



## EXAMPLE MEMBER RESIGNATION PROCESS (MRP)

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### GUIDELINES FOR USE

- Members resign for many different reasons and it is critically important for you to identify trends. If a trend emerges you need to be well informed to act on it as quickly and positively as possible.
- The MRP should be conducted in a totally positive manner and shouldn't be used to 'grill' the resigning member. Remember that you are five times (x5) more likely to reengage a previous member than a new member.
- The survey can be conducted in person, over the telephone, by email or via post. We strongly suggest that you do this in person or by telephone because this is your opportunity to show them that you take their resignation seriously and you care about why they have made the decision.
- The responses should always remain confidential and must be taken seriously to inform Golf Managers, Committees and/or Boards with regards to future plans.
- When a member resigns, don't delete them from your mailing list unless they are no longer a valid member prospect (e.g. dead or left the area of residence) or if they indicate that they would like no further correspondence.
- Plan the date when you will attempt to re-activate (6-8 months after resignation) the lapsed member with a "We want you back" email or letter followed by a personal telephone call. A resigned member doesn't need to know about what they previously received as a member, they need to know what has changed since they left.

**We hope that this example MRP is a useful tool for your golf club and we encourage you to use the information as a guide to assist with your resignation process.**

***Created for your purpose by:***

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# EXAMPLE MEMBER RESIGNATION LETTER

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<Address Line 1>

<Address Line 2>

<Address Line 3>

<Date>

**Reference:** <Member Name and Number>

Dear <first name of member>

<Golf Club Name> want to thank you for being a valued member for the past <number of years and months they were a member> and for informing us of your intention to resign. We understand that there are number of reasons why members choose to resign and we wholeheartedly want to understand why on this occasion you have made your decision.

Your feedback is critical to our on-going efforts to improve the experience for our members and visitors. We would be very grateful if you could take five minutes of your time to answer a few short questions on the attached survey. This will assist us to fully understand the important reasons why you are resigning from <Golf Club Name> and to help us identify where we can make future improvements to our facilities and services.

We thank you in advance for your honest feedback and we wish you all the best with your golf in the future. We look forward to welcoming you back at the club as either a guest or visitor and hopefully one day we will welcome you back as a valuable <Golf Club Name> member.

Yours sincerely

<Golf Club Manager, Chairperson, Administrator>

<Golf Club Name>

## EXAMPLE MEMBER RESIGNATION SURVEY

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**1. Please tell us why you first decided to join <Golf Club Name> (tick the appropriate boxes)**

- Location (it's the closest golf club to my home or work) ☐
- It was recommended by an existing club member ☐
- The membership cost matched my budget ☐
- The facilities, programmes and services matched what I wanted ☐
- Other (please specify) ☐

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**2. Please rate your overall experience as a member of <Golf Club Name> (please tick the appropriate box)**

- Not at all satisfied ☐
- Slightly satisfied ☐
- Moderately satisfied ☐
- Very satisfied ☐
- Completely satisfied ☐

**Feel free to comment on your selection:**

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**3. Which of the following factors initially caused you to consider resigning your membership at <Golf Club Name>? (please tick the appropriate boxes)**

- Relocating to another area ☐
- Was not playing enough golf to give value for money ☐
- Prefer to pay-and-play with friends ☐
- Change in personal circumstances ☐
- Injury or illness ☐
- Quality of golf course ☐
- Quality of other facilities ☐
- Club too expensive in comparison to others in area ☐
- Customer service was unsatisfactory ☐
- Lack of social events ☐
- Other (please specify) ☐

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4. Ultimately, what was the deciding factor behind your decision to resign your membership at <GOLF CLUB NAME>?

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5. If <GOLF CLUB NAME> was to do one thing to change your mind about resigning, what would it be?

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6. How likely are you to recommend <Golf Club Name> to a family member, friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
Not at all likely			Neutral					Extremely likely		

7. Do you think you will join a golf club again in the future?

Yes ☐ No ☐

Please elaborate on your selection:

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8. We would love to keep you in the <Golf Club Name> family by sending you information about what the club is offering from time to time. Would you be happy to receive club information via email?

Yes ☐ No ☐ E-mail address: \_\_\_\_\_

Please indicate what information you would be happy to receive:

- Club Newsletter ☐
- Club Membership Deals ☐
- Special Green Fee Deals ☐
- Club Social Functions ☐
- Club Open Tournaments ☐
- Other (please specify) ☐

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THANK YOU FOR BEING ONE OF OUR VALUED CLUB MEMBERS AND WE WISH YOU ALL THE BEST FOR YOUR FUTURE GOLF ENDEAVOURS.