

## **Gyro Member Exit Surveys: Question Examples, Tips and More**

No matter how satisfying the experience of Gyro membership benefits may be, our fraternity will inevitably have club members who don't renew and resign. Exiting members may walk away for a variety of reasons --- but how will you know their rationality unless you ask them?

That's where member exit surveys can help. A quick questionnaire can capture exiting members' sentiments and give valuable feedback. From their answers, you can better understand if and how you could've retained them---and potentially how you can retain more members down the line.

While receiving negative feedback can be uncomfortable, members' exit surveys help the organization understand where their offerings are falling short. From there, our organization can act to better serve the members and retain others in the future.

Ultimately your goal is to serve your members. And talking to exiting members can help you better understand where to invest your efforts. Not only can you learn why members are leaving, but also what benefits resonate with them, and what efforts might've convinced them to stay.

Give outgoing members a voice. Even though members ended their relationship with Gyro, they deserve to be heard. And, addressing their concerns head on, could keep the relationship in good standing, and potentially encourage them to re-activate their membership in the future.

### **HOW TO CONDUCT AN EXIT SURVEY:**

**\*Give them a call.** You can provide additional context when asking your questions so outgoing members can give you the most thorough answers possible.

**\*Talk to members in person. When conducting a survey face-to-face you can also clock body language and non-verbal cues when they are answering questions.**

**\*Send your survey via email. It is the easiest and most convenient way to dispatch your exit surveys. Outgoing members can answer your questions at their leisure, and you don't have to schedule time to chat with them.**

**\*Acknowledge their departure. Start off your survey correspondence by recognizing that they are leaving and you're sorry to see them go.**

**\*Explain your goal. Make it clear that their survey answers will have an impact on our Gyro club/fraternity, encouraging us/them to make positive changes. Their feedback can help.**

**\*Invite them back. Toward the end of your correspondence let them know they will be welcomed back at any time with open arms.**

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**\*Vary your questions. Seeing that they'll have a lot of writing to do could deter them from completing the survey. Instead write a variety of yes-or-no questions, multiple choices, and a couple of key questions where they can write down their thoughts.**

**\*Keep it short. If it takes more than 5-10 minutes to complete, an outgoing members might be discouraged from participating. Focus on topics applicable to Gyro and/or your club.**

## **MEMBER EXIT SURVEY QUESTIONS YOU NEED TO ASK:**

- 1. Why did you decide to not renew your membership? Was it based on one single thing, or are there a numbers of reasons?**
- 2. When did you decide to not renew? With this you may get crucial insights into any gaps in your clubs engagement, or membership offerings.**
- 3. What would have made your membership more beneficial? This is a great way to dig into specifics. Is there a gap in membership offerings? What would have resonated better with this particular member? Compare this answer across multiple surveys to uncover patterns or trends.**
- 4. What did you gain from your membership? This member initially joined to access Gyro offerings. What led them to become a member, and how did they benefit? Ask for specifics. What benefits did they enjoy the most? What specific things did they not like?**
- 5. Did you feel uncomfortable approaching members of the club leadership team? Why or why not?**
- 6. Did you contribute your time to projects, or as a Club Officer? Why or why not?**
- 7. Have you ever attended a District or International Convention? Why or why not?**

8. **How would you describe the overall culture of your Gyro Club? Did you find the events to be interesting and fun? Were they stiff and formal? Did you feel included in club gatherings? Did you enjoy the fraternal nature of the culture?**
9. **Would you recommend Gyro to friends and colleagues? While it might feel counterintuitive to ask this question, it can gauge whether they see the objective value in being a member. While Gyro offerings may not have been a perfect fit for his needs, he may see membership value for people in his network.**
10. **What would encourage you to re-join? What is not a fit now may change in the future. It is helpful to know what would convince him to sign up for membership again down the line.**

## **Summary:**

### **Moving forward with your Member Exit Surveys:**

**It's crucial to understand why your members don't renew their membership. Surveys assist in the investigation and understanding of those reasons. And, in return it can boost member retention rates based on what has been discovered.**

**The NEXT step? Actually listen to what has been learned and make changes as needed. Share the survey results with your Club leadership to plan any adjustments in club management deemed appropriate. An additional positive step would be a Membership Survey constructed to take the pulse of current members. This will support ongoing planning for activities, changes in club structure, communications, recruiting, event planning, etc.**

**Respectfully submitted,**

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