

Membership Retention

HCNW 2013

What do members want from a group?

- Need vs want!
- Meeting the needs of an individual vs the needs of the group.

Have you tried ...

- Goal setting? Perhaps the goals/wants of the members are different than what the management team and director are asking for.
 - ✓ Bring in an outside person for this (check with your region or district!) Unless you have someone trained within the chorus; it helps with impartiality and usually makes members less hesitant to speak their minds.
- Surveys? These take less chorus time than a goal setting session and can be anonymous, therefore encouraging honest answers.
 - ✓ You MUST follow through on the survey results or you're just spittin' in the wind!
- Doing an EXIT survey of departing members? See pages 3-5.
- Getting help from your District/Region? Both groups have resources that can be helpful.

Have you honestly considered that you're not retaining members because...

- The musical product is poor?
- Your director is difficult to work with or lacks the necessary education?
- You have problematic members?
- You're working the ones you have too hard?

These sorts of obstacles must be faced head-on or you will watch your chorus slowly die out.

Specific ideas to try to make members want to stay:

- Social functions:
 - ✓ Secret pals.
 - ✓ Post-rehearsal get-togethers. Do you frequently extend invitations to the chorus or is this just a clique? When you're here, do you trash the director...or share interests and ideas?!?
 - ✓ Chorus picnic/installation/holiday parties. Invite the family!
- Recognition opportunities:
 - ✓ Installation or annual meetings. Be sure to recognize chairs, have committee members stand, and make a big deal out of your new board/management team.
 - ✓ Have a "good news" time every couple of rehearsals where members can brag on themselves or family members. Does it take too much time? Have everyone blurt their news out at once.

Sharing time:

- What worked (or didn't!) for your chorus?

Resources: Help is available from both BHS and SAI, at the international and regional levels.

- BHS has a lot of information here: barbershop.org/resources/membership-resources.html
- SAI has information on their Members Only pages (sorry, gents!). For example, check out: Real Guide to Growth webinar (there is a special retention segment).
- Check with your Membership Coordinator (SAI) or Director of Membership & Chapter Support (BHS).

Maslow's Hierarchy of Needs (1943)



A Barbershopper's Hierarchy of Needs (2013)



Resigning Member Exit Survey

On the next couple of pages you'll find an Exit Survey template, as outlined in Sweet Adelines International's "Real Guide to Growth" handbook. It's always a good idea to poll your exiting members to see their reasons for leaving. Some things will be beyond your control, for example a move out of the area, but others will not!

Once you've collected these surveys, you need to put the results to work:

- Develop an improvement plan in areas where deficiencies or problems have been identified.
- Review the reasons why members of each longevity group are leaving and consider strategies to better retain members in all groups, especially those with the highest turnover.
- Consider retraining leaders in problem areas.
- Take survey results as a wake-up call for future directions.
- Based on results, re-focus objectives/strategies/action plans to improve member retention.

[Chorus Name]

Exit Member Survey

We were thrilled to share the risers with you during your membership and are sorry to see you leave. Thank you for being part of our group. Please complete the short survey below; your responses will help us better understand the expectations and needs of our members. We appreciate your time and look forward to your comments.

Name: _____

1. What first attracted you to Sweet Adelines International? Check all that apply.

Performance Friendships Education Community Service Barbershop Music
Contest/Competitions Singing Other, please specify: _____

2. Rehearsals

	Yes	No	Not Applicable
Convenient Rehearsal Location			
Convenient Rehearsal Time			
Appropriate Rehearsal Length			
Well-managed and Organized Rehearsals			

Additional Comments: _____

3. Rate your overall satisfaction with the current chorus you are leaving.

Extremely satisfied Satisfied Somewhat satisfied Unsatisfied Very unsatisfied

4. Did you feel welcome in the chorus?

Very welcome Welcome Somewhat welcome Not at all welcome

5. If you did not feel completely welcome, why not? (check all that apply)

I felt demographically isolated

I felt disconnected to the music

Other members did not make an effort to interact with me.

Other members were OLDER/YOUNGER/DIFFERENT ETHNICITY (circle all that apply)

Other: _____

6. If you could make one change to the chorus, what would it be? _____

7. Have you felt comfortable sharing these concerns with chorus leaders?

Very comfortable Comfortable Somewhat Comfortable Not at all comfortable

8. If you didn't feel comfortable discussing concerns, why not? (check all that apply)

I did not want to be known as a complainer.

I felt that I might be embarrassed in front of the chorus for complaining.

I didn't want to burden the leaders because they appear so busy.

Leaders do not seem open to different opinions or new ideas.

I wasn't a member long enough to feel comfortable approaching leaders.

Other: _____

9. How many years were you a member of Sweet Adelines International?

Less than a year 2–5 years 6–10 years 11–15 years 16–20 years 20+ years

10. What circumstances are preventing you from continuing your membership in Sweet Adelines International?

(Choose all that apply.)

Lack of time Dissatisfaction Health reasons Family obligations Financial reasons Work obligations Moved/no chorus in the area Other, please specify: _____

11. Do you feel that you were adequately informed about the financial, time and member expectations of Sweet Adelines International membership? _____

12. What area(s) of your Sweet Adelines education could be improved? Please be specific.

13. What area(s) of your Sweet Adelines education did you find most beneficial? Please be specific. _____

14. In your opinion, what is the best part about being a member? _____

15. Please describe one main feature of Sweet Adelines International that would attract a new member. _____

16. Please indicate your membership future with the organization.

I wish to leave temporarily, but will return

I wish to become a Chapter or Member-at-large

I wish to transfer my membership

I wish to resign from Sweet Adelines completely

Thank you for taking time to complete this survey.