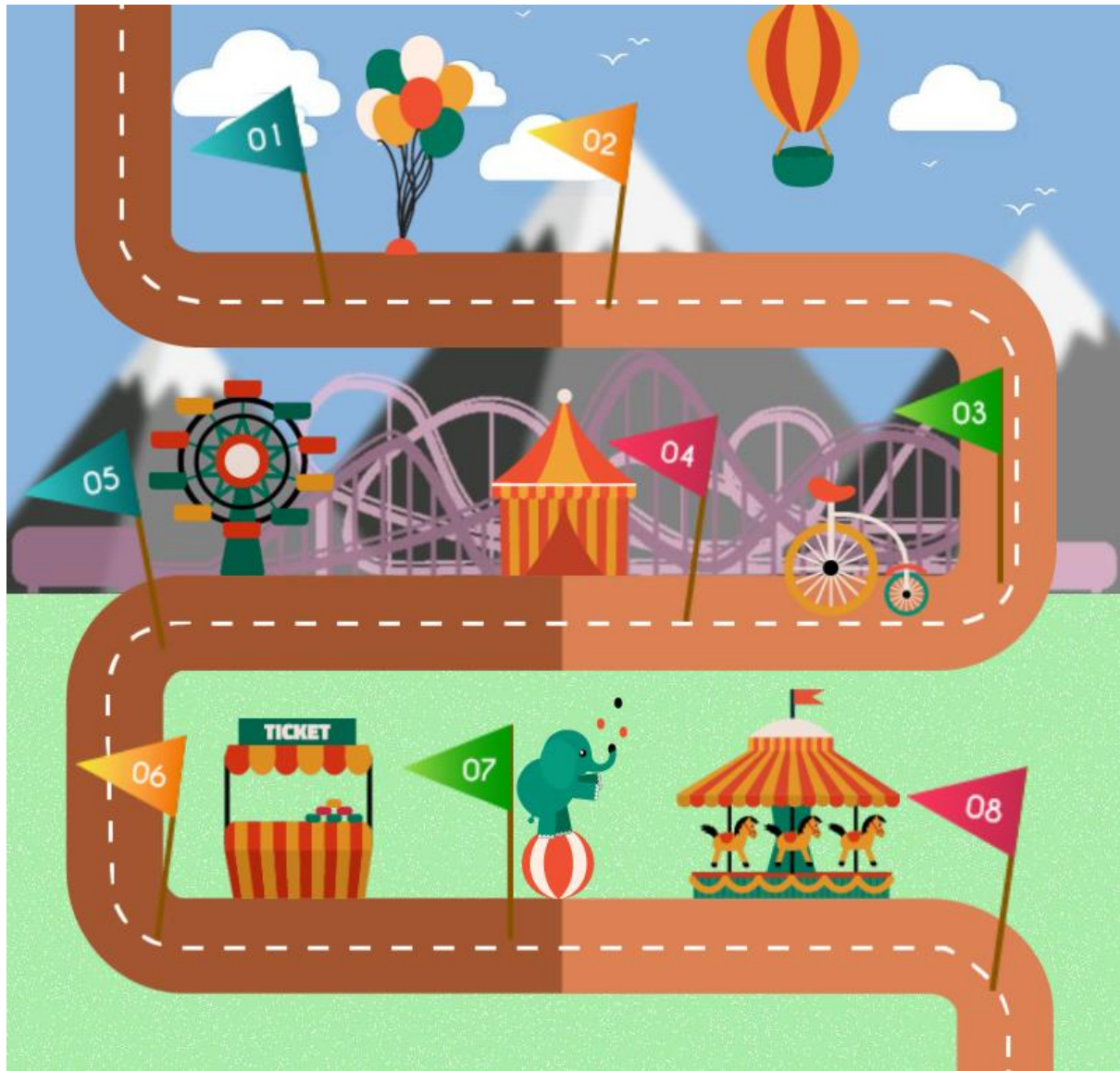


Leaving Members -

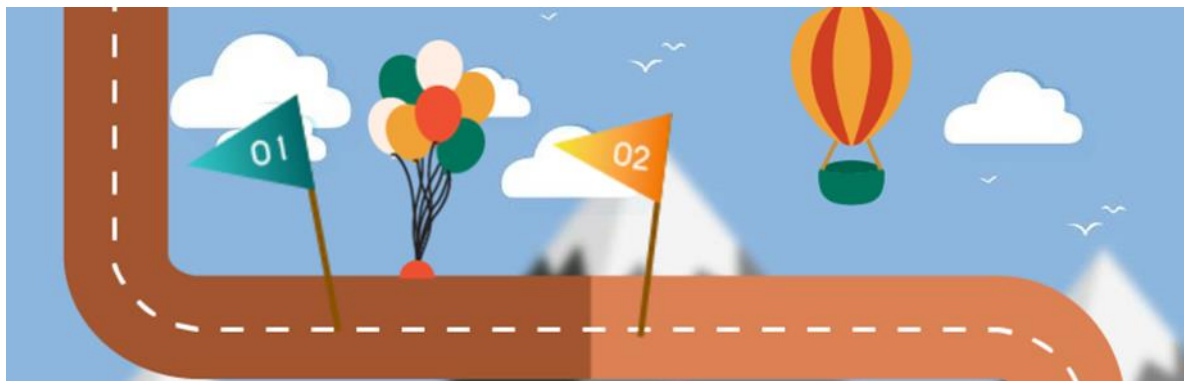
Retaining them and learning from them





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Guideline Notes

Currently we experience annual member turnover in excess of 20%.

At the same time we recruit enough to cover this loss, leaving us with net flat membership numbers. By retaining our members and continuing to recruit at current levels, Scouting would see reasonable membership increases very quickly.

This guide has been produced to support Groups in understanding why members are leaving and how we may retain them. By collecting information as to why youth and leaders drop out of Scouting and analyzing this data over a period, we will be able to improve and reduce this turnover.

In this guide you will find some simple flow charts to follow, to better understand the reasons members are leaving, and the best way to retain them (if possible).

For every member who intends on resigning, we need to capture their information, with the date of leaving and the reason for leaving. The reasons for leaving need to be within a defined list of reasons to make analysis easier.

