



SERTOMA

SERTOMA MEMBERSHIP RETENTION MANUAL

Rev. 04/08

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Introduction

Congratulations! You have successfully recruited several new members to your Sertoma club. What do you plan to do now to retain those new members?

Some clubs may feel that bringing in new members is the most important work, but in fact, the addition of new members is just the beginning of the most critical part of any membership growth plan—retention. Our most successful clubs recognize that retention efforts need to actually begin on a new member's first day in the organization. Ensuring that all members are engaged in club activities and satisfied with their volunteer efforts should be a priority regardless of membership numbers.

Retention efforts must be proactive and ongoing. To retain members, clubs must find out who members are, understand their expectations, and make every effort to serve them well throughout the year. The new members will decide to continue their membership and pay their dues only if they feel their Sertoma experience is meeting their expectations for helping to make a difference in their community, and that they are receiving value for their time and money.

The Sertoma Membership Retention Manual is a guide for retaining members, allowing the organization to grow strong, dynamic clubs. This manual details four general activities that should be part of a club's overall membership plan:

- Step #1: Orientation
- Step #2: Engage
- Step #3: Recognize & Reward
- Step #4: Keep it Simple

Step #1: Orientation

The first year is the most crucial in a new Sertoman's membership. It is essentially a trial period during which the new member decides whether or not to continue to be a part of the organization. The welcome that a member receives, how quickly they learn about the club's impact on the community and how soon they become involved in club activities and sponsorships will determine the outcome of their Sertoma experience. Clubs need to ensure that new members immediately feel they are part of a dynamic group to which they can actively contribute.

Welcoming members

New members should be introduced and inducted to the club at the beginning of their first meeting. This induction can be as simple as preparing a brief but meaningful welcome message, sharing some club history and presenting the New Member Kit. The kit includes the member pin, name badge and certificate. (The New Member Kit is sent to clubs upon receipt of Form 115:

Membership Information Form. This form is in the Sertoma Club manual and available to download from the Sertoma Website, www.sertoma.org)

Welcoming new members to your club in this manner can take the place of holding a more formal induction ceremony. At times, formal induction ceremonies may seem too strict or conventional for some new members, possibly making them uncomfortable. While traditions of the club should be respected, the feelings and preferences of the new members being welcomed into the club need to be taken into account as well.

Following is sample induction clubs can adapt and customize:

The members of the [name] Sertoma Club are honored that you have decided to join us. It is our privilege to welcome you, not only to our club, but also to Sertoma, an organization of civic minded leaders who are committed to “Making Life Worthwhile through Service to Mankind.”

Our name is an acronym, three very important words that come together in unison: **SER**vice **TO** **MA**nkind. Sertoma’s primary service project is assisting the more than 50 million people with speech, hearing and language disorders

We look forward to helping you explore the value of Sertoma membership as you participate in club sponsorship and activities that advance our mission of service.

As a token of your membership, we present to you this Sertoma membership pin, representing your commitment to our mission and to your community.

Some other ways to make new members feel welcome:

- In addition to the New Member Kit, give members an information packet containing a brief history of your club’s impact on the community, the Sertoma Fact Sheet and a copy of the club roster.
- Hold a dinner at which new members are the guests of honor and the focus is getting to know each other—not club business.
- Include a profile and photo of each new member in the club newsletter.

More tips:

- Designate a greeter to welcome attendees at the door and to direct new members to the appropriate area, ensuring that they immediately feel welcomed and included.
- Use assigned seating to encourage current members to sit next to new members.
- Make sure new members know their member ID number, found on their Sertoma Membership Card, so they can access the private sections of the Sertoma Website.
- Send a press release to local media about new members.

The most important thing to remember when welcoming new members is to be creative! How a member is welcomed is entirely at the club’s discretion. Whether it is a formal dinner or a

humorous icebreaker, make the welcome unique to your club and memorable for both new and current members.

