# Departed Member Feedback Survey (Simple)

The sample survey content below provides you with some question and layout suggestions to help you develop your own departed member survey.

This will allow your club to easily survey members who have recently departed the club to understand their views on a range of areas; including their ‘membership experience’, the ‘reasons’ why they left and other issues as identified.

The results will provide valuable and factual information to you as you consider how to improve the retention of members and continue to attract new ones.

Departed members are those members who have notified the club of their intention not to renew their club membership for the new membership period (resigned) or who have not notified the club of their intention not to renew their club membership for the new membership period (unfinancial).

We recommend that a departed member survey be issued every time a member resigns or fails to renew their membership.

In the first instance, the survey could be conducted in person, over the telephone or via post.

## Sample covering letter / script sheet (resigned)

Dear *Name*

Thank you for advising us of your intention to resign your membership of Example Golf Club.

We are disappointed with this news but wish to thank you for your membership and hope that you will return to the club in the near future, either as a member, guest or visitor.

As part of our ongoing efforts to improve our facilities and services and deliver an improved service to our members, we would be very grateful if you could spare five minutes to answer a few questions on the attached survey. The results will help us to identify areas for improvement.

We appreciate your assistance.

## Sample covering letter / script sheet (unfinancial)

Dear *Name*

We are disappointed that you have failed to renew your membership of Example Golf Club.

Nevertheless, we wish to thank you for your membership and hope that you will return to the club in the near future, either as a member, guest or visitor.

As part of our ongoing efforts to improve our facilities and services and deliver an improved service to our members, we would be very grateful if you could spare five minutes to answer a few questions on the attached survey. The results will help us to identify areas for improvement.

We appreciate your assistance.

## Questions

1. How many years had you been a member of Example Golf Club? (Please select one only)

|  |  |
| --- | --- |
| Less than 2 years | 🌕 |
| 3 – 4 years | 🌕 |
| 5 – 9 years | 🌕 |
| More than 10 years | 🌕 |

1. How often did you play of at Example Golf Club? (Please select one only)

|  |  |
| --- | --- |
| None in the last 12 months | 🌕 |
| Less than 1 time per month | 🌕 |
| 1-2 times per month | 🌕 |
| 3-4 times per month | 🌕 |
| 5-9 times per month | 🌕 |
| More than 10 times per month | 🌕 |

1. Which of the following factors initially caused you to join Example Golf Club? (Please select as many as apply)

|  |  |
| --- | --- |
| Quality of the golf course | 🌕 |
| Family / friends are members | 🌕 |
| Social / networking | 🌕 |
| Sport / recreation activity | 🌕 |
| Health / Well-being  | 🌕 |
| Proximity to home / work | 🌕 |
| Other (please specify) | 🌕 |

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1. Which of the following factors initially caused you caused you to consider resigning your of Example Golf Club? (Please select as many as apply)

|  |  |
| --- | --- |
| Relocating to another area | 🌕 |
| Was not playing enough | 🌕 |
| Not receiving value | 🌕 |
| Health / illness | 🌕 |
| Quality of golf course | 🌕 |
| Quality of other facilities | 🌕 |
| Other (please specify) | 🌕 |

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1. Ultimately, what was the deciding factor behind your decision to resign your membership? (Please explain)

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6. In terms of your overall membership experience, how would you rate the following? (Please select one only)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Excellent** | **Very Good** | **Good** | **Fair** | **Poor** | **Don’t Know** |
| Golf Course | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Clubhouse | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Food & Beverage | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Value for Money | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Overall | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |

1. Do you think you will join a golf club again in the future?

 Yes 🌕

 No 🌕

1. If no, why not?

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8. Electronic Communication Opt-In

Please provide your email address if you would like to receive all future communications from the Club via e-mail rather than post. (Please type your e-mail address in the space provided)

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Thank you for completing this survey.

Optional:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Sample Survey Content (electronic)

For a more efficient and effective solution, it is recommended you utilise one of the free online survey tools available. Survey Monkey is a popular tool <http://help.surveymonkey.com/articles/en_US/kb/How-to-create-a-survey>.

You can create your survey on-line and utilise the features within the tool to develop the questions (potentially based on the previous manual example), distribute to departed members, collect the results and then easily analyse and interpret the results, including graphs.