17. Membership Retention

The Retention Subcommittee of the Membership Committee has the following responsibilities:

- **Identify Members at Risk**
  - Work with the club secretary to learn who has resigned, or who might be losing interest in the club, as indicated by lack of attendance.

- **Encourage New Member Connections**
  - Maintain a list of all those who have been members for one year or less, and encourage chairs of various club committees to recruit these new members to join their committees.
  - Encourage inter-club contact during meetings and club gatherings. New members will be urged to sit at different tables each week to meet more of the club’s members.

- **New Member Interviews**
  - Within 3-6 months, meet with each new member to learn how they feel about their membership in our club. The questionnaire should be used to guide this meeting.

- **Retention Interviews**
  - Meet with members who are identified as at risk and are losing interest in our club to find out what the problems are. The questionnaire should be used to guide this meeting.

- **Exit Interviews**
  - Members who leave the club will be invited out and asked to respond to the exit questionnaire about their reasons for leaving the club. If moving, they will be encouraged to join a Rotary Club in their new community.

- **Improve Member Retention**
  - Periodically, a Club Assembly should be held so all club members may offer their suggestions on membership recruitment and retention. The results of all interviews will be reported to the Membership Chair.

The Resigning Member Questionnaire provided by Rotary International will be used as a guide when interviewing resigning members and those members not available for personal interviews.
We regret that you have terminated membership with the Rotary Club of Livermore. In order to enable us to enhance the experience provided to future Rotarians, please take a few moments to respond to the following questions. Please return the completed questionnaire to the Club Secretary at P.O. Box 694; Livermore, CA 94551.

I. REASONS FOR RESIGNING

1. Why are you leaving the Livermore Rotary club? (Please check all that apply)
   - [ ] Relocating to a new community
   - [ ] Unable to meet attendance responsibilities
   - [ ] Competing priorities
   - [ ] Financial constraints
   - [ ] Not interested in club service projects
   - [ ] Not interested in Rotary’s mission
   - [ ] Health Concerns
   - [ ] Club meeting time was not convenient
   - [ ] Other (please explain)

2. If you are moving, would you consider joining a Rotary club in your new place of residence or occupation?  
   - [ ] Yes
   - [ ] No

   Would you like us to contact the Rotary club in your new place of residence to notify them that you are interested in joining their club?  
   - [ ] Yes
   - [ ] No

   If yes, please provide the following information:
   - Name: ____________________________
   - Address: ____________________________
   - Phone Number: ____________________________
   - E-mail Address: ____________________________

II. CLUB MEETINGS & ACTIVITIES

3. Did you enjoy your club's weekly meetings?  
   - [ ] Yes
   - [ ] No

4. Please check the appropriate response to the following questions:
   - The amount of Rotary content in our meetings was:
     - [ ] Adequate
     - [ ] Excessive
     - [ ] Insufficient
   - The length of our meetings were:
     - [ ] Adequate
     - [ ] Excessive
     - [ ] Insufficient
   - Our meetings were:
     - [ ] Organized
     - [ ] Poorly organized
   - Our meeting time was:
     - [ ] Convenient
     - [ ] Inconvenient
   - The location of our meeting was:
     - [ ] Convenient
     - [ ] Inconvenient
   - The cost of attending the meeting was:
     - [ ] Adequate
     - [ ] Excessive
     - [ ] Insufficient

5. Our club should have held (☐ more ☐ the same amount ☐ fewer) fellowship activities.

6. Did you feel welcome in our Rotary club?  
   - [ ] Yes
   - [ ] No

   If no, why? (Please check all that apply)
   - [ ] Club cliques
   - [ ] Other members did not make an effort to interact with me.
   - [ ] I did not make an effort to meet other members.
   - [ ] I felt demographically isolated: (Please check all reasons that apply)
     - [ ] older
     - [ ] younger
     - [ ] different gender
     - [ ] different ethnicity
     - [ ] different professions
     - [ ] too professionally homogeneous
     - [ ] other demographic reason *(please explain)*
7. The club should involve or provide more opportunities for family involvement. □ Yes □ No

8. The following changes would improve club meetings:

□ Better speakers □ Increased emphasis on vocational information
□ Increased variety of program topics □ More focus on professional networking
□ More information on Rotary programs □ More focus on fellowship
□ More information on service opportunities □ Better time management
□ Other (please explain) __________________

9. Indicate your feelings regarding our club’s activity in the following areas:
(Please check the appropriate response)

<table>
<thead>
<tr>
<th>Area</th>
<th>Level of Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Recruitment</td>
<td>□ Excessive □ Adequate □ Insufficient □ Not Aware</td>
</tr>
<tr>
<td>Membership Retention</td>
<td>□ Excessive □ Adequate □ Insufficient □ Not Aware</td>
</tr>
<tr>
<td>Membership Development</td>
<td>□ Excessive □ Adequate □ Insufficient □ Not Aware</td>
</tr>
<tr>
<td>New Member Orientation</td>
<td>□ Excessive □ Adequate □ Insufficient □ Not Aware</td>
</tr>
<tr>
<td>Club Public Relations</td>
<td>□ Excessive □ Adequate □ Insufficient □ Not Aware</td>
</tr>
<tr>
<td>Fundraising</td>
<td>□ Excessive □ Adequate □ Insufficient □ Not Aware</td>
</tr>
<tr>
<td>The Rotary Foundation</td>
<td>□ Excessive □ Adequate □ Insufficient □ Not Aware</td>
</tr>
</tbody>
</table>

