

## EXECUTIVE SUMMARY OF RMI SURVEY FOR KOREA

Membership Development conducted a survey during the fall of 2002 of Rotarians who had terminated their membership with their local club from 1 July 2001 through 30 June 2002. The purpose of the survey was to determine their reasons for resigning, and to uncover some suggestions that would prove useful to clubs in retention. The survey was sent to 6550 former Rotarians in Korea (Zone 9). 58 responses were received from 16 districts within this zone.

The respondents' tenure with their Rotary club ranged from 1 year to 30 years, with an average of 8 years. Respondents' ages cover the spectrum from 36 years to 75 years. The largest group of respondents is between 51 – 60.

In order of rank, the following are the top 3 reasons given for resigning Rotary membership:

- 1) Attendance difficulties
- 2) Competing priorities
- 3) Did not feel included

64% of former Rotarians reported enjoying the weekly meetings. 56% of former Rotarians believe that the amount of Rotary content per meeting was adequate; 85% of former Rotarians felt the length of the club meeting was adequate as well. Other items:

- 60% report meetings were organized
- 67% report meeting time was convenient
- 84% report meeting location was convenient
- 86% report meeting costs were adequate

59% of former Rotarians believe that clubs should increase the amount of fellowship activities at meetings. And, 53% feel clubs should involve or provide more opportunities for family.

76% of former Rotarians reported feeling welcome in their Rotary club. The top 3 reasons (in rank order) for feeling unwelcome are:

- 1) Formation of exclusionary cliques
- 2) 3-way tie -- Members age older than themselves; Members age younger than themselves; Demographic Isolation

Former Rotarians were generous with their thoughts on ways to improve club meetings. The top 3 suggestions (in rank order) for improving club meetings are:

- 1) Better program variety
- 2) More fellowship
- 3) More service opportunity information

Respondents were asked to rate their club activity level in 7 areas: Membership Recruitment, Membership Retention, Membership Development, New Member Orientation, Club PR, Club Fundraising, and Foundation. In all but two areas (Club Fundraising and TRF) fewer than 43% of former Rotarians felt their club's activity level was adequate.

64% of respondents have participated in their club's LOCAL service projects. Of the 69% who volunteered, 64% say their expectations were met. Of the 31% who were asked to participate,

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18% say their expectations were met. The top 3 reasons service projects did not meet expectations (in rank order) are:

- 1) Did not address community needs
- 2) 3-way tie – Insufficient Project Knowledge; Insufficient Member Support; Personality Conflicts

35% of respondents participated in their club's INTERNATIONAL service projects. Of the 62% who volunteered, 62% say their expectations were met. Of the 38% who were asked to participate, 38% say their expectations were met. The top 3 reasons service projects did not meet expectations (in rank order) are:

- 1) 2-way tie – Time conflicts; insufficient member support
- 2) Insufficient project knowledge

52% of respondents reported that they feel the quantity of information presented in their club bulletin was sufficient. Within that group, 15% also indicated that it was interesting; and, 77% also indicated that it was useful.

Of the 48% who reported their club bulletin was insufficient, 12% also indicated that it was boring; 33% also indicated that it was limited; and, 29% also indicated that it was uninformative.

16% of respondents reported that their club DID have an active website. 29% of respondents reported that they felt their club could have benefited from an active web site.

Respondents were asked to provide their perception of their club expenses in 6 areas: Club Dues, RI Dues, Meals, Fines, Service Project Contributions, and TRF Contributions. In the 1<sup>st</sup> four areas more than 70% of respondents indicated that they perceived these costs as reasonable. 19% of respondents perceive service project contributions as excessive, and 24% of respondents perceive TRF contributions as excessive.

Former Rotarians were asked their feelings about their club leadership. 52% felt comfortable sharing their concerns with club leaders. Of those who reported sharing suggestions with club leaders 71% also indicated that club leaders were receptive to their suggestions. The top 3 reasons for not sharing concerns (in rank order) are:

- 1) Leaders not open to ideas
- 2) Did not want to be seen as a complainer
- 3) Leaders had own agenda

The survey asked for spousal and family perceptions of Rotary Membership: Former Rotarians report that (in order) their spouses and families felt 1) proud, 2) wanted to be involved, and 3) sought other Rotary spouses and families.

To gauge the interests of former Rotarians and anticipate to which organizations they may gravitate after resigning their Rotary club membership, the survey asked respondents to which other volunteer organizations would they give of their time: The top 3 organizations (in rank order) are:

- 1) Community organization board

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- 2) Non-governmental organization
- 3) Tie – Religious and Town / City Board