

THE EXIT INTERVIEW/SURVEY

One of your members has just requested an Absolute Demit! Others have lapsed and you know there are more people in your area that have been Elks but are not active. What's there to do?

A lodge that has a responsible and active Membership/Lapsation Chairman and an active Membership Retention committee will conduct an Exit Interview with these departing/lost members. An Exit Interview can also be helpful in ascertaining why a Stray Elk is a Stray Elk and what can be done to get them into your lodge.

Information gleaned from these past members can be useful and as valuable as complaints from the membership. This Exit Interview may be the only way for your lodge to get information and feedback from past Elk members. An Exit Interview can be a help to the lodge in discovering and correcting some of the weaknesses in your lodge. So sit down with or call the demitting, lapsed or Stray Elk in your area and show them that your lodge is interested in what they have to say about why they are no longer active members. Nothing to lose, all to gain!

Holding on to your current members is critical these days due to the increased competition for members from other organizations and activities in your communities. Your lodge has to be attractive and interesting to all members.

It certainly can be hard to conduct an Exit Interview! No one wants to hear bad news, or to have to sit down and talk with someone who is angry. But this is a good opportunity for you to find out about a lot of things that are going on in your lodge that are not satisfactory with the membership. Listen to them and act!

When you find out what some of the reasons are for members lack of interest in the Elks you should then go to the leadership of the lodge and address them as to how and why changes should be made.

Use the attached **ELKS MEMBER EXIT INTERVIEW/SURVEY** form as is, or modify it to fulfill your needs. Down load this form from the CHEA web site and use it, use it, use it! This form when filled out can do nothing but good for your lodge and its membership and the Order of Elks.

Your Membership Management Control Team (MMCT) will be interested in the completed EXIT INTERVIEW/SURVEY form and the reasons given for disinterest in the lodge. The Lodge Leadership should be made aware of actions they should be taking. If your lodge does not have a MMCT get one going!

Your Lodge, the California-Hawaii Elks Association and the Grand Lodge are interested in what the Exit Interview/Survey form will reveal. Again the Exit Interview/Survey can do nothing but good for your lodge and the Order of Elks! The information obtained from these interviews will be used!

AN ACTIVE ELK IS AN GOOD ELK