Educating Members

Educating new members about the club's history, projects and activities helps them understand the opportunities available to them so they can hit the ground running and feel like they are making a difference right away.

Learning about Sertoma's sponsorship programs also helps familiarize new members with what is happening in other areas of the organization, and makes them feel more connected to Sertoma.

There are various ways to give new members the information they need to become productive participants. Many clubs utilize the New Member Orientation DVD that is included in the New Member Kit. The DVD covers several aspects of the Sertoma programs and values. Remind the new members that they each have a copy of this DVD to review as often as necessary. During the New Member Orientation, be sure to provide new members the information necessary to cover the basic administrative aspects of the club and a detailed history of Sertoma. This is an engaging way to educate members and set the stage for a rewarding membership experience.

In any relationship, having a mutual understanding of expectations is crucial to establishing trust. The new member relationship to the club is no different. Members must begin their experience with a realistic idea of what they may be asked to do and the time commitment involved. Club leaders must clearly communicate goals and objectives so everyone understands the current activities of the club, as well as where it is headed. Dissatisfaction and conflicts can often be attributed to gaps in expectations that are never realized or discussed.

Discussing the expectations and opportunities is also essential when matching new members with volunteer or leadership activities within the club. When engaging the new member in a specific task, the skills required should not only match those possessed by the new member, but should also fall into their areas of interest.

Discussion can include:

- Asking new members to share why they joined and what they specifically hope to get out of their membership experience. The reasons for joining Sertoma are as diverse as the number of members in a club. Learning why a member joined is essential to knowing how to keep that member in the organization.
- Providing an overview of the opportunities so members can shop for the experience that best fits their available time and skills sets. Some members will prefer serving on short-term task forces; some will choose to take on year-long commitments; and others will just want to show up for an hour or two. The key is to get members involved at their own level of satisfaction.
- Distributing a calendar of events and a list of committees and their descriptions (if applicable).

Of course, the induction of new members should not be the only occasion on which expectations are discussed. Clubs should revisit member expectations and responsibilities each year during the

Club Leadership Conference. Ask ALL members what their expectations are for the year and make sure they understand what is expected of them.

Step #2: Engage

Members who actively participate in club activities are more likely to want to continue their membership. To engage members, clubs should provide varied opportunities for new members to utilize their talents and abilities so they feel that they are a valued member of the team. Engaging the new member benefits the club with new thoughts, ideas and creativity, and increases the commitment and allegiance to the club as well. Members need to find a home in the club and an ongoing reason to belong. If you do not help them find that, you will lose them!

The majority of members join Sertoma to make a difference in the community. The programs of Sertoma are designed to motivate members and to give them the tools necessary to make that difference. Keep in mind, most members join to do hands-on, life-changing volunteer activities. Participating in these activities within the club quickly demonstrates to new members the impact of their service and provides an immediate sense of accomplishment and fulfillment.

More tips:

- Most members join because they are asked. Similarly, most members will engage if asked. Don't always wait for members to volunteer for projects. When an opportunity arises, be proactive and identify a member who you think would be a good fit and ask them personally to participate. And remember to ask, not assign. A member who is assigned a task and then told about it after the fact most likely will be less invested in getting the job done.
- When asking new members to get involved, remember that although they may be new to the club, it is likely that they are business professionals and are not new to leading and managing projects and people. Often, they are able to jump right in and plan and implement new projects on their own. Do not underestimate the talent and ability of new members simply because they are new to Sertoma.
- For those new members who seem hesitant, make getting involved less intimidating by asking them to work as a group on a specific project with an experienced member as a mentor. This also engages the seasoned member and helps members of different experience levels get to know each other.
- Make sure all members are aware of the Sertoma Mentor Award, which matches new and seasoned members so they can learn from each other's experiences.

