

Member Exit Questionnaire Template

We would be grateful if you could fill in the questionnaire below. We welcome frank and honest feedback because it provides us with an opportunity to make improvements. This is confidential, but if you would like us to respond directly to a point you raise, please let us know.

Sue
Froggatt

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Option 1

Please indicate how strongly you agree with the following statements by distributing 10 points between the statements below. Award more points to the statement that you most agree with.

I am leaving the association because:

10 points

- I did not have enough time to use the benefits
- The subscription rate was too high for the value received
- I have joined another membership association that better suits my needs
- It did not give me something practical I could use in my job
- It was too cliquey
- I have changed job / or profession
- The organization has changed direction and membership is no longer relevant
- The organization has moved location and membership is no longer relevant
- I did not have time to take advantage of membership
- I wanted more opportunities to network and meet other members
- Poor customer service
- The association did not keep me informed about the important issues
- The association did not give me a balanced perspective on issues
- Other.....

Option 2

1. Please tick to indicate your main reasons for leaving the association:

- ☐ Oops! I didn't mean to lapse! Please renew my membership.
- ☐ Unable to actively participate: Lack of time
- ☐ No longer involved in this field: Changed business/position/profession
- ☐ Retired/business closed
- ☐ etc.

2. Overall how would you rate (1=poor and 10=excellent):

The value of membership..... 1 2 3 4 5 6 7 8 9 10 ☐ Not used ☐ Not aware
The membership experience 1 2 3 4 5 6 7 8 9 10 ☐ Not used ☐ Not aware
etc

3. In your view, what were the most important benefits of membership?

4. Do you feel that the association is effective in achieving our vision for the sector? ☐ Yes
☐ No

5. Is there anything we could have done differently to prevent you from leaving?

6. Would you recommend the association to a colleague?

7. Would you consider rejoining at some future date? ☐ Yes ☐ No

May we contact you in six months to re-assess your situation? ☐ Yes ☐ No

Notes:

A few additional points:

- I recommend you tailor your approach to take into account of the level involvement and commitment each member who is leaving has made to the association. I would handle long standing members, and members who have played an active volunteer role, very differently e.g. a call from someone senior in the organisation to thank them for their contribution).
- The two key questions in the second option are highlighted in red:
 - Q5: Try to find out if it is a 'good' lapse (i.e. they are leaving for reasons that are nothing to do with their membership experience e.g. relocating overseas, etc.) or 'bad' lapse (they are leaving because of something to do with you).
 - Q6: Find out if they would still recommend you to a colleague or a friend. They may still be a supporter and advocate of the association, and help with recruitment, so it would be a good idea to keep in contact with them! You might want to use the Net Promoter Score to capture their response. This asks them to rate their likelihood of promoting you on a scale from zero (not likely at all) to 10 (extremely likely).
- Don't provide 'subscription was too expensive' as an option – people likely to choose that answer and it's not a real answer - the problem is that value is too low, and you need to understand more about this
- Have a tick box for 'please contact me to discuss my responses' – gives you an opportunity to find out more
- Test incentives for returning
- Finally, if you are short of resources, set up an involvement opportunity for a few members to act as 'Farewell Ambassadors' to carry out a personal call to find out why they are leaving.

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