



# Sample Survey of Members Who Did Not Renew

Discovering why your members did not renew can provide additional insight into the programs, services, and benefits that you offer.

1. Which is the primary reason you let your membership lapse?
  - The cost of membership dues exceeded the value I received.
  - Chapter offerings were not relevant.
  - I had no time to participate.
  - I am no longer employed in the field of nursing.
  - Other: \_\_\_\_\_
  
2. Which of the following chapter benefits did you take advantage of during your membership?  
(Include chapter-specific language about what was offered during the last year.)
  
  
  
  
  
  
  
  
  
  
3. Please complete the following sentence: To rejoin, I would primarily need \_\_\_\_\_. (Select all that apply.)
  - Additional resources and benefits of value for my dues
  - More relevant professional development opportunities
  - Chapter events closer to where I work
  - More resources available online
  - Additional opportunities to interact with my peers
  - More opportunities to volunteer and share my knowledge
  - Other: \_\_\_\_\_
  
  
  
  
  
  
  
  
  
  
4. For how many years were you a member of the chapter?
  - 1 year
  - 2–3 years
  - 4–5 years
  - 6–10 years
  - More than 10 years
  - Don't Know/Uncertain



## Sample Survey of Members Who Did Not Renew (continued)

5. Are you currently employed in the field of nursing?

- Employed full-time in nursing
- Employed part-time in nursing
- Employed outside nursing
- Retired
- Student
- Unemployed

6. Which of the following best describes your current position?

- Advanced Practice Nurse
- Clinical Specialist
- Clinical Director
- CNO-VP-COO-CEO
- Consultant/Entrepreneur
- Dean/Chair/Head
- Educator – Clinical
- Faculty
- Researcher
- Staff Nurse/Clinician
- Student
- Supervisor/Coordinator
- Unit Manager
- Other: \_\_\_\_\_

7. Would you like to have someone contact you about reactivating your membership?

- Yes
- No

If yes, please provide your name, email address, and phone number: