

**[Your Golf Club Name] Exit Survey (conducted by telephone or post)**

Dear [name of member],

Obviously we are very disappointed with the news that you no longer wish to remain a member of [Your Golf Club Name].

In order to improve our services and learn what we could be doing differently we have a standard set of questions which we would be grateful if you could spare a few minutes to answer.

Thank you in advance for taking the time to respond.

## Survey Questions

1. What caused you *initially* to consider not renewing your membership?

Please choose one of the following:

- a. Do not play often enough
- b. Illness
- c. Relocation/moving out of the area
- d. Change in personal circumstances
- e. Time pressures
- f. Quality of golf course
- g. Quality of facilities
- h. Other/comments \_\_\_\_\_

2. What was the *deciding* factor behind your decision not to renew?

\_\_\_\_\_

3. What, if anything, might have made you reconsider your decision?

\_\_\_\_\_

\_\_\_\_\_

4. How would you improve the club and its facilities?

\_\_\_\_\_

\_\_\_\_\_

5. Are you happy for us to send you tee time offers and notifications of open events by email?

Yes  No

Email Address

*Thank you for your time in completing this survey.*

*If you every consider re-joining, we would love to hear back from you.*