Hold Convenient and Productive Meetings

One of the most critical steps a club can take to retain members is to make meetings as convenient and productive as possible. Flexibility is a must to meet the needs of a diverse membership. Make every attempt to accommodate busy schedules and to run meetings efficiently so members do not feel their time is being wasted. Also remember that while attendance at meetings is ideal, it does not necessarily signify that the member is contributing to the club

More tips:

- Meetings must serve different purposes: managing club business, coordinating program and fundraising activities, and offering opportunities for social interaction. Rather than squeezing multiple topics into one meeting, consider focusing meetings on one topic when possible. This approach helps meetings stay on track and allows for in-depth discussions that can lead to more ideas and solutions.
- Choose meeting dates and times that appeal to the majority of members. Be sure to accommodate members who work during the day or have childcare issues. Avoid holidays.
- Prepare and distribute the agenda before the meeting rather than at the meeting.
- Set specific goals for the meeting and include them on the agenda so all attendees are aware of them. Revisit the goals at the end of the meeting to reinforce to attendees what was accomplished.
- Begin and end on time. Ask a member to serve as facilitator or timekeeper to keep the meeting moving.
- Ask a member to be responsible for room setup and temperature, food service, handout materials, etc. so that club leaders and/or speakers are not distracted.

Communicate!

Keep in contact with members to inform them about club, Division and organizational activities. Encourage participation and highlight successes to strengthen their relationship to Sertoma. Take advantage of the timeliness and economy of email to communicate regularly and remind members of club activities and accomplishments and the benefits they are getting for their dues.

Sertoma Headquarters communicates directly with members through email delivery of the Sertoma News Service, Through the *Sertoman* magazine and the *Sertoman Digest* newsletter. Frequent communications from club leaders have a more immediate impact.

More tips:

- Produce a club newsletter, printed and/or electronic, that highlights club projects and accomplishments. Include important updates and reminders. It doesn't have to be professionally produced—just make sure the content is informative and inspirational.
- Make sure all members are aware of organizational and Division news, including opportunities for leadership training.
- Keep up-to-date membership records. Incorrect contact information limits a club's ability to reach members. This means members do not receive important information from the club or from Sertoma Headquarters. Ask members to review their contact information at least annually. Encourage members to submit updates online in the Member Services section of the Sertoma Website, www.sertoma.org.
- Request members to provide an email address. Email is economical and is often cited as the preferred means of contact by professionals—particularly younger professionals.
- Ask a member with website development experience to design and maintain a club website.
- Send notes or minutes for meetings to all members or post them on the club website so members not in attendance will be kept in the loop.
- Consider establishing a telephone tree for urgent or last minute reminders and announcements.

Ask for feedback

Requesting feedback engages members in the management of the club and reinforces that all members have a stake in the club's success. Providing opportunities for members to share their thoughts and ideas helps clubs to review and adjust goals. Effective ways to get feedback include discussion roundtable discussions, club assessments and surveys.

Roundtable Discussion: It's a myth that leaders are always the smartest, most knowledgeable people in the room. Many views and ideas on a specific challenge will find more solutions than just having club leaders' input. Hold open roundtable discussions on a regular basis to allow members to think together as a group and foster relationships. Roundtable discussions allow members to learn from each other, find support, create solutions, and discover new capabilities.

More tips:

- Assign a moderator, establish ground rules and begin and end on a high note.
- Be idealistic: think outside of the box, no matter how unrealistic or impractical it may sound.
- Listen for what is not said. Appoint a "devil's advocate" so contentious issues are raised and addressed during the forum rather than gossiped about afterwards.
- Do not allow phrases like "We've tried that before but," "It will never work because" and "We've always done it this way."

Membership Satisfaction Survey:

The Membership Satisfaction Survey should be conducted annually to collect feedback. Ask a club member who is not on the board or in a leadership position to lead the initiative, and make sure all members are included. Assure members that all information is confidential and/or anonymous unless they choose for it not to be. Encourage them to be honest and direct and to submit additional ideas.

