

Terminating Rotarian Survey

Thanks to Eileen Rau and D7890 for sharing this survey with us.

Purpose of survey: Determine why district 7890 members leave their Rotary Clubs and use this information to guide retention efforts.

Qualified Respondents: Terminating from a club from January to July/August 2012, for any reason other than deceased. (Do not contact if more than a year after terminating.)

Methodology: Online survey (www.surveymonkey.com) = free if 10 questions or less and if less than 100 respondents answer. For the most candid results (and not "sugar coated" responses which occur when members are asked reasons for leaving by the clubs who they left), survey is conducted by the district and individual responses are confidential (not identified by club or respondent). District governor provides names of terminated members and e-mail addresses if available (by club) to membership chairman, then notifies club presidents about the survey (general introduction explaining purpose, that it is a very short survey, and that results are confidential, as well as specific request to cooperate if contacted by the membership chairman for assistance with e-mail addresses). By club, membership chair sends the names of ex-members for whom e-mail addresses are needed, to the club presidents and secretaries asking for assistance. Survey is programmed into online program. After the entire list of e-mails is complete, membership chairman e-mails an invitation to participate (in this less than 5 min survey) and survey link to the terminating members. For best response rate, membership chairman sends out reminders also.

1. Please read the entire list below and select your top reasons for leaving your Rotary club.

Cost

Dues are too expensive/Can't afford the cost of membership anymore
Meals are too expensive
Foundation donations are expensive
Fundraising projects/donations are expensive
My company has stopped covering my membership dues
Club constantly asks for money from members
Other cost concerns

Time

Too time consuming
Attendance requirement is difficult for me
Have too many commitments with job or family
Have too many commitments with other organizations
Other time concerns

Job Issues/Retirement

Change of job/Lost job
Change in work time
Retired/retiring from work and want to do other things
Other job issues/retirement concerns

Location

Moved out of area/work out of area now
Other location concerns

Membership

Too many older people
Not enough women or minorities
Club seems like a "Good Ole Boys" club/"Cliques"
Club has little/no interest in recruiting and retaining new members
Conflict with someone in the club
Other membership concerns

Meetings/Environment

Inconvenient meeting time
Inconvenient meeting place
Meeting place has no privacy for meetings
Meeting place not handicap accessible
Meetings are boring
Not enough fun
Not enough speakers/poor programs
Club seems prejudicial/discriminatory against newer members/not absorbed into club
Members not making others feel welcome, most members sit at same place every week
Fellowship expectations not met
Communication issues/don't know what's going on
Club members are not involved in decision-making
Networking expectations not met
Meeting attendance poor among many members
Other meetings/environment concerns

Club Activities

Not enough fun
Difficult to get agreement on activities to do/how to do them
Not enough meaningful service projects/club could do better projects
Fundraising issues
Many members do nothing and leave it to the same few to handle every project
Little/no effort to include new members
Leadership concerns
Lack of publicity showing Rotary as a relevant service organization in area
Club is not interested in supporting District/International goals, too narrow-minded
Other club activity concerns

Club Needs Change/Updates

Resistance to change or new ideas ("We always did it this way"), Want change/new activities
Club traditions are old fashioned
Club web presence is not satisfactory (website, social media, etc.)
My concerns are ignored by the board of directors
Other club needs change/updates concerns

Miscellaneous

Would like to join board but was not asked
Joining another Rotary club/another community/service organization
Club disbanded
Health concerns
Other (Specify) _____

2. Which of the following have you done in the past year or are you seriously considering doing in the next year? (Please select all that apply.)

- Joining another Rotary club in the same area
- Joining another Rotary club in a new area (you have moved/are moving/job in different)
- Joining a different/new service organization (specify) _____
- Joining a business networking group or local Chamber of Commerce
- Joining a group associated with family/youth activities - educational (PTA), sports or other
- Joining an organization associated with adult activities - sports/fitness, dance, arts/theater/culture, literature, etc.
- None
- Other (Specify) _____

3. (Optional) If any, what suggestions do you have for Rotary regarding improving membership or member retention in the future?

4. These last few questions are just for classification purposes, and all information will be looked at in groups, not individually. What area was your Rotary club in?

- Area 1 - CT & MA: Salisbury, Great Barrington, North Adams, Pittsfield, Tri-Town & Williamstown clubs
- Area 2 - MA: Amherst, Easthampton, Franklin County, Holyoke, Chicopee & Northampton clubs
- Area 3 - MA: East Longmeadow, Ludlow, Monson, Palmer, Ware & Wilbraham/Hampden clubs
- Area 4 - MA: Agawam, Southwick, Springfield, Westfield & West Springfield clubs
- Area 5 - CT: Danielson, Plainfield, Putnam, Stafford & Willimantic clubs
- Area 6 - CT: Broad Brook, East Hartford, Glastonbury, Manchester, Rockville & South Windsor clubs
- Area 7 - CT: Bloomfield, Enfield, Somers, Simsbury/Granby, Suffield, East Windsor & Windsor/Windsor Locks clubs
- Area 8 - CT: Litchfield/Morris, New Milford, Torrington, Washington, Watertown & Winsted clubs
- Area 9 - CT: Avon/Canton, e Club, Farmington, Hartford, Newington, West Hartford & Wethersfield/Rocky Hill clubs
- Area 10 - Bristol, Kensington/Berlin Sunrise, New Britain-Berlin, Plainville, Southington, Terryville & Thomaston clubs
- Don't know/Refused

5. How long were you a member or your Rotary club?

- One year or less
- Over 1 to 2 years
- Over 2 to 5 years
- Over 5 years
- Refused

6. Which of the following best describes your position at work?

- Business owner with employees,
- President/top management but not owner,
- Middle management,
- Self employed with no employees,
- Retiree,
- Other

7. Which of the following includes your current age?

- Under 30
- 30 to under 40
- 40 to under 50
- 50 to under 60
- 60 to under 70

70 or older
Refused

8. What is your gender?

Female
Male
Refused

9. Are there any children under the age of 18 living in your household?

Yes
No
Refused

Thank you for your feedback. Have a nice day!

Prepared by District 7890 Membership Co-Chair