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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	**25.7%**
Annual Attraction Rate (3-year average):	**20.3%**
Annual Net Growth Rate:	**- %**

The problem we need to solve is:

> ### Success Targets
>
> **Attrition** less than 15%
>
> (July 1 membership x .15)
>
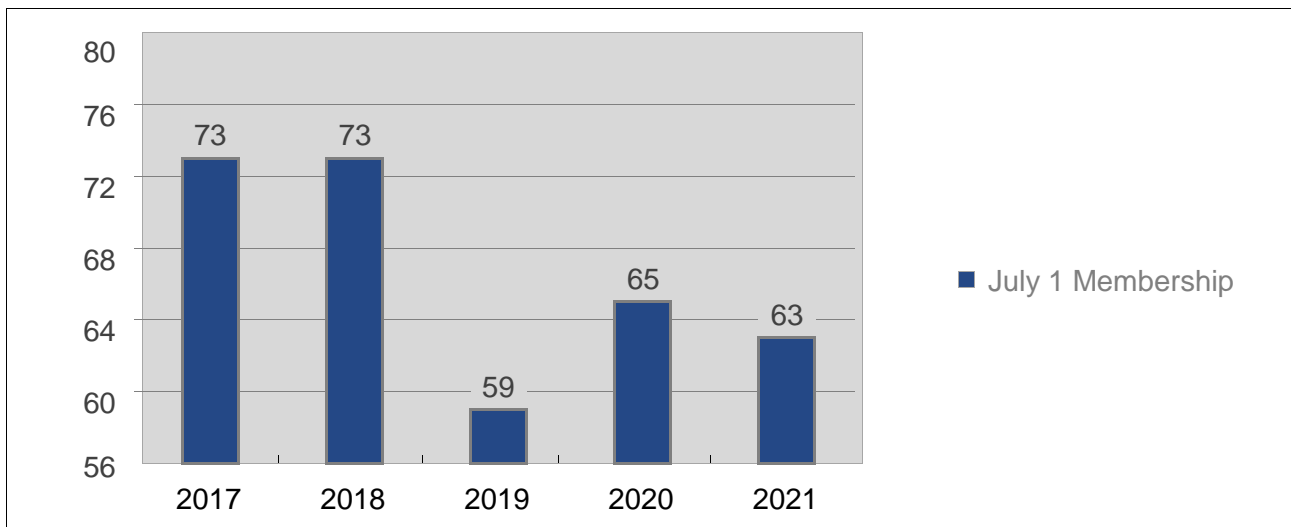> **Attraction** 5% greater than Attrition

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	63
2020-2021	65
2019-2020	59
2018-2019	73
2017-2018	73

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	63	
Current Membership 5/1/2022	68	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	16	(d)
New Members Needed (Growth + Attrition)		(c+d)

Bar chart "July 1 Membership": 2017 = 73, 2018 = 73, 2019 = 59, 2020 = 65, 2021 = 63

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **22.0%**

Annual Attraction Rate (3-year average): **6.8%**

Annual Net Growth Rate: **-   %**

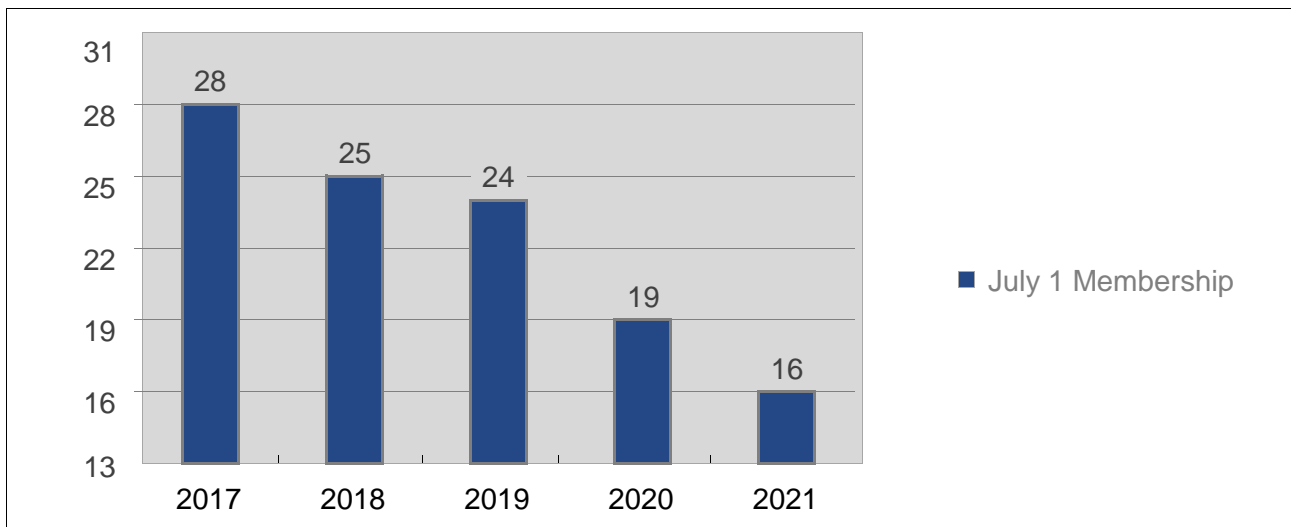| **Success Targets** |
|---|
| **Attrition** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	16
2020-2021	19
2019-2020	24
2018-2019	25
2017-2018	28

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	16	
Current Membership 5/1/2022	22	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **22.1%**

Annual Attraction Rate (3-year average):   **10.5%**

Annual Net Growth Rate: **- _____ %**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

