

Exit Interview Processes

(1) Letter

Dear _____:

My name is _____, and I recently became chair of the Unitarian Universalist Church of _____ Membership Committee. As a fairly new member, I wanted to better understand why people joined - and just as important, why they left.

As a former member, you are in a unique position to address both questions. We would be very grateful if you would be willing to talk to one of our committee members sometime during the week of November 10. We will be asking the following questions:

- What attracted you to UUC of _____? Why did you decide to join?
- Did you feel welcome at UU of _____? Why or why not?
- Why did you decide to leave UU _____? Have you found another church home yet? Which one?
- How could we have responded to your needs better?

If you prefer to respond by email or mail, or do not want to be contacted, I can be reached by phoning _____, emailing _____ or mailing _____.

We sincerely appreciate any insight you might provide. Thank you.

Sincerely,

_____, Membership Chair

(2) Exit Interview by Phone

UUC of _____ Exit Interview
Interview Guide

Name of Former Member _____ Date _____
Caller _____

Hello, my name is _____ and I am calling from the Unitarian
Universalist Church of _____. Is this _____?

If not there: Is there a good time for me to call _____?

If yes: Is this a good time to talk? If no: Is there a better time for me to call?
If yes: Did you receive our letter about membership in UUC of _____?
If no: Purpose of letter was to alert them about this call

We are trying to better understand why members have left UUC of _____. Would you have a few minutes to answer a few short questions?

No: Would there be a better time?

Yes: Thank you. I know your time is valuable. I really appreciate your willingness to do this.

- A. What attracted you to UUC of _____?
- B. Why did you decide to join?
- C. Did you initially feel welcome at UUC of _____? YES_____ Why? NO_____ Why not?
- D. Did you feel like part of the UUC of _____ community during your time at the church? YES_____ Why? NO_____ Why not?
- E. Why did you decide to leave UUC of _____?
 - 1. (Probe) What else?
 - 2. Was there anything else that disappointed you about UUC of _____?
- F. Have you found another church home yet? YES_____ Which one? NO_____ (go to G)
- G. In thinking back, how could we have responded to your needs better?
- H. Is there anything else we should know to help make UUC of _____ more responsive to people?
- I. Would you recommend UUC of _____ to a friend or family member?
YES_____ Why? NO_____ Why not?

Thank them and terminate call.