This information can be gathered by discussion with the parents or youth member. Consideration needs to be given in choosing who should have this discussion with the parent or youth member, in case the reason for leaving is due to issues with the Section or Group Leader.

Through these discussions, it is best to ask open questions, as this will lead to better responses and insights to the experience they have had with Scouting.

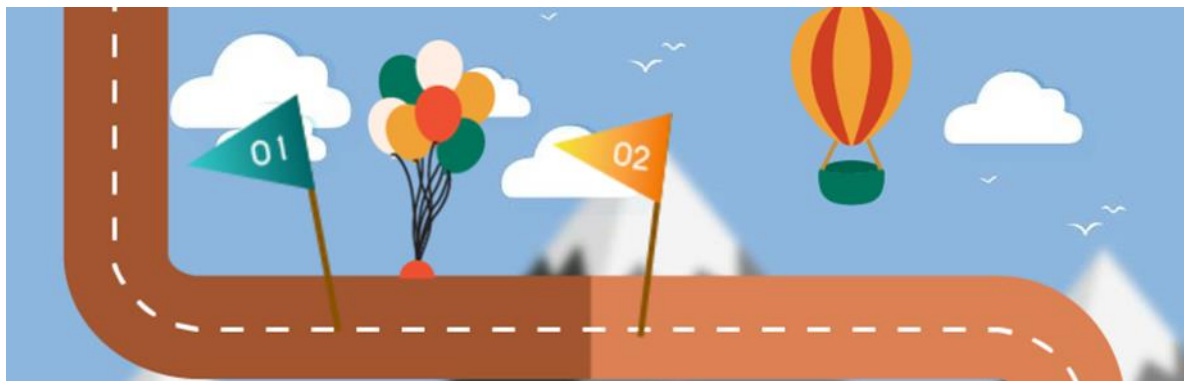
The questions to be asked should be along the line of;

- What can we change to help you stay?
- What needs to happen for you / your child to enjoy Scouting more?

Resignation should be viewed as a last option, if the situation cannot be resolved.

Once a member has been resigned, a survey will be sent out from Region office, asking them how their experience with Scouting has been. This information will be collated at Region office to inform future plans.

Of course if through any discussion, inappropriate behavior has been identified, appropriate action is required up to and including escalation & reporting.



Collecting Data

Following is a spreadsheet from a real Group within GWS. This data helps the leaders understand some of the reasons why prospective members are leaving Scouting.