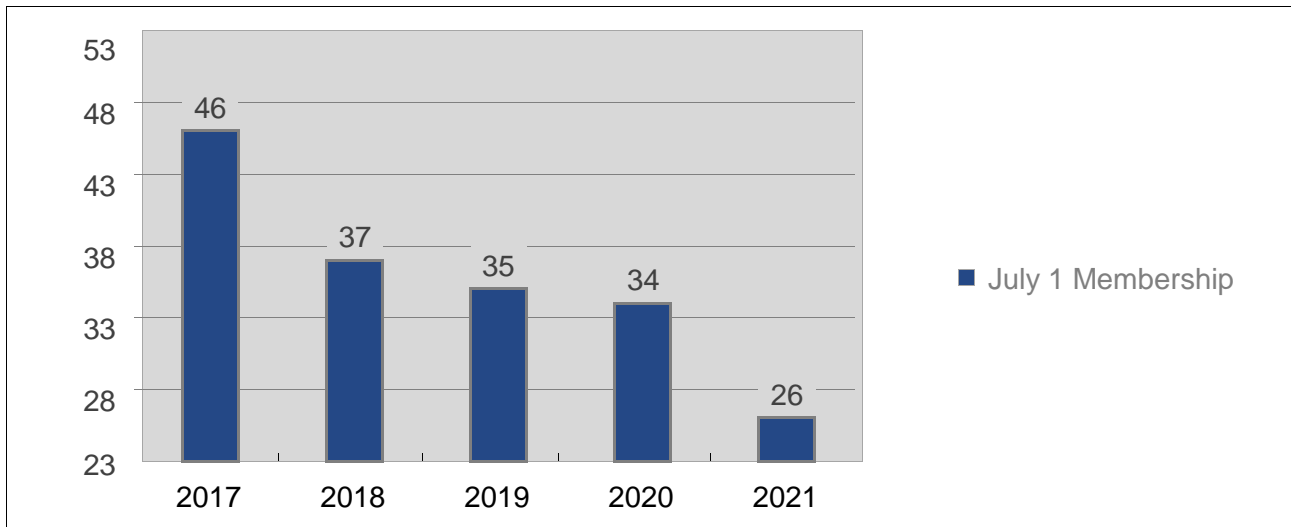**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	26
2020-2021	34
2019-2020	35
2018-2019	37
2017-2018	46

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	26	
Current Membership 5/1/2022	26	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	7	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **9.3%**

Annual Attraction Rate (3-year average): **8.7%**

Annual Net Growth Rate: **-   %**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

(Success Targets box reads:) **Attrition** less than 15% (July 1 membership x .15); **Attraction** 5% greater than Attrition

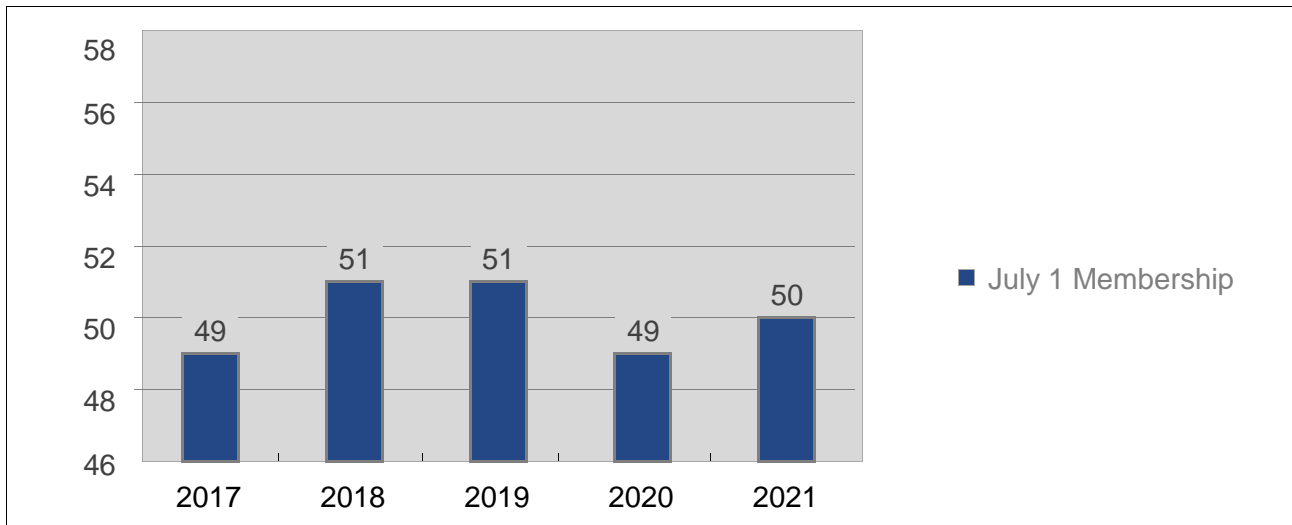**The problem we need to solve is:**

☐   **Low Retention** -- Our Attrition Rate Exceeds 15%

☐   **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐   **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	50
2020-2021	49
2019-2020	51
2018-2019	51
2017-2018	49

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	50	
Current Membership 5/1/2022	46	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

Bar chart "July 1 Membership": 2017 = 49, 2018 = 51, 2019 = 51, 2020 = 49, 2021 = 50

Membership Goal Setting Worksheet

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **10.8%**

Annual Attraction Rate (3-year average):   **12.8%**

Annual Net Growth Rate: **+   %**

The problem we need to solve is:

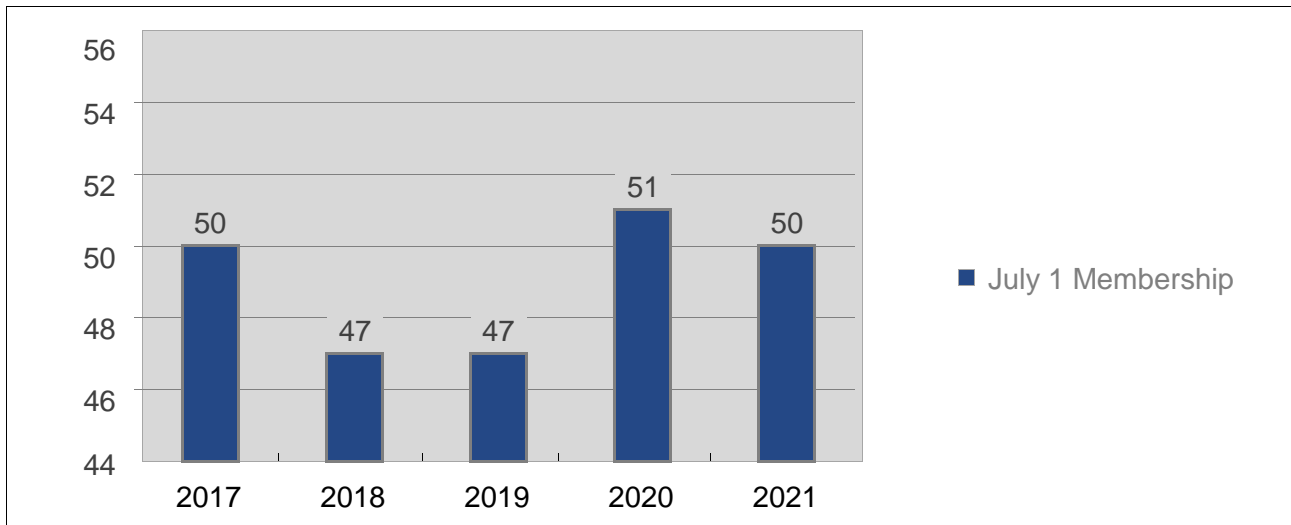|	**Success Targets**
	Attrition less than 15%
	(July 1 membership x .15)
	Attraction 5% greater than Attrition

