

## **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.



# 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           |

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

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

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

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

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

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

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Did the sponsor fulfill his/her responsibilities?  Yes  No

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

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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: \_\_\_\_\_

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