III. CLUB PROJECTS

10. Did you participate in our club's local service projects? □ Yes □ No
If yes, how did you become involved?
□ I volunteered □ I was asked
Did your involvement meet your expectations/goals? □ Yes □ No
If no, why? (Please check all that apply)
□ Projects did not address community needs □ Personality conflicts
□ Insufficient knowledge of project □ Personal time conflicts
□ Lack of resources to accomplish project □ Cost
□ Lack of support from other members □ Insufficient family involvement
□ Lack of required skill to accomplish project □ Other (please explain) _______

11. Did you participate in our club's international service projects? □ Yes □ No
If yes, how did you become involved?
□ I volunteered □ I was asked
Did your involvement meet your expectations/goals? □ Yes □ No
If no, why? (Please check all that apply)
□ Projects did not address needs I considered important □ Personality conflicts
□ Insufficient knowledge of project □ Personal time conflicts
□ Lack of resources to accomplish project □ Cost
□ Lack of support from other members □ Insufficient family involvement
□ Lack of required skill to accomplish project □ Other (please explain) _______

IV. CLUB BULLETIN & COMMUNICATION

12. Our club bulletin contained (□ sufficient □ excessive □ insufficient) club and Rotary information.

13. Our club bulletin was: (please check all that apply)
□ interesting □ useful □ informative □ boring □ limited □ uninformative

14. Our club □ has a website □ does not have a website
If not, would your club have benefited from having a website □ Yes □ No
V. MEMBERSHIP EXPENSES

15. Indicate your feelings regarding the following expenses associated with membership in our club:

<table>
<thead>
<tr>
<th>Type of Cost</th>
<th>Perception of Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club dues</td>
<td>Excessive</td>
</tr>
<tr>
<td>Rotary International dues</td>
<td>Excessive</td>
</tr>
<tr>
<td>Cost of weekly meetings</td>
<td>Excessive</td>
</tr>
<tr>
<td>Amount of club fines/assessments</td>
<td>Excessive</td>
</tr>
<tr>
<td>Voluntary contributions to service projects</td>
<td>Excessive</td>
</tr>
<tr>
<td>Voluntary contributions to The Rotary Foundation</td>
<td>Excessive</td>
</tr>
</tbody>
</table>

VI. CLUB LEADERS

16. Did you feel comfortable sharing your concerns with club leaders?  ☐ Yes  ☐ No

   If no, why? (Please check all that apply)
   ☐ Club leaders had so many responsibilities I did not want to burden them.
   ☐ I was not a member long enough to feel comfortable approaching club leaders.
   ☐ I did not want to be perceived as a complainer.
   ☐ Club leaders had their own agenda and were not interested in other ideas.
   ☐ Club leaders were not open to discussion or concerns.
   ☐ Other: _____________________________

17. Did you ever share suggestions with club leaders?  ☐ Yes  ☐ No

   Were club leaders receptive?  ☐ Yes  ☐ No

18. Did club leaders ever seek your opinions/reactions?  ☐ Yes  ☐ No

VII. ADDITIONAL INFORMATION

19. How long were you a member of your Rotary club? ____________ years

20. How did your spouse/partner/family feel about your involvement in Rotary?
   ☐ Proud of my involvement  ☐ Felt it took too much of my time
   ☐ Wanted to know more  ☐ Sought interaction with other Rotary spouses/partners/families
   ☐ Felt it was too expensive  ☐ Other (please explain) ______________
   ☐ Wanted to be involved

21. Is there anything not mentioned above that your club could have done differently to meet your needs?  ☐ Yes  ☐ No

   If yes, please indicate what action could have been taken:

22. With which volunteer activities will you spend your time in the future? Please check the 2 most likely
   ☐ Political  ☐ School Board  ☐ Hospital/Healthcare
   ☐ Town/city board  ☐ PTA  ☐ Medical fundraising
   ☐ Town/city council  ☐ Classroom volunteer  ☐ Religious
   ☐ Community organization board  ☐ Youth sports  ☐ Other (please specify)

23. Please indicate your age range.
   ☐ 30-35 years  ☐ 36-40 years  ☐ 41-45 years  ☐ 46-50 years  ☐ 51-55 years  ☐ 56-60 years
   ☐ 61-65 years  ☐ 66-70 years  ☐ 71-75 years  ☐ 76-80 years  ☐ 81 years or older=

   Optional: __________________________________________

   Name

   Thank you for taking the time to complete this questionnaire. Your comments will help provide guidance to our club in its membership retention efforts.