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	50
2020-2021	51
2019-2020	47
2018-2019	47
2017-2018	50

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	50	
Current Membership 5/1/2022	53	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	6	(d)
New Members Needed (Growth + Attrition)		(c+d)

Chart: July 1 Membership — 2017: 50, 2018: 47, 2019: 47, 2020: 51, 2021: 50

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual **Attrition Rate** (3-year average): **8.5%**

Annual **Attraction Rate** (3-year average): **7.4%**

Annual **Net Growth Rate**: **- %**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

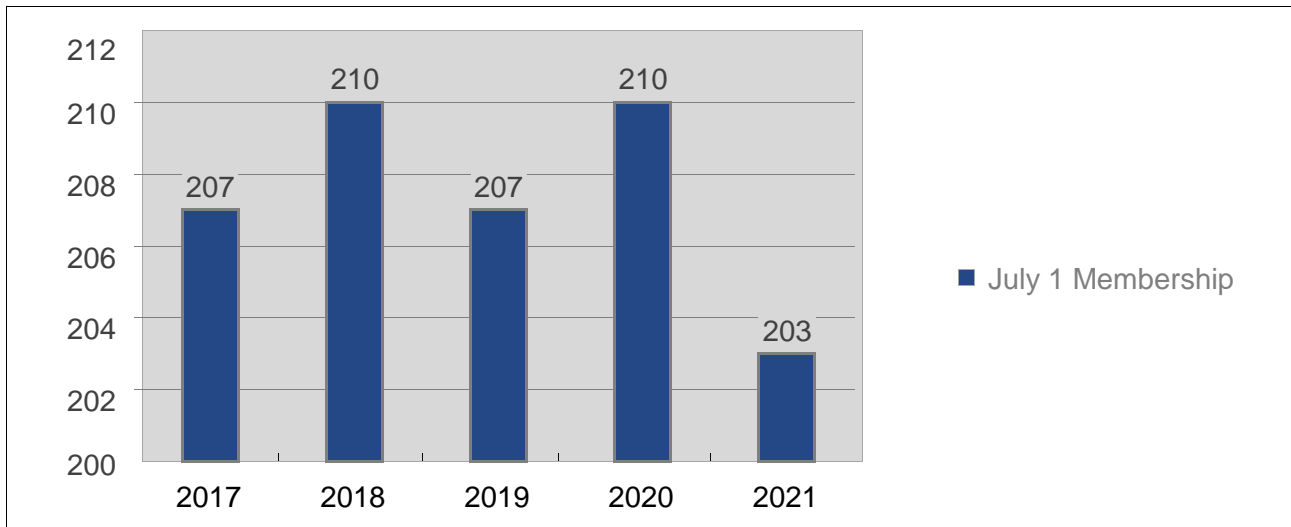**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	203
2020-2021	210
2019-2020	207
2018-2019	210
2017-2018	207

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	203	
Current Membership 5/1/2022	214	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	18	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **17.6%**

Annual Attraction Rate (3-year average): **18.4%**

Annual Net Growth Rate: **+_____%**

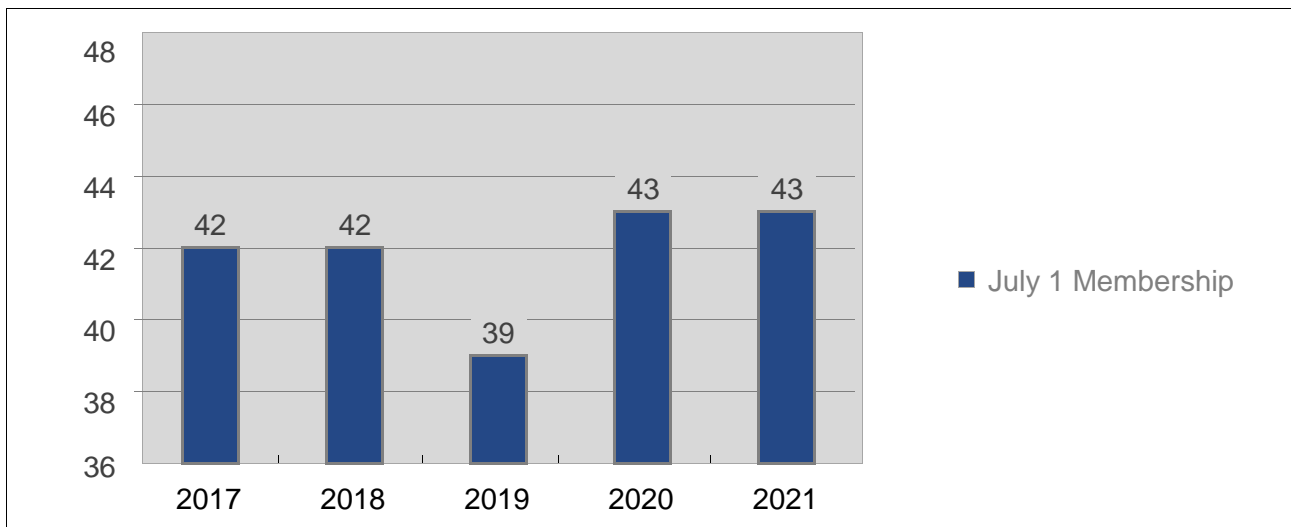| **Success Targets** |
| Attrition less than 15% |
| (July 1 membership x .15) |
| Attraction 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	43
2020-2021	43
2019-2020	39
2018-2019	42
2017-2018	42

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	43	
Current Membership 5/1/2022	**43**	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	**29.0%**
Annual Attraction Rate (3-year average):	**11.3%**
Annual Net Growth Rate:	**- %**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

