

# 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

## 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.



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

# 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](#)