

LIONS CLUB EXIT INTERVIEW

Successful clubs understand their members and are responsive to their needs. Communications is imperative to developing this understanding and critical when a member decides to terminate his or her membership.

When a member decides to leave the club, there are usually reasons for the departures. An effective exit interview can provide valuable information that can be used to increase retention.

Instructions for an effective Exit Interview

It is suggested that the following interview procedure be conducted by the club's membership chairperson. If the former member feels uncomfortable sharing the information with the membership chairperson, the interview should be conducted by a neutral third party.

Here are a few tips.

1. The interview will bring useful results when it is conducted in person at a location where the former member feels comfortable. Only when a face-to-face meeting is impossible should this interview be conducted over the phone
2. Encourage the former member to be open and honest so that the information and insight provided can be used to improve the club. Make the former member feel as comfortable as possible.
3. The former member should be advised that the information will be incorporated into general exit interview data (excluding names) and may be shared with others outside the membership committee.
4. The exit interview is an exercise in constructive communication. Do not be defensive or make excuses for possible problems within the club. Instead, encourage the former member to be open about the issues. However, if a solution can be found during the discussion, offer assistance or look into the matter further to solve the problem. This may be a way of bringing the former member back into the club.
5. Always leave an "open door." A former member is the club's best prospect. Keep his or her name on the club's mailing list and invite the former member to volunteer for club projects and stay involved, even as a non-member.
6. End the conversation by thanking the former member for the service provide and let him or her know that the club valued the contribution made to the community. Encourage the individual to stay in touch.
7. Relay the identified problems to the club's leadership. Discuss what could be done to prevent the problems from affecting other members and take advantage of the opportunity to strengthen the club by making positive changes.

Exit Interviews Summary

Lions Clubs Exit Interview Questions: Summary of 8 interviews

1. What are the reasons you (the exiting member) are leaving the club?

Difficulties with meetings/activities

- _3_ Not asked to help or be involved in planning
 - ___ Was not aware of the responsibilities before joining
 - ___ Was not aware of the responsibilities after joining
 - ___ Meeting day/time was not convenient
 - ___ Meeting place/food was unsatisfactory
 - _2_ Service projects not effective/useful for the community
 - _2_ Meetings disorganized, not following an agenda
 - _3_ Not enough recognition for job well done
 - ___ Not enough social events
- Other 2 meeting location has steps which caused a problem due to hip & knee surgery_____

Personal needs not met/lifestyle conflicts with being a Lion

- _1_ Skills/talents not utilized
 - ___ Needs for fellowship not met
 - _1_ Needs for networking not met
 - ___ Cost prohibitive
 - _2_ Health reasons
 - ___ Time demands (family, work etc)
 - _1_ Did not feel a part of the group
- Other_____
- _____

Difficulties with club administration/ members

- _2_ Disorganized leadership
 - _3_ Unhappy with current leadership
 - ___ Poor communication among members
 - _1_ Age differences too great
 - _1_ Gender differences
 - ___ Philosophical differences
 - _1_ Cliques/groups to which certain people did not belong
 - ___ Foreign language problem
- Other_____
- _____

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2. Please provide further details about the reasons you list for leaving the club.
We were expected to help with current club projects and when we did we were not thanked for our efforts. New project ideas were not welcomed.

3. Is there anything that could have been done to prevent your membership drop?
Survey of all members and use new ideas in planning.

4. Is there anything that the club should consider changing that may increase retention?
More efficient meetings and more active projects.

5. Did your sponsor fulfill his/her responsibilities? *yes*

6. Is there anything the sponsor could have done to prevent your membership drop?
I needed transportation, but my sponsor was driving directly from work. Others members were not willing to pick me up.

7. If you left as a result of job transfer/relocation, are you joining a new club near your place of residence or job? Yes____ No____
Did not leave club due to job transfers.

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LIONS CLUB EXIT INTERVIEW

Club Name _____ District _____ Date of Interview ___ / ___ / ___

Interviewer's Name: _____ Interviewer's Title _____

Former Member's Name: _____

How long was the Lion an active member of your club? _____

Please check the box below (as listed on the M&A report) that indicates the one reason why the Lion dropped membership:

- Resigned in good standing
- Dropped for non-payment
- Dropped for non-attendance. Missed _____ meetings/activities
- Dropped for non-payment and non-attendance
- Transferred to _____ Lions Club
- Moved/left with their payment outstanding
- Other (be specific) _____

Ask the Lion whether this is in fact the real reason for the departure. Uncover more detailed information by probing for issues that may have made membership unappealing.

The former member cited the following reason(s) for leaving the club:

Other (not listed): _____

- | | |
|---|--------------------------------------|
| ___ Did not feel part of the group | ___ Too much time away from family |
| ___ Wasn't aware of their responsibilities before joining | ___ Not asked to help or be involved |
| ___ Meeting day/time was not convenient | ___ Members resisting change |
| ___ Meeting place/food was unsatisfactory | ___ Not enough social events |
| ___ Cost prohibitive | ___ Use of improper language |
| ___ Health reasons | ___ Minority group insults |
| ___ Time demands | ___ Spouse unsupportive |
| ___ No further educated about Lions after joining | ___ Poor communication |
| ___ Disorganized leadership | ___ Not enough recognition |

- Unhappy with current leadership
- Skills/talents not utilized
- Club did not effectively provide community services
- Too many work activities
- Foreign language problem
- Age differences too great
- Uncomfortable table discussions
- Gender differences
- Philosophical differences

Provide further detail concerning the former member's primary reason for leaving the club:
 (Please be as thorough in your answer as possible)

Provide further detail concerning the former member's secondary reason for leaving the club:
 (Please be as thorough as possible.)

Provide further detail concerning any other reasons for leaving the club:
 (Please be as thorough as possible.)

Is there anything within reason that could be done to prevent the loss of this member?

Is there anything that the club should consider changing that may increase retention?

Did the sponsor fulfill his/her responsibilities? Yes No

What could the sponsor have done to prevent the member from leaving?

Would this former member consider rejoining the club in the future? Yes No When: _____

Does this former member have any interest in joining a different Lions Club which may better suit his/her needs? ___ Yes ___ No

Did the former member know the responsibilities of the club before joining? ___ Yes ___ No

Did the former member try to take an active role in the club by:

- ___ attending meetings
- ___ attending Board meetings
- ___ participating in club discussions
- ___ holding a leadership position
- ___ participating in community projects
- ___ helping with fund-raising projects
- ___ other (please explain): _____

If the Lion has left as a result of a job transfer, is he/she joining at a new location? ___ Yes ___ No

Name of new club: _____

If no, what is the reason for not rejoining: _____

If Dropping Due to Non-Attendance

How long was this Lion in non-attending status? _____

Did any club officer/member contact this person about non-attendance? ___ Yes ___ No

If yes, what was their response? _____

If Dropping Due to Non-Payment

How long was this Lion in non-paying status? _____

Did any club officer/member contact this person about non-payment of dues? ___ Yes ___ No

If yes, what help was offered? Explain: _____

New Address	Telephone Numbers
Name _____	Home _____
Address _____	Home fax _____
City _____	Business _____
State, Zip Code _____	Business fax _____
Country _____	Sponsor's Name _____
Email Address _____	Sponsor's Phone _____