New Member Survey:

Ask new members to complete the New Member Survey after their first three months of membership. This will show the club how effective and quickly it engages new members. Consider inviting new members to meet casually with club officers and other leaders after the first three months of their membership to offer fresh perspectives.

Membership Termination Survey:

Contact members who choose to terminate their Sertoma membership. Try to find out why they no longer wish to be a part of the Sertoma family. They may have simply forgotten about the club and will end up rejoining, or they may take the opportunity to talk about issues that caused them to terminate membership. The reasons for leaving a club are as diverse as those for joining it, and some are out of the club's control. Talking to former members may help to identify issues or concerns that the club can do something about. If former members are not comfortable speaking one-on-one, ask them if they would be willing to complete an anonymous Membership Termination Survey.

Copies of the Membership Satisfaction Survey, New Member Survey and the Membership Termination survey are at the end of this manual and on the Member Services page of the Sertoma Web site.

In the process of soliciting feedback, whether it is during a conversation or through a formal assessment, do not ignore complaints and try hard not to be defensive. Remember that “complaining” members are usually caring members who believe their input will make a difference. No matter what they tell you, ask for more feedback rather than simply explaining why something is the way it is. Ask problem-solving questions such as, “How can we improve this situation?” Give these members an outlet both to keep them engaged and also to prevent their words and attitudes from infecting other members and draining the energy right out of the club.

It is very important that you share the results of the surveys with fellow club members. If you don’t share the results, members will feel that their time and effort was of no value and probably won’t participate the next time their input is requested. There is no point to asking what members think and want if there are no plans for the club to follow through on the findings. Be sure to have a plan of action in place and be prepared to act on it. Even just acknowledging that problems or issues exist goes a long way in establishing credibility with members and ensuring them that the club is committed to making necessary changes. Members don’t expect the club to be perfect but do expect their leaders to care.

To prevent member burnout, remember that clubs do not have to participate in every Sertoma program. The saying “When you try to be all things to all people, you generally end up being nothing to many” holds true. Discuss and vote as a club on the projects club members are interested in and can handle. This could mean focusing on one long-term project that involves all members, organizing multiple short-term projects that involve only a few members, or a combination of both. The key is to find the workload that does not overextend the time and energy of club members.

Step #3: Recognize and Reward

Members join Sertoma promising to share their time, talents, and enthusiasm. Their primary motivation is to make a difference by helping others, but they become more bonded to the organization when they get something back in return. Whether it is a “job well done,” a mention in the local newspaper, or a real-life reminder about how their efforts are making a difference in the community, everyone appreciates having their efforts recognized.

Make it personal

Customizing recognition makes it even more meaningful and memorable for the recipient. Some of your club members may enjoy sharing success with friends and family at an award function or social event. Others Sertomans might prefer a handwritten note from the president of the board or a letter sent to their employer detailing their accomplishments, and still others like being recognized publicly through media recognition. Taking the time to find out what will make a

member feel good demonstrates that the club values that member's individual efforts and accomplishments.

If a member has expressed interest in Sertoma leadership opportunities, use club funds to help defray expenses to attend leadership training programs at the Regional or annual Sertoma Convention. Assisting with the expenses rewards the Sertoman for past contributions while encouraging continued and future success for the club.

Make it ongoing

Recognition does not always have to occur after a project is completed or a goal obtained. In fact, ongoing appreciation while members are in the midst of working on a complicated or time-intensive project can go a long way in keeping them motivated.

The first step in maintaining enthusiasm with a long-term project is to identify the "enthusiasm cycle". Break projects down into stages and, based on previous experience, identifying when lags in enthusiasm might occur. Once identified, these lags are easier to anticipate and address. Small gestures made at different stages of a project can motivate members to finish strong.

Make it fun

Humor has been proven to stimulate creative thinking, prevent burnout, generate loyalty, and increase productivity. When fun is part of your club's culture, members look forward to attending meetings and participating in activities and projects. Consider establishing a "fun" committee that gives out not-so-serious awards, organizes holiday and birthday celebrations and other morale-building activities that aren't related to club business.

