

Conducting an Effective Lions Exit Interview

This is the second year for the Promotions and Public Relations Committee providing support to clubs in their efforts to promote their club in their communities. To date, the following articles have been published:

[District A4 Public Relations and Promotions Committee](#)

[Promoting Your Lions Club in Your Community](#)

[How Do We Share Lions Messages With the Public?](#)

[Lions Printed Public Relations Material](#)

[Key Lions Messages and Questions](#)

[Have a Lions Information Booth at Club Activities](#)

[District A16 YouTube Video Library Assists Club Secretaries With Their Activity Reporting](#)

[Keeping Members Up To Date on Club Activities](#)

[Conducting a Lions Open House](#)

[Be Part of Something that Matters](#)

[Conducting a Lions Club and Community Needs Assessment](#)

[Blueprint for a Stronger Club](#)

[Invite Former Members Back to Lionism](#)

[Follow the Road Map to Club Excellence with the Club Excellence Award](#)

[Does Your Club Have a Marketing Communications Chairperson?](#)

[Become Involved Become a Lion](#)

[Just Ask! – A New Member Recruiting Guide for Clubs](#)

This article will discuss 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.

This is just one practical idea for you to consider and more ideas will be published on a regular basis.

If your club has experienced successful public relations for an event, please let us know. We need to "get the message out" by sharing these successes to **ALL** clubs in the district.

If you have a question regarding these ideas, promoting your club in your community or if you would like to invite a member to visit your club, please feel free to contact any one of us. We are here to help you to reshape public opinion and improve your club's visibility so that club activities become a success.

By working together to improve the awareness of our clubs in our communities, we can work towards ensuring effective and successfully promoted club service projects, fundraisers and events.

Together in Lions Service,

Lion James Johnston
District A4 Public Relations and Promotions Coordinator