



What's Trending?

Resigned Members Returning As Guests

It is quite interesting to see how creative some resigned members can be when it comes to continuing to enjoy amenities and services after making the decision to leave the club. When considering the policy best-suited for your organization it's ideal to find balance between a firm sense of lost privileges and engagement opportunities that encourage re-joining.

The first step to setting your policy is to understand the primary reasons people are resigning. This data will help determine how strict or lenient your policy should be. Once you have identified common resignation themes it will be much easier to confirm the appropriate club access and guest parameters.

Some PCMA member clubs find it very important to discourage resignations and restrict resigned members from participating in any club programs for a period of time such as six months or 1-2 years. Others tend to rely on their established guest policies featuring limited visits as a guideline for resigned member activity allotment.

Upon determining your resignation policy, it is also important to consider implementing SOPs that support engaging with resigned members if your goal is to welcome them back as members someday. Especially if data has shown that reasons for resigning don't often involve relocation. Some PCMA member clubs continue sending resigned members their newsletter, while others have created a communication schedule specifically designed to keep resigned members in the loop of what they are missing.