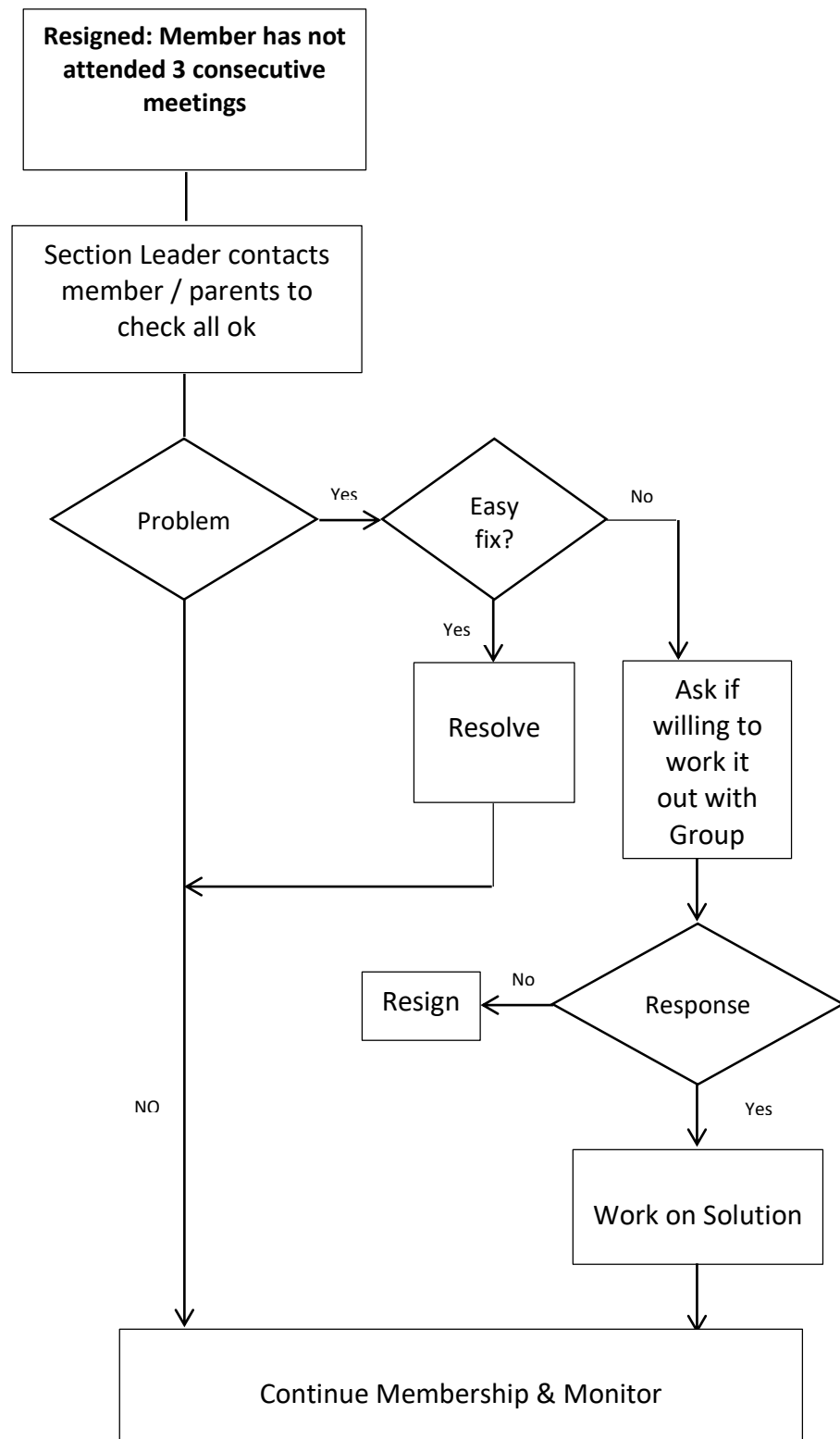
Exit Survey Analysis	2009	2010	2011	2012	2013	2014	2015	2016	2017
Did not start Cubs - New Youth			1	3	9	2	4	12	1
Drop out of Cubs - lack of interest, miss match.	3	3	5		2	11	4	5	
Drop out of Cubs - to expensive / financial issues				3	1	1			
Drop out of Cubs - Transfer / Moved away			1		1	2	1	1	
Drop out of Cubs - to many activities / family to busy									
Did not advance to Scouts				1	1				2
Did not start Scouts - New Youth	1			3	2	2	2	3	
Drop out of Scouts - lack of interest, miss match.	2	5	2	3	6	5	3	5	1
Drop out of Scouts - to expensive / financial issues			1						
Drop out of Scouts - Transfer / Moved away	1				1		3		
Drop out of Scouts - to many activities / family to busy		1				1			
Drop out of Scouts - disagreement with Leaders						1			
Drop out of Scouts - after Jamboree					1				
did not advance to Venturers						1			1
Did not start Venturers - New Youth		2	1		2	1		1	
Drop out of Venturers - lack of interest, miss match.	3	5		3	3		1	2	
Drop out of Venturers - to expensive / financial issues	2					1			
Drop out of Venturers - Transfer / Moved away			1		1				
Drop out of Venturers - to many activities / family to busy							3	1	
did not advance to Rovers		2			6			2	1
advance to Rovers			2	2	4	1		8	9
Special		3			1		1		
Total losses per year	11	21	10	16	34	26	18	31	6

