

Chapter 4

Membership Retention

Objective:

In order to retain members, it is the chapter president's responsibility to conduct exit survey's. The exit survey will allow us to address members questions and concerns on a more personal basis. It will allow the association to get a better feel for what our members needs are and how we can address them in the future.

Procedures:

1. IARP HQ will send out a list members who have not renewed from for the month, on the last week of the month to each chapter presidents.
2. Chapter presidents will conduct a phone campaign. The chapter president will contact each member and conduct an exit survey (see next page for survey), if member is willing.
3. Along with conducting the exit survey, keep track of the type of responses on the tracking form(see page 96).
4. The tracking forms should be compiled into one form and sent back to IARP HQ's, by the last Monday of each month, along with the exit survey's for those who will not be renewing, to be reviewed by the membership committee. We would appreciate if you email this form back to HQ's and fax the exit surveys. This will allow the membership committee to evaluate the effectiveness of our membership retention and change benefits as needed.

Exit Survey

Hi this is _____ with the <insert state chapter> of IARP. Do you have a moment. We noticed that your membership expired this month and wanted to take the time to call you and find out why you have not rejoined.

If they just missed the renewal invoice or misplaced it.

If Yes – Can I have headquarters fax you a copy so that you can take care of it and fax it back. We would not want you to miss any of the benefits that we provide our members, such as the next issue of the RehabPro Magazine coming out the 1st week of the quarter.

If they just don't want to renew ask the following questions.

That is why I am calling today. Can I ask you a few question?

1. Is there something we are currently doing that we could do better?

2. Is there something that you would like to see IARP offer its members in the future?

3. Are you a member of any other associations that focus on the rehabilitation profession?

4. What made you decide to become a member of the other association?

5. What could IARP do to get you back involved?