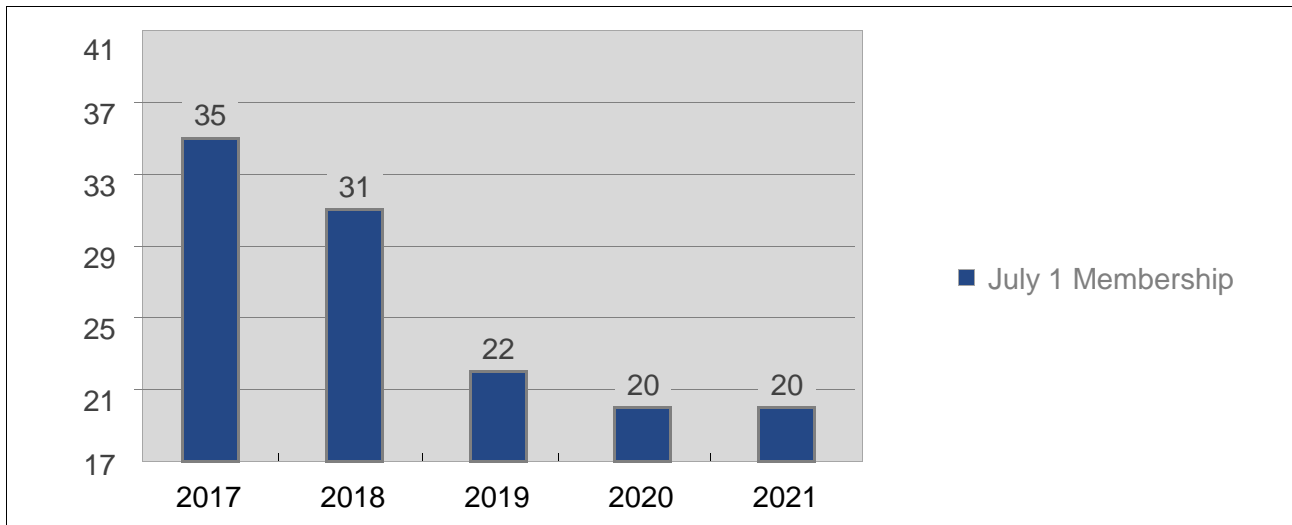**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	20
2020-2021	20
2019-2020	22
2018-2019	31
2017-2018	35

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	20	
Current Membership 5/1/2022	22	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	6	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	**8.8%**
Annual Attraction Rate (3-year average):	**23.1%**
Annual Net Growth Rate:	**+_____%**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

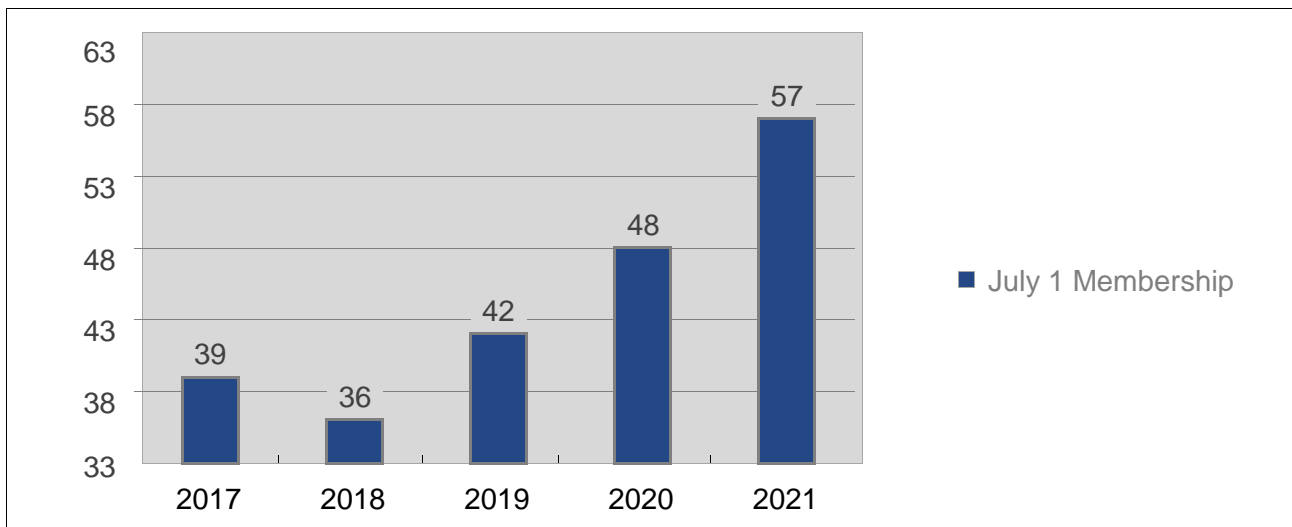**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	57
2020-2021	48
2019-2020	42
2018-2019	36
2017-2018	39

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	57	
Current Membership 5/1/2022	55	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

Year	July 1 Membership
2017	39
2018	36
2019	42
2020	48
2021	57

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):

Annual Attraction Rate (3-year average):

Annual Net Growth Rate: **+   %**

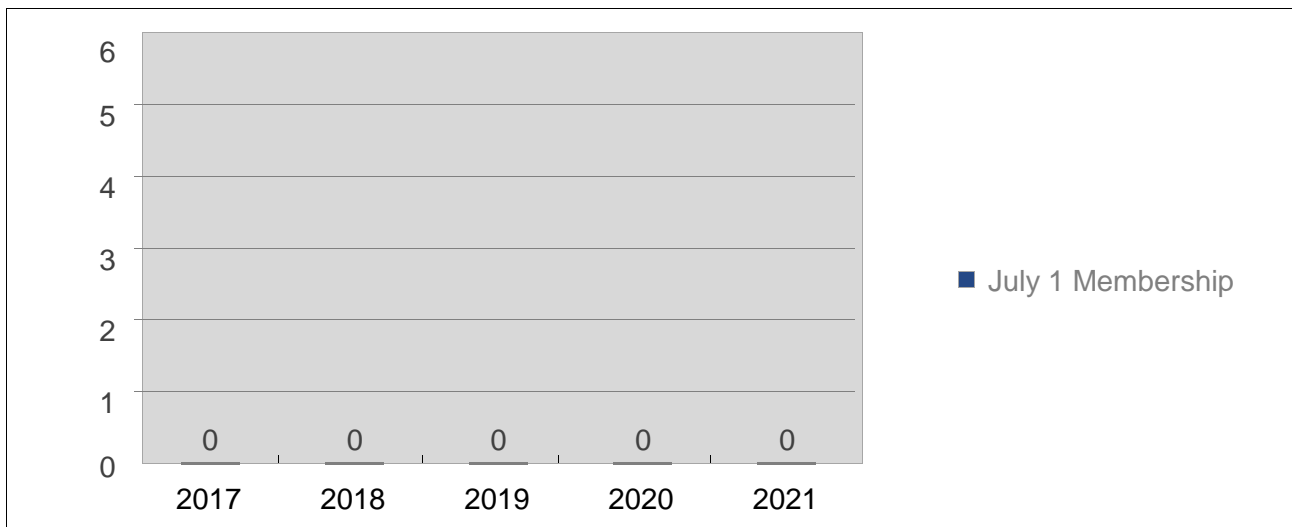| Success Targets |
| --- |
| **Attrition** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐   **Low Retention** -- Our Attrition Rate Exceeds 15%

