**Exit Survey – Why members leave clubs**

Why are you leaving? If you have members leaving your club then this is a question you should be asking. No matter what the answer is you can use this information to positively impact the business and prevent others members leaving your club.

When you have the results of the survey the membership committee can review them and put an action plan in place.

Outcome:

Exit surveys are used to:

1. Determine why members are leaving your club
2. Address any issues the survey reveals

**Getting the survey organised**

Taking the exit survey may be the final contact that member has with your club and its very important. Whether you are doing the survey online or hard copy ensure that you have someone in charge to implement, manage and evaluate the process. Regardless of the method it is important that the final interaction with the member is a positive one as this may encourage them to return in the future.

4 steps to Exit Survey Success

Step 1: Ask permission

Ask the resigning member if they are willing to complete a confidential exit survey. Explain the purpose clearly and that the survey is designed to help the club understand whether there are problems that need to be addressed to reduce further losses of valued members as well as improving the club overall.

Step 2: The Survey

Provide the survey to the outgoing member and ask them to complete it as their earliest convenience. Wales Golf is able to provide template exit surveys that you can amend or use within an online tool. If you do not see the member after they have left the club post a copy of the survey to them with a stamp addressed envelope. Remember…This information is vital to the club.

Step 3: Discuss the results

Once the club has received the completed survey discuss the results within the relevant committee. If the member is leaving for a reason over than relocation, discuss what action needs to take place so that your club can prevent current or future members leaving for the same reason. It is also useful to compare this members responses to those of other exit surveys to see if any patterns are emerging.

Step 4: Take Action

This step is crucial in the clubs membership development. The club invests time and resource in to attracting new members so protecting that investment from future losses should be high on the clubs list of priorities. No every survey will require action but they should be considered accordingly. From the results of the exit survey create a plan and delegate tasks to individuals that may include staff or committee members.

Template Exit Survey

GUIDELINES FOR USE

* We recommend that this survey be used every time a member resigns or fails to renew their membership.
* The survey could be conducted in person, over the telephone or via post.
* Responses can be collated and inform committees with regard to future plans.

WE HOPE THIS PROVES TO BE A USEFUL TOOL FOR CLUBS AND WE WOULD ENCOURAGE ITS USE.

SPECIMEN COVERING LETTER / SCRIPT SHEET

Dear *Name*

Thank you for advising us of your intention to resign your membership of XYZ Golf Club.

We are obviously very disappointed with this news but wish you good golfing in future and hope that you will return to the club in the future, either as a member, guest or visitor.

As part of our ongoing efforts to improve our facilities and services and deliver an improved service to our members, we would be very grateful if you could spare five minutes to answer a few questions on the attached survey, which may help us to identify areas for improvement.

Thank you in advance.

Yours sincerely

XYZ Golf Club

**MEMBER EXIT SURVEY (MES)**

1. Which of the following factors initially caused you to consider resigning your membership?
* Relocating to another area
* Was not playing enough golf to give value for money
* Prefer to pay-and-play with friends
* Change in personal circumstances
* Illness
* Quality of golf course
* Quality of other facilities
* Club too expensive in comparison to others in area
* Found it difficult to ‘integrate’ into club
* Lack of social events
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Ultimately, what was the deciding factor behind your decision to resign your membership?

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1. Do you think you will join a golf club again in the future?

Yes No

1. If no, why not?

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1. Would you be happy for us to send you information about the club from time to time via e-mail

Yes No E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**THANK YOU FOR YOUR TIME.**

