Analysis](#)

[Enhancing the Club Experience: Member Satisfaction Survey](#)



# EXIT SURVEY

We're sorry to lose you as a member of our club. To help us understand why you're leaving and what we can do to improve the club experience, please answer the following questions about your Rotary experience and return the completed survey to your club secretary or president. We appreciate your candid and honest answers.

1. What were your primary reasons for joining the club?

- Community service
- International service
- Personal development
- Leadership or professional development
- Family legacy or tradition
- Status and prestige
- Social opportunities
- Networking
- Opportunity to facilitate international exchange
- Tutoring and mentoring of youth
- Reconnecting with Rotary as an alumnus or alumna
- Other: \_\_\_\_\_

2. How long have you been a member of the club?

- Less than 2 years
- 2-5 years
- 6-10 years
- 11-20 years
- More than 20 years

3. What did you like best about being a member of this club?

What did you like least?

4. How many prospective member information sessions did you attend before you became a member?

- 1
- 2
- 3 or more
- None, because the club did not offer such sessions
- None, because I was not interested

5. How many club meetings did you attend before you became a member?

- 0
- 1-2
- 3-4
- 5 or more

6. How were you informed about club activities and your responsibilities before joining?  
(Mark all that apply.)

- Attended information sessions
- Received club information from a club officer
- Received club information from my sponsor
- I found information on my own

7. Did you learn more about Rotary in a structured way (e.g., new member orientation, continuing education) once you became a member? (Select one.)

1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not at all					Definitely

8. Do you believe you were adequately informed of the financial and time obligations of club membership? (Select one.)

1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not at all					Definitely

9. Were club meetings a worthwhile use of your time? (Select one.)

1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not at all					Definitely

10. Did you feel welcome in the club? (Select one.)

1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not at all					Definitely

11. Did you feel comfortable expressing concerns to club leaders? (Select one.)

1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not at all					Definitely

12. If you did not feel welcome or did not feel comfortable expressing concerns, explain why.

13. How would you describe the club's culture?

14. What could be done to improve the club experience for new members?

15. Please evaluate meeting logistics.

Meeting logistics	Yes	No
Convenient meeting location	<input type="checkbox"/>	<input type="checkbox"/>
Enjoyable meeting location (atmosphere, service)	<input type="checkbox"/>	<input type="checkbox"/>
Convenient meeting time	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate meeting length	<input type="checkbox"/>	<input type="checkbox"/>
Well-run and organized meetings	<input type="checkbox"/>	<input type="checkbox"/>

16. Please evaluate meeting activities.

Meeting activities	Excessive	Reasonable	Inadequate
Rotary education (on Rotaract, Youth Exchange, Rotary Foundation programs, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club public relations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Please rate the following aspects of club meetings.

Meeting features	Excellent	Fair	Poor
Program content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program structure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meal quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meal cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity to socialize	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Did you participate in service projects?  Yes  No

19. If no, why not?

- |   |   |
|---|---|
| <input type="checkbox"/> Type and quality of projects | <input type="checkbox"/> Number of projects |
| <input type="checkbox"/> Personality conflicts        | <input type="checkbox"/> Cost               |
| <input type="checkbox"/> Schedule conflicts           | <input type="checkbox"/> Other: _____       |

20. How satisfying was your participation in service projects? (Select one.)

1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not at all					Very

21. If your participation in service projects wasn't satisfying, why wasn't it? (Mark all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> Lack of variety in projects        | <input type="checkbox"/> Lack of quality of projects     |
| <input type="checkbox"/> Low quantity of projects           | <input type="checkbox"/> Personality conflicts           |
| <input type="checkbox"/> Lack of support from other members | <input type="checkbox"/> Insufficient family involvement |
| <input type="checkbox"/> High costs                         | <input type="checkbox"/> Did not feel welcomed           |
| <input type="checkbox"/> Schedule conflicts                 | <input type="checkbox"/> Other: _____                    |

22. Please evaluate your experience of Rotary with respect to your family.

Family of Rotary	Agree	Disagree	Not applicable
Rotary interfered with my family responsibilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My family was proud of my involvement in Rotary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My family wanted to be more involved in Rotary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There were opportunities to include my family in club activities and projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. How could your family have been more involved in your Rotary experience?



24. Please evaluate the costs associated with membership.

Cost	Too high	Reasonable	Too low	Not applicable
Club dues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meal costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club assessments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club fines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service project contributions (time or monetary)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rotary Foundation contributions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. How well does the club reflect the demographic profile of professionals in the community?

(Select one.)

1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not at all					Very well

26. Think about what was communicated to you when you joined the club.

Were your expectations met?

27. Why did you decide to terminate your membership?

28. Would you consider joining another Rotary club?

Yes

No

Not sure

29. What is your best advice to the club's leaders as you leave?

30. Do you have any other comments?

Thank you for completing this survey.