

UNDERSTANDING WHY MEMBERS LEAVE



What is the reason behind your leaving? This is a question you should ask all members who decide to leave your club. Irrelevant from the reason they give, you can use this information to prevent the same issue from causing others to leave. Use this Exit Survey to determine why your members leave and start a conversation about what your club can do to retain members in the future. Depending on you club's needs, feel free to review and tailor the survey.

OUTCOME

Use exit surveys and act on their results to:

- Determine why members decide to leave your club
- Address any issues the survey reveals

Consider using an online survey tool such as [JotForm](#) or [Google Forms](#).

They are convenient, free to use and helpful in managing incoming responses.

PREPARATION

Taking this survey may be the final contact that a member has with Kiwanis, 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 forward the results to the membership coordinator 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 Kiwanis.

GETTING STARTED

Here's how!

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.

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.

3

DISCUSS THE RESULTS

Once you receive the completed survey, discuss the results with your club's/ district's membership coordinator. 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.

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.



EXIT SURVEY

We are 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 Kiwanis 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
- Personal development
- Leadership or professional development
- Family legacy or tradition
- Status and prestige
- Social opportunities
- Networking
- Opportunity to participate in international events
- Other: [Click or tap here to enter text.](#)

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

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

3. What did you like best about being 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 session
- None, because I wanted to join anyway

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 you joined?

- Attended information sessions
- Received club information from a club officer
- Received club information from my mentor/ other members.
- I found information on my own

7. Did you learn more about Kiwanis in a structured way (e.g. new member orientation, continuous learning) once you became a member?

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 |
| <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?

1	2	3	4	5
<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?

1	2	3	4	5
<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?

1	2	3	4	5
<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?

1	2	3	4	5
<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 traditions?

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

15. Please evaluate meeting-related arrangements

Meeting arrangements	Yes	No
Convenient meeting location	<input type="checkbox"/>	<input type="checkbox"/>
Enjoyable meeting location (atmosphere, service etc.)	<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
Kiwanis Academy (Service projects, KCF, Growth-related activities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club's impact on community	<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"/>
Opportunities to socialize	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Did you participate in service project? Yes No

19. If no, why not?

- Type and quality of projects
- Personality conflicts
- Schedule conflicts
- Number of projects
- Cost
- Other: [Click or tap here to enter text.](#)

20. How satisfying was your participation in service projects?

- 1 2 3 4 5
-

Not at all

Very

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

- Lack of variety in projects
- Low quantity of projects
- Lack of support from members
- High costs
- Schedule conflicts
- Lack of quality of projects
- Personality conflicts
- Insufficient family involvement
- Did not feel welcomed
- Other: [Click or tap here to enter text.](#)

22. Please evaluate the costs associated with membership.

Cost	Too high	Reasonable	Too low	N/A
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"/>
Service project contributions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kiwanis Children's Fund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Think about what was communicated to you when you joined the club?
Were your expectations met?

24. Why did you decide to terminate your membership?

25. Would you consider joining another Kiwanis club?

- Yes
- No
- Not sure

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

Thank you for completing this survey.