☐   **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐   **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	0
2020-2021	0
2019-2020	0
2018-2019	0
2017-2018	0

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	0	
Current Membership	83	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)		(d)
New Members Needed (Growth + Attrition)		(c+d)

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average):	**1.1%**
Annual <u>Attraction Rate</u> (3-year average):	**53.3%**
Annual <u>Net Growth Rate</u>:	**%**

Success Targets

Attrition <u>less than 15%</u>

(July 1 membership x .15)

Attraction <u>5% greater than Attrition</u>

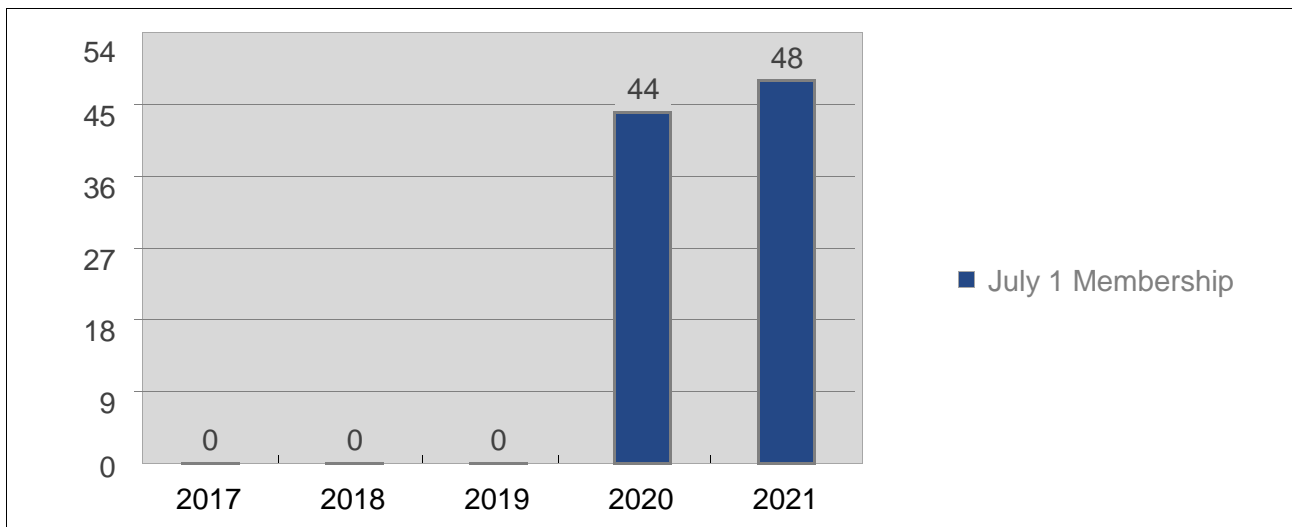**The problem we need to solve is:**

☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	48
2020-2021	44
2019-2020	0
2018-2019	0
2017-2018	0

2022-2023 Membership Goal Setting

<u>Starting</u> Membership July 1, 2021	48	
<u>Current</u> Membership 5/1/2022	51	
<u>Estimated</u> Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	1	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **56.6%**

Annual Attraction Rate (3-year average): **79.2%**

Annual Net Growth Rate: _____ **%**

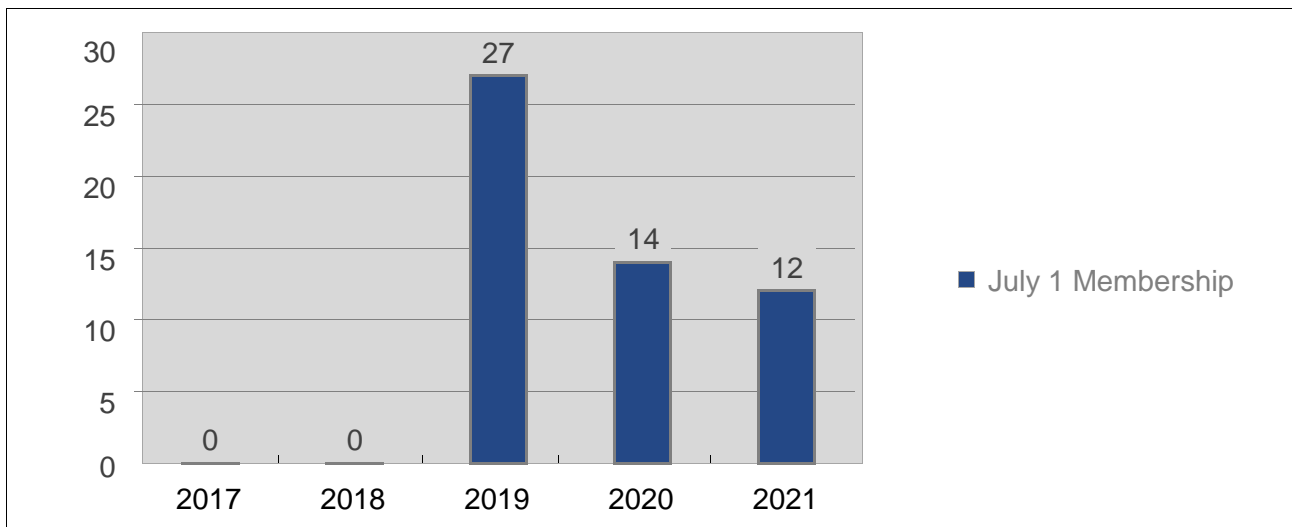| Success Targets |
|---|
| **Attraction** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	12
2020-2021	14
2019-2020	27
2018-2019	0
2017-2018	0

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	**12**	
Current Membership 5/1/2022	**15**	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	**10**	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average): **6.6%**