If we could retain these members by better understanding their needs, Scouting would grow very quickly in GWS Region.

Following are some simple flow charts, to better understand the reasons members are leaving, and the best way to retain them (if possible).

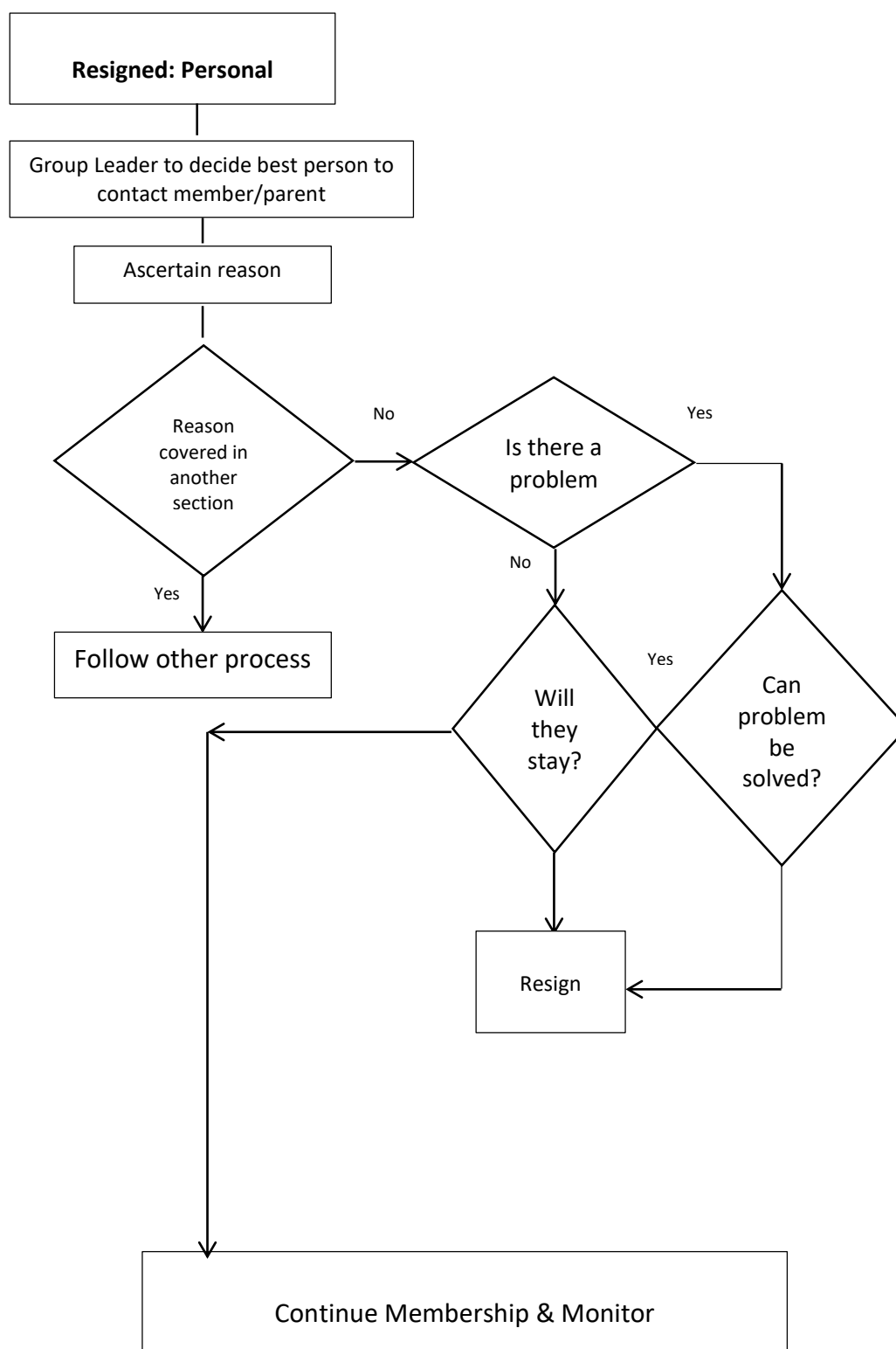


