

Conducting an Effective Lions Exit Interview

Lions Clubs International believes strongly that a Lions Exit Interview done properly can assist clubs with both their retention and membership growth efforts. This guide will leave you prepared for a Lions Exit Interview and with a better understanding of how a Lions Exit Interview can help your club. Note that your club should conduct a Lions Exit Interview with each exiting member and should retain a copy for club records.

Why does my club need to conduct a Lions Exit Interview with each member who is leaving?

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

- A Lions Exit Interview 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 Lions Exit Interview 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 Lions Exit Interview

- 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 Lions Exit Interview 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 Lions Exit Interview 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 Lions Exit Interview 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 Lions Exit Interview 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 Lions Exit Interview?

- 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 Lions Exit Interview as part of your club’s records.

Lions Club Exit Interview

Club Name: _____ Date of Interview: _____

Interviewer's Name: _____ Interviewer's Title _____

Former Member's Name: _____

How long was the Lion an active member of your club? _____

Please check the box (as listed on the MMR) that indicates the one reason why the Lion dropped membership

- Resigned in good standing.
- Dropped for non-payment.
- Dropped for non-attendance. Missed _____ meetings/activities.
- Dropped for non-payment and non-attendance.
- Transferred to _____ Lions Club.
- Moved/left with their payment outstanding.
- Other (be specific) _____

Ask the Lion whether this is in fact the real reason for the departure. Uncover more detailed information by probing for issues that may have made membership unappealing.

The former member cited the following reason(s) for leaving the club:

Other (not listed) _____

- | | |
|--|---|
| <input type="checkbox"/> Did not feel part of the group | <input type="checkbox"/> Too many work activities |
| <input type="checkbox"/> Was not aware of their responsibilities before joining. | <input type="checkbox"/> Too much time away from family |
| <input type="checkbox"/> Meeting day/time was not convenient | <input type="checkbox"/> Not asked to help or be involved |
| <input type="checkbox"/> Meeting place/food was not satisfactory | <input type="checkbox"/> Members resisting change |
| <input type="checkbox"/> Cost prohibitive | <input type="checkbox"/> Not enough social events |
| <input type="checkbox"/> Health reasons | <input type="checkbox"/> Use of improper language |
| <input type="checkbox"/> Time reasons | <input type="checkbox"/> Uncomfortable table discussions |
| <input type="checkbox"/> Not further educated about Lions after joining | <input type="checkbox"/> Minority group insults |
| <input type="checkbox"/> Disorganized leadership | <input type="checkbox"/> Spouse unsupportive |
| <input type="checkbox"/> Unhappy with current leadership | <input type="checkbox"/> Poor communication |
| <input type="checkbox"/> Skills/talents not utilized | <input type="checkbox"/> Not enough recognition |
| <input type="checkbox"/> Club did not effectively provide community service | <input type="checkbox"/> Age differences too great |
| | <input type="checkbox"/> Gender differences |
| | <input type="checkbox"/> Philosophical difference |
| | <input type="checkbox"/> Foreign language problem |

Provide further detail concerning the former member's primary reason for leaving club:
(Please be as thorough in your answer as possible)

Provide further detail concerning the former member's secondary reason for leaving club:
(Please be as thorough as possible)

Provide further detail concerning any other reason for leaving club:
(Please be as thorough as possible)

Is there anything within reason that could be done to prevent the loss of this member?

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

Did the sponsor fulfill his/her responsibilities? ___Yes ___No

What could the sponsor have done to prevent the member from leaving?

Would this former member consider rejoining the club in the future? ___Yes ___No

Does this former member have any interest joining a different Lions Club which may better suit his/her needs? ___Yes ___No

Did the former member know the responsibilities of the club before joining? ___Yes ___No

Did the former member try to take an active role in the club by:

- | | |
|--|---|
| <input type="checkbox"/> attending meetings | <input type="checkbox"/> attending board meetings |
| <input type="checkbox"/> participating in club discussions | <input type="checkbox"/> holding a leadership position |
| <input type="checkbox"/> participating in community projects | <input type="checkbox"/> helping with fund raising projects |
| <input type="checkbox"/> other (please explain): _____ | |

If the Lion has left as a result of a job transfer, is he/she joining at new location? ___Yes ___No

Name of new club: _____

If no, what was their response for not joining? _____

If Dropping Due to Non-Attendance

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

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

If yes, what was their response? _____

If Dropping due to Non-Payment

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

Did any club officer/member contact the former member about non-payment of dues? ___Yes ___No

If yes, what help was offered? Explain:

New Address

Name _____

Address _____

City, State, Zip _____

E-Mail Address _____

Telephone Numbers:

Home _____

Work _____

Fax _____

Sponsor's name _____

Sponsor's Phone _____