Annual <u>Attraction Rate</u> (3-year average): **3.3%**

Annual <u>Net Growth Rate</u>: **-   %**

Success Targets

Attrition <u>less than 15%</u>

(July 1 membership x .15)

Attraction <u>5% greater than Attrition</u>

The problem we need to solve is:
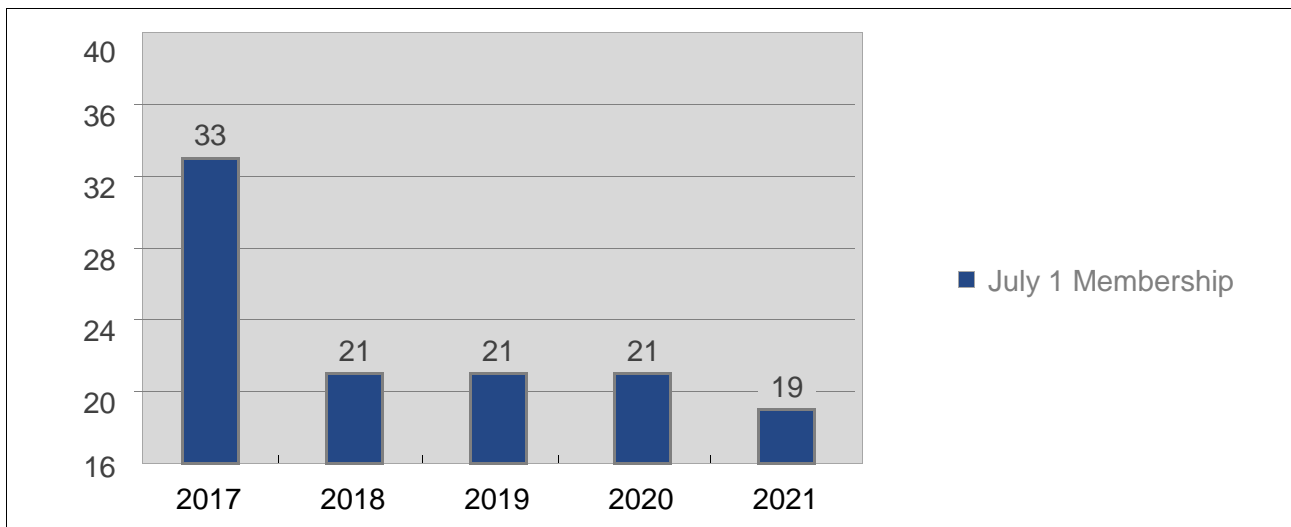
☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	19
2020-2021	21
2019-2020	21
2018-2019	21
2017-2018	33

2022-2023 Membership Goal Setting

<u>Starting</u> Membership July 1, 2021	19	
<u>Current</u> Membership 5/1/2022	24	
<u>Estimated</u> Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	2	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **11.6%**

Annual Attraction Rate (3-year average): **8.9%**

Annual Net Growth Rate: **-   %**

Success Targets
Attraction less than 15% (July 1 membership x .15) **Attraction** 5% greater than Attrition

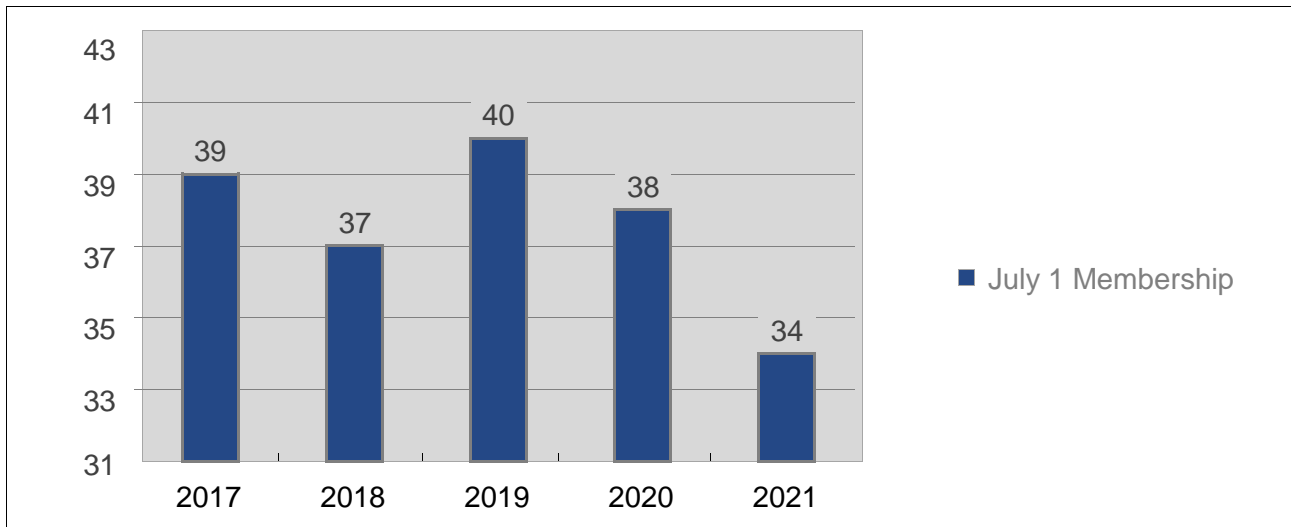**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	34
2020-2021	38
2019-2020	40
2018-2019	37
2017-2018	39

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	34	
Current Membership 5/1/2022	36	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

	2017	2018	2019	2020	2021
July 1 Membership	39	37	40	38	34

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **22.4%**

Annual Attraction Rate (3-year average): **51.7%**

Annual Net Growth Rate: **_____ %**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