Member has not attended 3 consecutive meetings



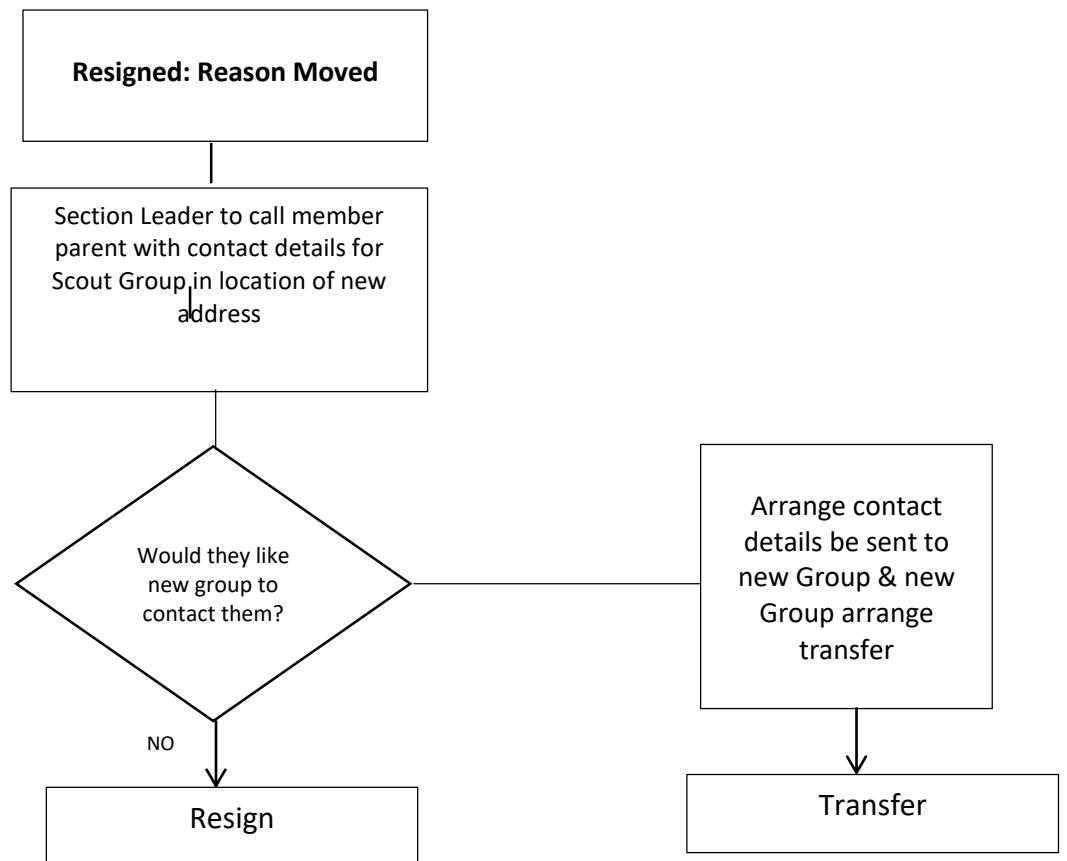


Member Resigned – Personal Reasons



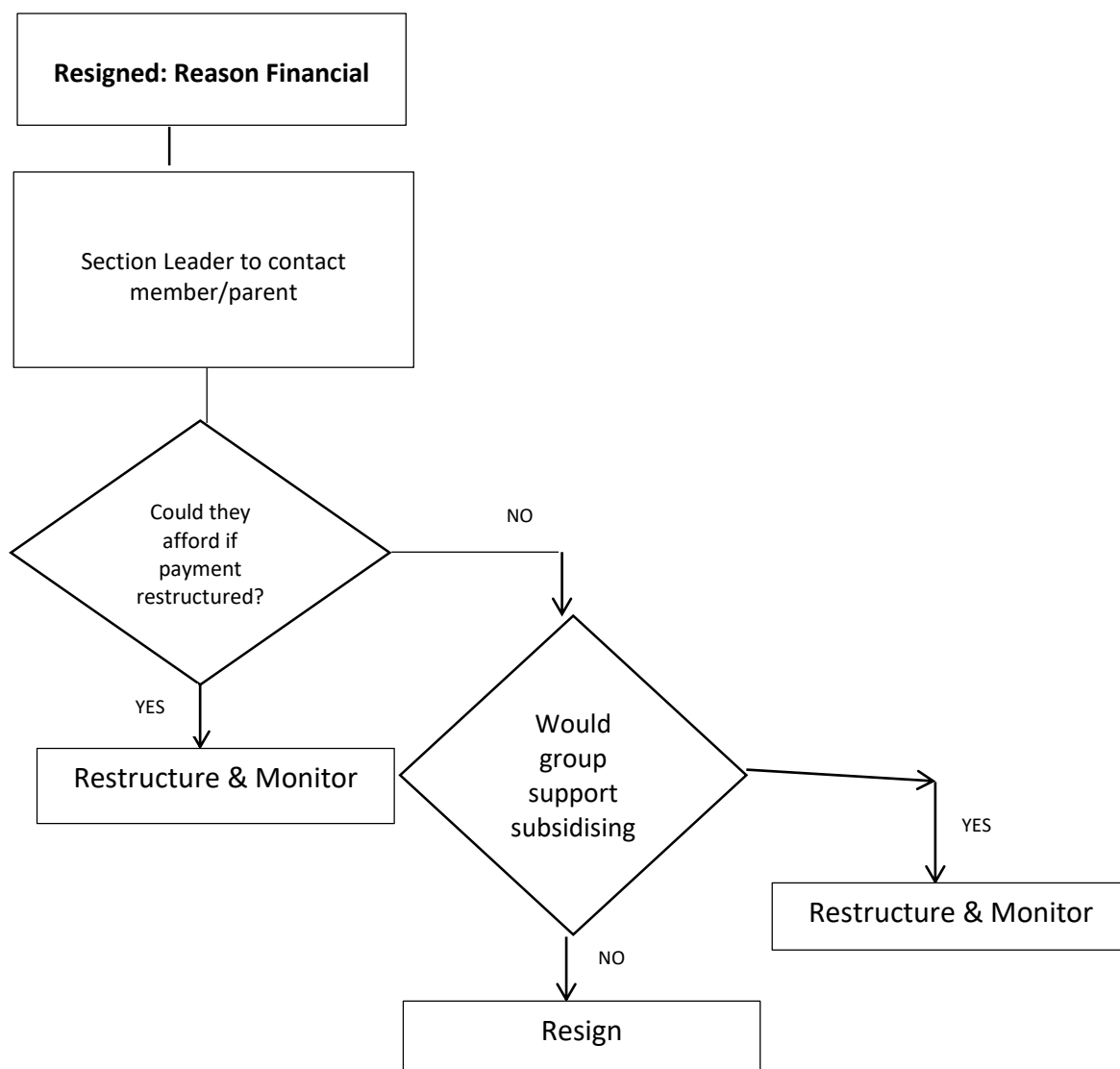