Celebrate the completion of all projects, share photos that were taken throughout the event, make notes on thoughts and ideas for future use. Do this while memories are still fresh and members are still excited.

The greatest reward for most Sertomans is in knowing that the time and energy they invest is making a difference in the community. Make it a point to revisit accomplishments on a regular basis, using examples of the impact of the club's work whenever possible. Interacting with the individuals who have benefited from their efforts is a personal and powerful reminder to members of how their involvement in Sertoma is changing lives.

Step #4: Keep it Simple

Making the Sertoma membership process as convenient as possible is important. Nothing is worse than a member who wants to continue membership but simply forgets to pay the club dues. Clubs are billed by Sertoma Headquarters on the first business day of each quarter. Club dues should be collected in a similar manner, invoicing each member each quarter. Have the club treasurer provide invoices to members that outline all dues owed.

Include a letter highlighting the club's successes over the past year and other membership benefits. If the office of treasurer is transitioning, make sure the outgoing treasurer provides all of the information necessary to the incoming treasurer so this process is not interrupted or stalled.

More tips:

- Many times members who say they do not want to continue membership aren't saying "no"—they are saying "not now." Perhaps family, work or financial pressures are causing hesitation about committing to another year. Make sure the member knows that the club wants them to return and is appreciative of whatever time they can give, even if it may not be at the same level as the previous year. Circumstances change and the member needs to know that the club's expectations can change too.
- If a member is unable to attend meetings due to time or location, help them locate another Sertoma club in your area that may have a more convenient schedule.
- If a member is relocating, assist with transferring members to new clubs. Investigate the presence of a club in the city to which the member will be transferred.

Conclusion

It is frustrating to continually recruit new members into the club only to see them leave after a year or two. To keep the members they've worked so hard to bring into our Sertoma family, clubs must offer variety of activities that includes hands-on work, learning opportunities, fundraising and social gatherings. Clubs also must also commit to creating a culture of flexibility and inclusion. Members join and leave volunteer organizations because of the relationships formed there. Clubs should not only be respectful of differences but should make it a practice to explore them to discover new opportunities and ways of doing things. Diverse clubs are well-rounded clubs whose ability to adapt and adjust positions them for continued success.

The majority of members say the reason they joined Sertoma is because they believe in the club's mission and they want to give back to their community. Provide the opportunities they are looking for to support and further the goals of the organization, and members will stay.



Membership Satisfaction Survey

This survey is intended for use by the club. All members should complete this survey to help assess member satisfaction with club sponsorships and events. Please return your completed survey to the club secretary. All responses are confidential.

Do you feel welcome in your Sertoma club? Yes No

If no, why not? (Check all that apply)

Compared to me, other members are:

- Older Younger Different gender Different ethnicity
- I have not made an effort to meet other members.
- Club members have not made an effort to interact with me.
- Other _____

Do you feel comfortable sharing concerns with club leaders? Yes No

If no, why not? (check all that apply)

- Club leaders have so many responsibilities; I do not want to burden them.
- Club leaders have their own agenda and are not interested in other ideas.
- I have not been a member long enough to feel comfortable approaching club leaders.
- I do not want to be perceived as a complainer.
- Other _____

How would you rate your club's involvement in the following activities?