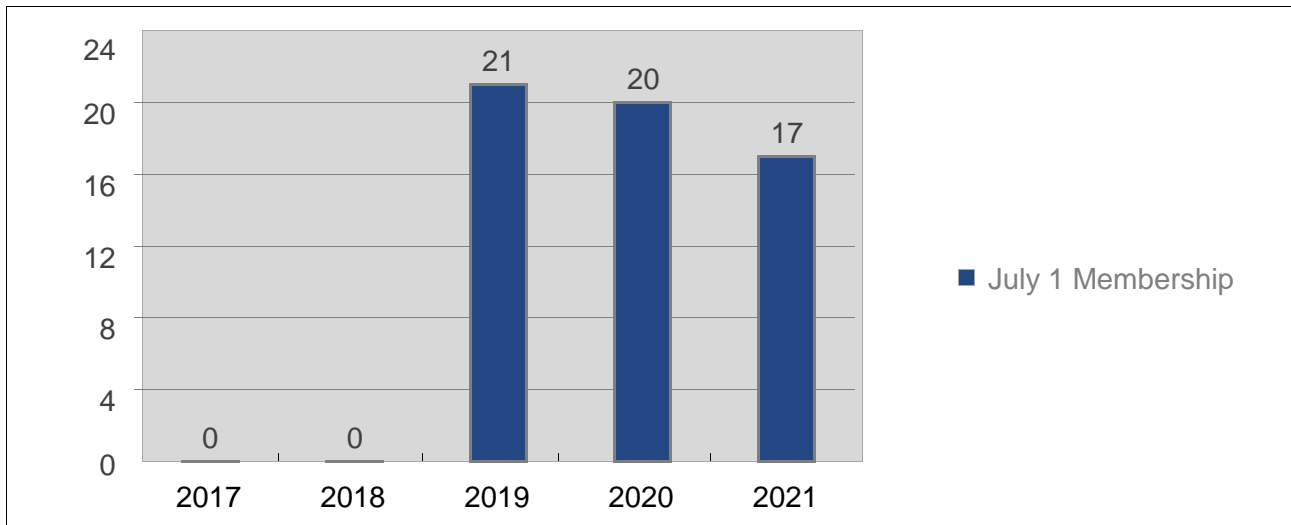**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	17
2020-2021	20
2019-2020	21
2018-2019	0
2017-2018	0

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	17	
Current Membership 5/1/2022	20	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **7.3%**

Annual Attraction Rate (3-year average): **7.3%**

Annual Net Growth Rate: **_____%**

Success Targets
Attrition less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

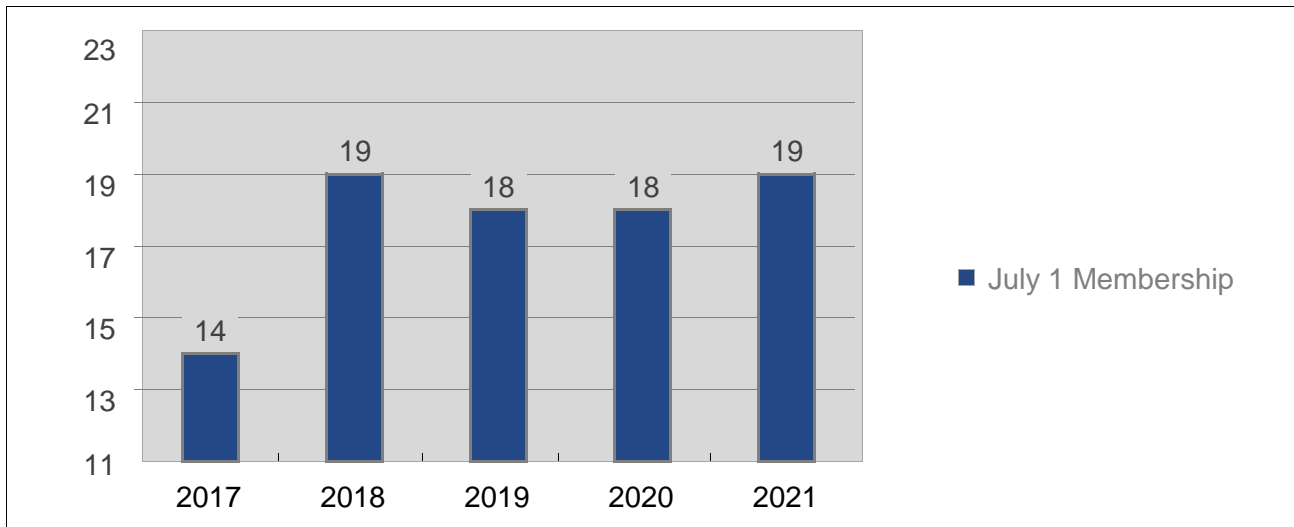**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History		**2022-2023 Membership Goal Setting**		

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	19
2020-2021	18
2019-2020	18
2018-2019	19
2017-2018	14

Starting Membership July 1, 2021	19	
Current Membership 5/1/2022	20	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	2	(d)
New Members Needed (Growth + Attrition)		(c+d)

Chart: July 1 Membership — 2017: 14, 2018: 19, 2019: 18, 2020: 18, 2021: 19

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average): **7.1%**

Annual <u>Attraction Rate</u> (3-year average): **14.3%**

Annual <u>Net Growth Rate</u>: **+_____%**

Success Targets
Attraction <u>less than 15%</u>
(July 1 membership x .15)
Attraction <u>5% greater than Attrition</u>

The problem we need to solve is:
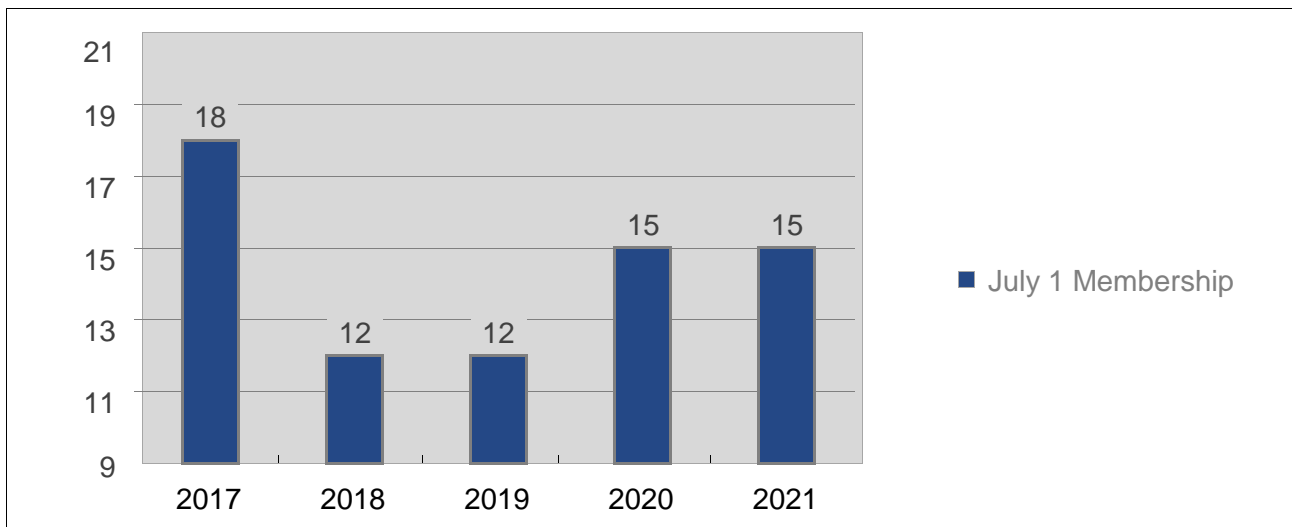
☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	15
2020-2021	15
2019-2020	12
2018-2019	12
2017-2018	18