Member Resigned - Moved



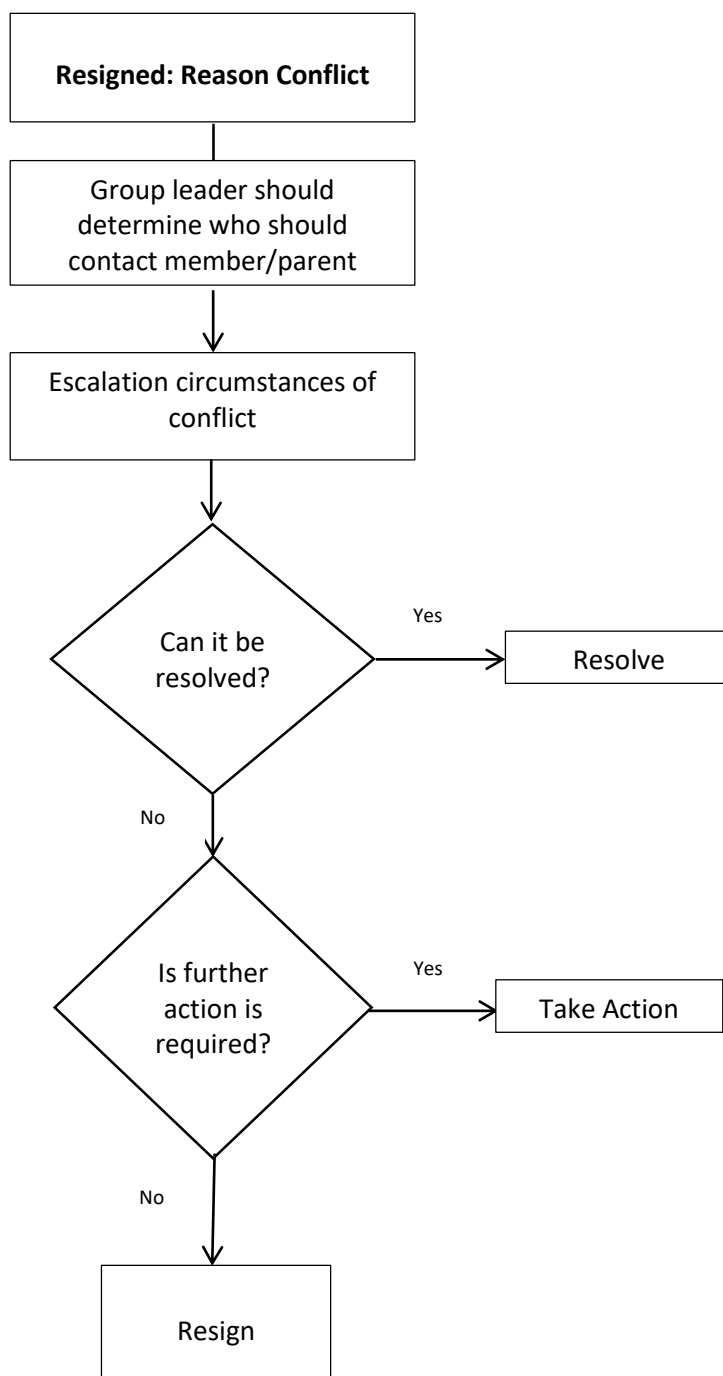


Member Resigned – Financial Reasons



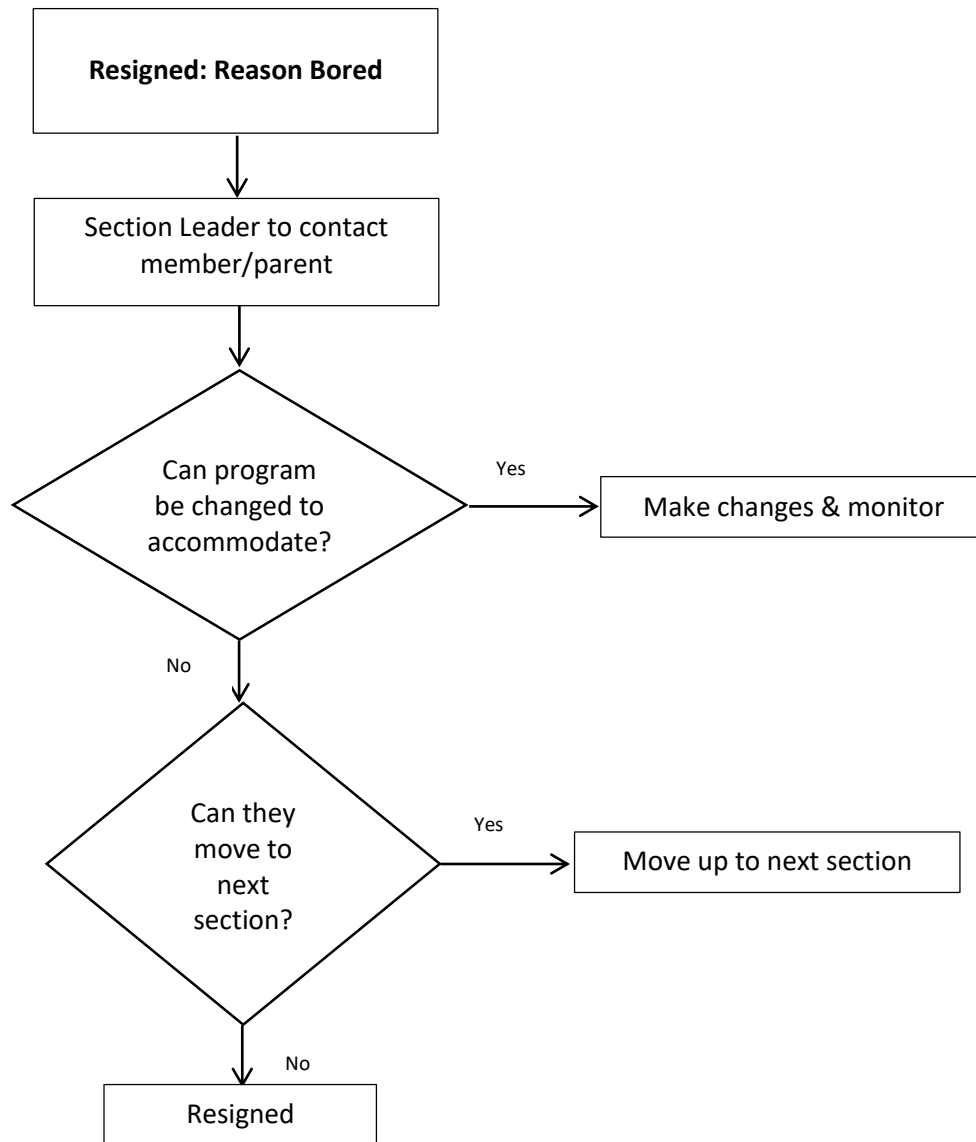


