

Rotary Club of Livermore

Revision Number: _____

Revision Date: _____

Date of Policy Creation and Board Approval: 8 March 2011

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.



RESIGNING MEMBER INPUT

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)
- | | |
|---|--|
| <input type="checkbox"/> Relocating to a new community | <input type="checkbox"/> My networking expectations were not met |
| <input type="checkbox"/> Unable to meet attendance responsibilities | <input type="checkbox"/> My community service expectations were not met |
| <input type="checkbox"/> Competing priorities | <input type="checkbox"/> My fellowship expectations were not met |
| <input type="checkbox"/> Financial constraints | <input type="checkbox"/> Did not feel included in the club |
| <input type="checkbox"/> Not interested in club service projects | <input type="checkbox"/> Business/professional pressures |
| <input type="checkbox"/> Not interested in Rotary's mission | <input type="checkbox"/> Not interested in weekly club programs |
| <input type="checkbox"/> Health Concerns | <input type="checkbox"/> Too much time away from family responsibilities |
| <input type="checkbox"/> Club meeting time was not convenient | |
| <input type="checkbox"/> 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: | <input type="checkbox"/> Adequate | <input type="checkbox"/> Excessive | <input type="checkbox"/> Insufficient |
| The length of our meetings were: | <input type="checkbox"/> Adequate | <input type="checkbox"/> Excessive | <input type="checkbox"/> Insufficient |
| Our meetings were: | <input type="checkbox"/> Organized | <input type="checkbox"/> Poorly organized | |
| Our meeting time was: | <input type="checkbox"/> Convenient | <input type="checkbox"/> Inconvenient | |
| The location of our meeting was: | <input type="checkbox"/> Convenient | <input type="checkbox"/> Inconvenient | |
| The cost of attending the meeting was: | <input type="checkbox"/> Adequate | <input type="checkbox"/> Excessive | <input type="checkbox"/> 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)
- Other members were:
- 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:

- | | |
|--|---|
| <input type="checkbox"/> Better speakers | <input type="checkbox"/> Increased emphasis on vocational information |
| <input type="checkbox"/> Increased variety of program topics | <input type="checkbox"/> More focus on professional networking |
| <input type="checkbox"/> More information on Rotary programs | <input type="checkbox"/> More focus on fellowship |
| <input type="checkbox"/> More information on service opportunities | <input type="checkbox"/> Better time management |
| <input type="checkbox"/> Other (please explain) _____ | |

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

Area	Level of Activity			
Membership Recruitment	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Membership Retention	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Membership Development	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
New Member Orientation	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Club Public Relations	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Fundraising	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
The Rotary Foundation	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware

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)

- | | |
|---|--|
| <input type="checkbox"/> Projects did not address community needs | <input type="checkbox"/> Personality conflicts |
| <input type="checkbox"/> Insufficient knowledge of project | <input type="checkbox"/> Personal time conflicts |
| <input type="checkbox"/> Lack of resources to accomplish project | <input type="checkbox"/> Cost |
| <input type="checkbox"/> Lack of support from other members | <input type="checkbox"/> Insufficient family involvement |
| <input type="checkbox"/> Lack of required skill to accomplish project | <input type="checkbox"/> 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)

- | | |
|--|--|
| <input type="checkbox"/> Projects did not address needs I considered important | <input type="checkbox"/> Personality conflicts |
| <input type="checkbox"/> Insufficient knowledge of project | <input type="checkbox"/> Personal time conflicts |
| <input type="checkbox"/> Lack of resources to accomplish project | <input type="checkbox"/> Cost |
| <input type="checkbox"/> Lack of support from other members | <input type="checkbox"/> Insufficient family involvement |
| <input type="checkbox"/> Lack of required skill to accomplish project | <input type="checkbox"/> 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:

Type of Cost

Perception of Cost

- Club dues Excessive Reasonable Inadequate
- Rotary International dues Excessive Reasonable Inadequate
- Cost of weekly meetings Excessive Reasonable Inadequate
- Amount of club fines/assessments Excessive Reasonable Inadequate
- Voluntary contributions to service projects Excessive Reasonable Inadequate
- Voluntary contributions to The Rotary Foundation Excessive Reasonable Inadequate

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.