

Guide to Conducting an Effective Former Member Satisfaction Survey



Lions Clubs International believes strongly that a survey done properly can assist clubs with both their retention and membership growth efforts. We believe this guide will leave you prepared for a satisfaction survey and with a better understanding of how a survey can help your club. *Note that your club should conduct a survey with each exiting member and should retain a copy of the survey for club record.*

Why does my club need to conduct a survey with each member who is leaving?

A survey acknowledges the member, in effect saying, “We care about your experience as a Lion.” A properly conducted survey can be very beneficial to the future health of your club.

- A survey can bring your club new knowledge of why the member is leaving or has left. You can use the member’s feedback and take steps to strengthen your club. (Advise the member that information they share will be held in confidence but may be incorporated into general exit data to assist the club with improvements.)
- Updated contact information obtained from a survey can serve in a database of former members, those you can update on upcoming service projects and invite back to the club at a later date.

Methods of conducting a survey

- in person with the zone chairperson acting as the interviewer
- in person with a member of the membership committee acting as the interviewer
- in person with the sponsoring lion acting as the interviewer
- over the telephone, but only if a face-to-face meeting is impossible

The survey should be conducted at a location where the member feels comfortable. Most likely, this will be a neutral space, such as a restaurant, library or other public meeting facility. Ideally, the survey should take place before the member leaves the club.

Encourage the member to be open and honest when giving feedback about the club. *You may receive negative comments or feedback about the member’s experience as a Lion, but all the information can be used to better your club.* If faced with negative comments or feedback, it is important to remain neutral. Remember: You have the opportunity to influence a member’s thoughts about the club before they leave. A former member who has had a positive and productive satisfaction survey will have a more positive feeling about Lions.

Every part of your response to an exiting member should reflect a willingness to learn about the exiting member’s experience as a Lion and should indicate a desire to better your club using the information supplied.

Questions to ask the exiting member are on the last page of this publication. End each survey by thanking the member for the service they provided and let him or her know that the club values their contribution. Encourage the individual to stay in touch.

What do I do after the survey?

Relay the problems identified by the member to the club’s leadership. Discuss what can be done to prevent problems from affecting other members. Take advantage of the opportunity to strengthen the club by making positive changes. *Keep each completed survey as part of your club’s records.*

Lions Club Former Member Satisfaction Survey



Exiting Member's name _____ Interviewer's Name _____
Interviewer's Title _____ Date Completed _____
Club Number _____ Club Name _____

1. What reasons do you (the exiting member) cite for considering leaving the club?

Difficulties with meetings/activities

- ___ Not asked to help or be involved
- ___ Was not aware of the responsibilities before/after joining
- ___ Meeting day/time was not convenient
- ___ Meeting place/food was unsatisfactory
- ___ Service projects not effective/useful for the community
- ___ Meetings disorganized, not following an agenda
- ___ Not enough recognition for job well done
- ___ Not enough social events
- Other _____

Difficulties with club administration/ members

- ___ Disorganized leadership
- ___ Unhappy with current leadership
- ___ Poor communication among members
- ___ Age differences too great
- ___ Gender differences
- ___ Philosophical differences
- ___ Cliques/groups to which people did not belong
- ___ Foreign language problem
- Other _____

Personal needs not met/lifestyle conflicts with being a Lion

- ___ Skills/talents not utilized
- ___ Needs for fellowship not met
- ___ Needs for networking not met
- ___ Cost prohibitive
- ___ Health reasons
- ___ Time demands (family, work etc)
- ___ Did not feel a part of the group
- Other _____

2. Is there anything that could have been done to prevent your membership drop?

3. Is there anything that the club should consider changing that may increase retention?

4. Is there anything the sponsor could have done to prevent your membership drop?

5. If you left because of job transfer/relocation, are you joining a new club near your place of residence or job? Yes ___ No ___

- If yes, what is the name of new club? _____

Keeping in mind that each club operates in a unique way, can we help you find a new club?

Yes ___ No ___

6. Has your contact information changed?

Name _____ Address _____
Country _____ Zip code _____
Phone number _____ E-mail address _____



For Club Use

How long was the Lion a member of your club? _____

If the member's drop was due to non-attendance...

How long were they in non-attending status? _____

Did any club officer/member contact this person about non-attendance?

If the member's drop was due to non-payment...

How long was this Lion in non-paying status? _____

Did any club officer/member contact the member about non-payment of dues? _____