Member Resigned - Conflict



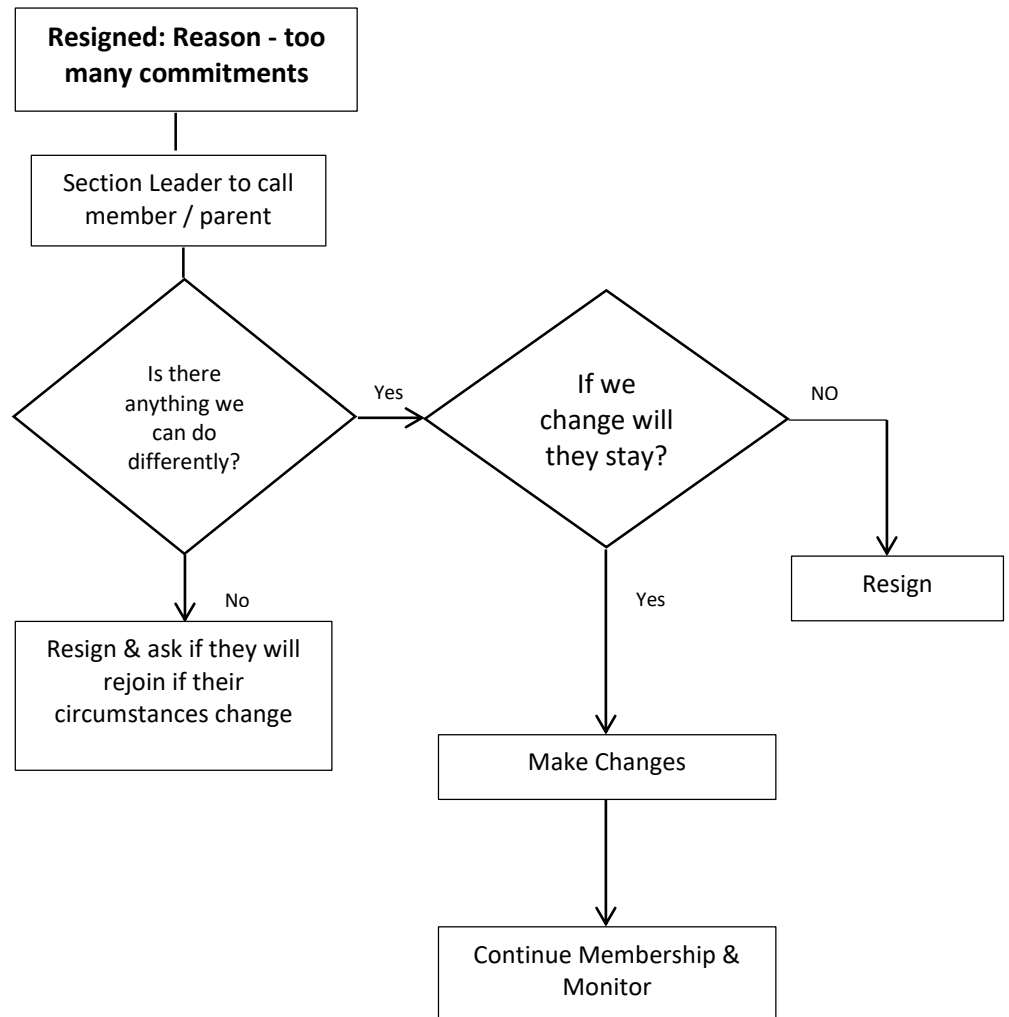


Member Resigned - Bored





Member Resigned – Other Commitments





Member Resigned - Unknown