	Excessive	Adequate	Insufficient	Unknown
Membership recruitment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Membership orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Membership education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Division service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club public relations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club fundraising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sertoma Sponsorships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sertoma fellowship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you participated in club sponsorships and activities? Yes No

How did you become involved? I volunteered I was asked

Do club sponsorships provide Service to Mankind? Yes No

Does the majority of membership participate in the sponsorships? Yes No

Please indicate your involvement in the following activities:

	Currently Involved	Would Like to be Involved
Membership recruitment	<input type="checkbox"/>	<input type="checkbox"/>
Membership orientation	<input type="checkbox"/>	<input type="checkbox"/>
Membership education	<input type="checkbox"/>	<input type="checkbox"/>
Local service projects	<input type="checkbox"/>	<input type="checkbox"/>
Division service projects	<input type="checkbox"/>	<input type="checkbox"/>
Club public relations	<input type="checkbox"/>	<input type="checkbox"/>
Club fundraising	<input type="checkbox"/>	<input type="checkbox"/>
Sertoma Sponsorships	<input type="checkbox"/>	<input type="checkbox"/>
Sertoma fellowship	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate your level of satisfaction with your participation in the club sponsorships and activities? Very satisfied Satisfied Dissatisfied

If dissatisfied, why? (check all that apply)

- Insufficient knowledge
- Lack of resources
- Personality conflicts
- Lack of support from other members
- Cost
- Insufficient family involvement
- Personal time conflicts
- Other

Am I as enthusiastic about Sertoma as I was when I joined? Yes No

Are fellow club members enthusiastic about Sertoma? Yes No

Has the club's focus changed? Yes No

Comments:

How would you rate the following costs associated with membership in this club?

	Excessive	Reasonable	Inadequate
Club dues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekly meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club fines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you enjoy attending regular club meetings? Yes No

Please rate the following aspects of the club meetings:

	Excessive	Adequate	Insufficient
Sertoma organizational content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Sertoma content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length of meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is the meeting location convenient? Yes No

Is the meeting time convenient? Yes No

If inconvenient, suggest a time and/or location:

Which of the following aspects of the meeting place do you find unsatisfactory? (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Service | <input type="checkbox"/> Meal quality |
| <input type="checkbox"/> Parking availability | <input type="checkbox"/> Décor/atmosphere |
| <input type="checkbox"/> Meal variety | <input type="checkbox"/> Safety |

Other :

Which of the following changes would improve the club meeting?

- | | |
|---|---|
| <input type="checkbox"/> Better speakers | <input type="checkbox"/> More focus on fellowship |
| <input type="checkbox"/> Better time management | <input type="checkbox"/> More service opportunities |
| <input type="checkbox"/> More leadership opportunities | <input type="checkbox"/> More involvement of family |
| <input type="checkbox"/> Increased emphasis on vocational information | |
| <input type="checkbox"/> Other | |

How would you rate the amount of the club's fellowship activities?

- Too many Right amount Too few

How would you rate the amount of Sertoma information shared with club members?

- Excessive Adequate Insufficient

How would you describe the club bulletin/newsletter?

- Interesting Boring
 Informative Uninformative
 Useful Limited

What would you change in the club bulletin/newsletter?

What response does your family have to your involvement in Sertoma?

- Proud of my involvement
 Wants to know more
 Wants to be involved
 Thinks Sertoma is too expensive
 Thinks that Sertoma takes too much of my time
 Wants to meet/interact with other Sertoma families

Comments:

Thank you for taking the time to complete this Member Satisfaction Survey and for your commitment to improve our club.



New Member Survey

This survey is intended for use by the club. As a new Sertoman, you are in a unique position to provide insights and ideas for our club. We are very interested in your input and would like to use responses from the following survey to guide activities that will increase membership satisfaction. Please return your completed survey to the club secretary. All responses are confidential.

- | | | |
|---|-----|----|
| 1. Do you feel welcome in our club? | Yes | No |
| 2. Did you attend a New Member Orientation? | Yes | No |
| 3. Have you attended a board meeting? | Yes | No |
| 4. Have you participated in a club project yet? | Yes | No |

If yes, which project(s)?

