



## Exit Surveys & Interviews

This resource provides a way to collect feedback from members who decided to leave Scouting by conducting a so called 'Exit' interview and / or a survey. You may find a list of questions that can be used by either method.

Throughout the year, members will leave, and that's ok, provided they leave for the right reasons, for example Scouting has inspired them to get more involved in something else - this is part of natural development. We need to be worried if they have left because they have had a bad experience - this means we need to look a little closer. Collecting feedback from members who left helps NSOs and its local groups continuously to retain your members. It is also a good indicator to understand the state of mind of the person leaving: is it linked to the activities or to a personal or life choice? Would they be likely to come back to Scouting or to recommend it?

Someone leaving is never easy to manage and always have an impact on a group. If it is a volunteer, it implies to replace the human power, roles and responsibilities and knowledge they are leaving behind. If it is a young member, it can have an impact on other young member willing to leave in the short term and a decrease in membership in the long term. If there is something to do to prevent members from leaving, this survey will allow you to find out why and use these findings to fix it.

Depending on the situation, you may use different "Exit" tools also for parents of youth members who left Scouting or even youth themselves. There might be other online alternatives to exit surveys and interviews such as online messaging, contacting social media and so on. However, depending on the legal regulations and data protection, this may be tricky. Therefore, this resource presents two mostly used ways to collect feedback - surveys and interviews.

### Membership Recruitment Campaign

If you are running a Membership Recruitment Campaign, the exit survey or interview can be very useful to supplement the evaluation of your campaign and it's impact. Collect the answers from your local groups where new volunteers decided to leave and compare the results based on the time after the campaign. How long did it take for them to leave? 3 months, 6 months? Can you notice a pattern or any other weak points where local groups may need your support to retain the new members?

### How to choose a method?

The exit conversation can be either conducted as a survey or an individual interview. The method will often depend on the capacities and resources that are available in the local group. As an NSO, you may encourage your local groups to organise a conversation with a person who left Scouting, ideally facilitated by someone who is neutral to the situation who can provide an unbiased view, and lead the interview. Whatever method the groups choose, the questions asked need to be well thought-through, respectful and inclusive to the variety of views.

As an NSO, provide survey templates to your local groups and collect answers on some of the questions you are specifically interested in - it can provide you a good overview on the reasons scouts usually leave your NSO (or in specific locations) and how can these reasons be different based on Scouting experience (for example, motivation to leave can be very different for someone being in a role for a long time and those who newly joined the groups) or any other aspects.

METHOD	PROS	CONS
<b>Survey</b>	<p>Can be anonymous</p> <p>Low maintenance - if online, the same template can be used and shared with many people</p>	<p>Hard to maintain confidentiality if only a few members leave at a time</p>





	Answers can be easily summarised and compared	Does not provide an opportunity to ask any follow up questions
<b>Interview</b>	Provides opportunity for an in-depth conversation to better understand the motivation to leave	Needs a facilitator who is able to maintain an unbiased conversation
	Follow up questions can be asked, tailored based on the situation	Requires more time
	Shows care and attention to the interviewee	A physical location is needed  Difficult to summarise different interviews and provide group, district, national level picture

## Exit Interview

In case your groups decide to run an interview, it needs to be prepared beforehand - what questions will be asked? how will the person be approached? who else will be present? If it's a physical meeting, schedule the meeting in advance. Make sure there is a list of questions and a thread to follow and so that nothing important is forgotten.

Some useful tips for running an interview:

- Make sure the space of discussion is comfortable
- Agree on the confidentiality of the discussion before starting, if it is not confidential - inform how and where the answers may be used for
- Ask open ended questions, avoid "Yes / No" type of questions
- Be an active listener
- Follow up - ask for clarification to better understand the motivation behind the answers and maintain a conversation
- Do not make assumptions or form questions as predictions (wrong example: "Did you decide to leave because you did not have enough time for Scouting anymore?", correct example: "Why did you make a decision to leave Scouting?")
- Always leave an option to not answer the question if the interviewee feels uncomfortable to share
- Be respectful to different opinions and views presented even if the interviewee accuses or blames someone
- Thank the interviewee for their contribution and time
- Ask if they would like to be contacted in the future about any new Scouting opportunities, roles and events

## Exit Survey

An exit survey is a great way to collect information from a number of people and compare the answers on an aggregate level. Depending on the needs, an exit survey can be anonymous. However, usually adult leaders leave the groups individually and groups do not have large pools of leaders. Overall, it should not be too long, the questions should be framed in easy to read and friendly language. The survey can be printed and shared with the person leaving or posted on a platform which is accessible and user friendly. Always provide a short introduction explaining why is the person contacted and what is the survey for. It is also important to mention how the answers will be used.

Here you can find a set of questions that can be used and customised based on your own NSO or local group needs:





No	Question	Answer
Q1	Name surname	
Q2	Local scout group	
Q3	Role (last held)	
Q4	How long have you been a member of the group? Please provide a number of months in total	
Q5	Why did you leave the group?	Multiple answers:  Lack of time Different priorities Lost the joy of Scouting Mismatched expectations Cannot find a suitable role Conflicts in the group Other (please fill in)
Q6	Is there anything we could have done differently that could have changed your decision to leave?	Open question
Q7	Did your overall experience fulfil the expectations you had when you first joined us or started your last role?	Select one answer: 1 - Strongly disagree 2 - Disagree 3 - Neither agree, nor disagree 4 - Agree 5 - Strongly agree
Q8	Name 3 things that were most enjoyable throughout your experience	Open question
Q9	Name 3 things that were the least enjoyable throughout your experience	Open question
Q10	Do you feel that you received adequate overall support in your role?	Select one answer: 1 - Strongly disagree 2 - Disagree 3 - Neither agree, nor disagree 4 - Agree 5 - Strongly agree
Q11	Do you feel that you received adequate training to support you in your role?	Select one answer: 1 - Strongly disagree 2 - Disagree 3 - Neither agree, nor disagree 4 - Agree 5 - Strongly agree
Q12	What type of additional support we could have provided?	Open question
Q13	What changes or improvements would you suggest to make to the way we work with volunteers?	Open question
Q14	Anything else you would like to tell us? Please leave a comment	Open question
Q15	Would you recommend Scouting to someone you know that is not a Scout and why?	Open Question
Q16	Please let us know if you would like us to reach out to you with information on any future opportunities and new open roles available	Yes / No
Q17	If yes, please provide us with your contact e-mail address	
Q18	If yes, please provide us with your postal address	