5. Has the club asked you to: Do too much? Do too little? Do the right amount?

6. Has the club met your initial expectations? Yes No

7. Please rate the following:	Excellent			Very Poor
New Member Orientation	1	2	3	4 5
Programs and meetings	1	2	3	4 5
Your acceptance by other members	1	2	3	4 5
Your level of involvement	1	2	3	4 5
Your enjoyment of club activities	1	2	3	4 5
Your satisfaction with club sponsorships	1	2	3	4 5

8. Please provide suggestions for the following:

Fundraising ideas:

Sponsorship to serve our community:

Membership recruitment:

Membership retention:

Public relations/marketing initiatives:

If you would like to be contacted to discuss your responses, please provide the following:

Name: _____

Address: _____

Phone number: _____

Email address: _____

You are a very valuable asset to our club. Thank you for taking the time to complete this survey and for your commitment to improving and strengthening our club.

Please return your completed survey to the club secretary



Membership Termination Survey

Please complete the following survey. All responses are confidential unless you choose otherwise. We thank you for your time and hope you will consider rejoining Sertoma in the future.

1. Why are you terminating membership with the club?

- | | |
|-------------------------------|---|
| Relocating to a new community | Networking expectations were not met |
| Lack of time | Community service expectations were not met |
| Competing priorities | I did not feel included |
| Financial constraints | |
| Other | |

2. If you are terminating your membership because you are moving, would you consider joining a Sertoma club in your new place of residence?

Yes No

3. Did you feel welcome in our Sertoma club?
If no, why not?

Yes No

4. Did you feel comfortable sharing ideas and concerns?

Yes No

If no, why not? (Mark all that apply)

- Club leaders had so many responsibilities that I did not want to burden them.
- Club leaders had their own agenda and were not interested in other ideas.
- I was not a member long enough to feel comfortable approaching club leaders.
- I did not want to be perceived as a complainer.
- Other:

5. Did you participate in club projects and activities?

Yes No

How did you become involved?

I volunteered I was asked

6. I was VERY SATISFIED SATISFIED DISSATISFIED with my participation in club activities and projects. (Check the appropriate response)

If you were dissatisfied, why? (Mark all that apply)

- Insufficient knowledge about activities
- Personality conflicts
- Personal time conflicts
- Other:
- Lack of resources to participate
- Lack of support from other members

7. How do you feel about club's level of involvement in the following:

Excessive Adequate Insufficient Not Aware

- Membership Development
- Orientation and Education
- Sponsorship Activities
- Public Awareness
- Fundraising

8. I felt the club's focus on activities that support the Sertoma mission was

Adequate Excessive Insufficient

9. How do you feel about the following costs associated with membership in the club?

TYPE OF COST	PERCEPTION OF COST			
Club dues	Excessive	Reasonable	Inadequate	
Cost of meals	Excessive	Reasonable	Inadequate	Not applicable
Amount of club fines	Excessive	Reasonable	Inadequate	Not applicable
Other club expenses	Excessive	Reasonable	Inadequate	Not applicable

10. Did you enjoy club meetings? Yes No

Please check the appropriate response in the following questions:

Length of meetings	Adequate	Excessive	Insufficient
Frequency of meetings	Adequate	Excessive	Insufficient
Meetings were	Well Organized		Poorly Organized
Meeting time	Convenient	Inconvenient	

If meeting time is inconvenient, suggestion for change:

Location of meeting Convenient Inconvenient

If location is inconvenient, suggestion for change:

11. Were any of the following aspects of our meeting place unsatisfactory? (Mark any that apply)

Service	Décor/atmosphere	Meal quality	Meal variety
Distance	Parking	Safety	
Other:			

12. The following changes would improve club meetings: (Mark all that apply)

Better speakers	More networking opportunities
Increased variety of topics	More social time
Better time management	
Other:	

13. Is there anything our club could have done differently to meet your needs?

14. Would you like us to contact the Sertoma club in your new place of residence to notify them that you may be interested in joining?

Yes	No
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Name: _____

New place of residence:

If you would like to be contacted to discuss your responses, please provide your name:

Thank you for taking the time to complete this questionnaire.
Please return to the club secretary.