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	15	
Current Membership 5/1/2022	19	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	1	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

otary 🔧

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average): **<u>10.2%</u>**

Annual <u>Attraction Rate</u> (3-year average): **<u>4.0%</u>**

Annual <u>Net Growth Rate</u>: **<u>-   %</u>**

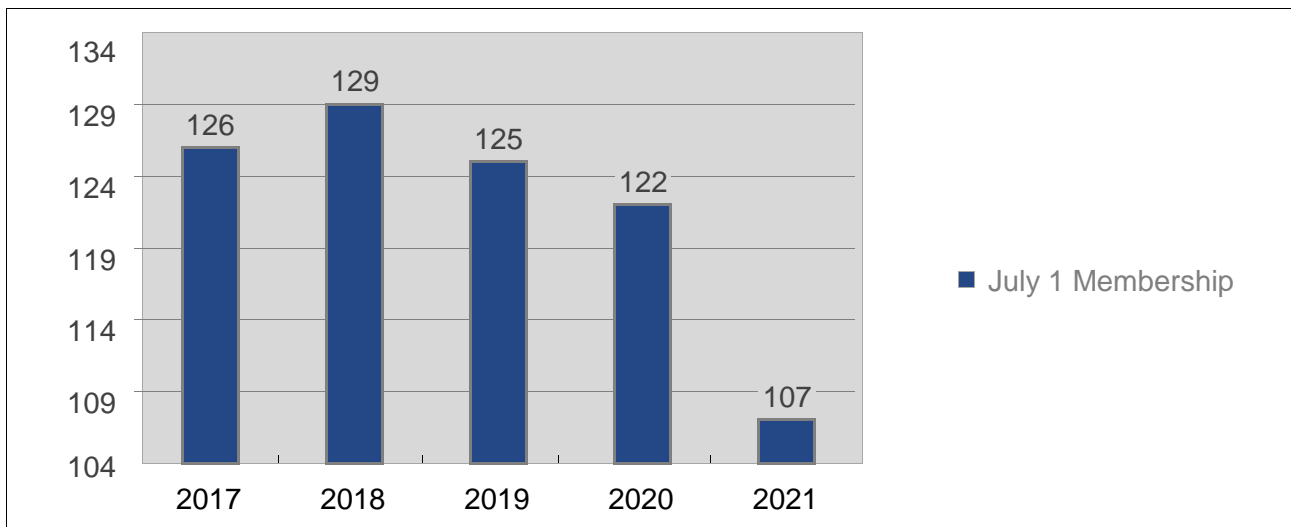| **Success Targets** |
| :---: |
| **Attrition** <u>less than 15%</u> |
| (July 1 membership x .15) |
| **Attraction** <u>5% greater than Attrition</u> |

The problem we need to solve is:

☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	**Members at start of year (July 1)**
2021-2022 (Current Year)	107
2020-2021	122
2019-2020	125
2018-2019	129
2017-2018	126

2022-2023 Membership Goal Setting

<u>Starting</u> Membership July 1, 2021	107	
<u>Current</u> Membership 5/1/2022	98	
<u>Estimated</u> Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	12	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual **Attrition Rate** (3-year average): **12.1%**

Annual **Attraction Rate** (3-year average): **45.1%**

Annual **Net Growth Rate**: **_____ %**

The problem we need to solve is:

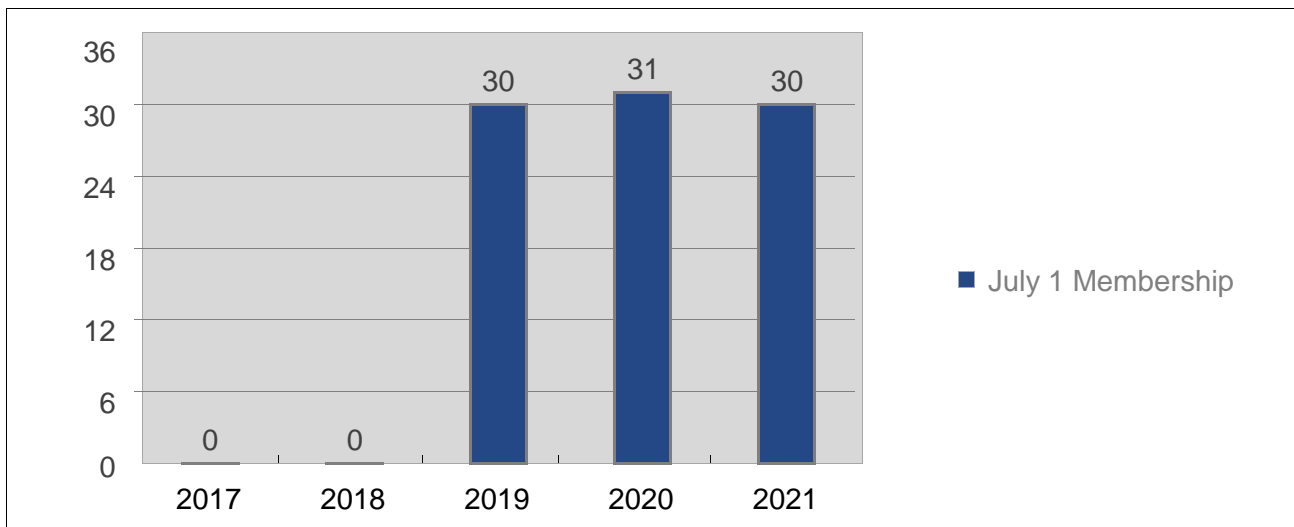|	**Success Targets**
	Attraction less than 15%
	(July 1 membership x .15)
	Attraction 5% greater than Attrition

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	30
2020-2021	31
2019-2020	30
2018-2019	0
2017-2018	0

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	30	
Current Membership 5/1/2022	58	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	4	(d)
New Members Needed (Growth + Attrition)		(c+d)

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **23.4%**

Annual Attraction Rate (3-year average): **20.3%**

Annual Net Growth Rate: **-   %**

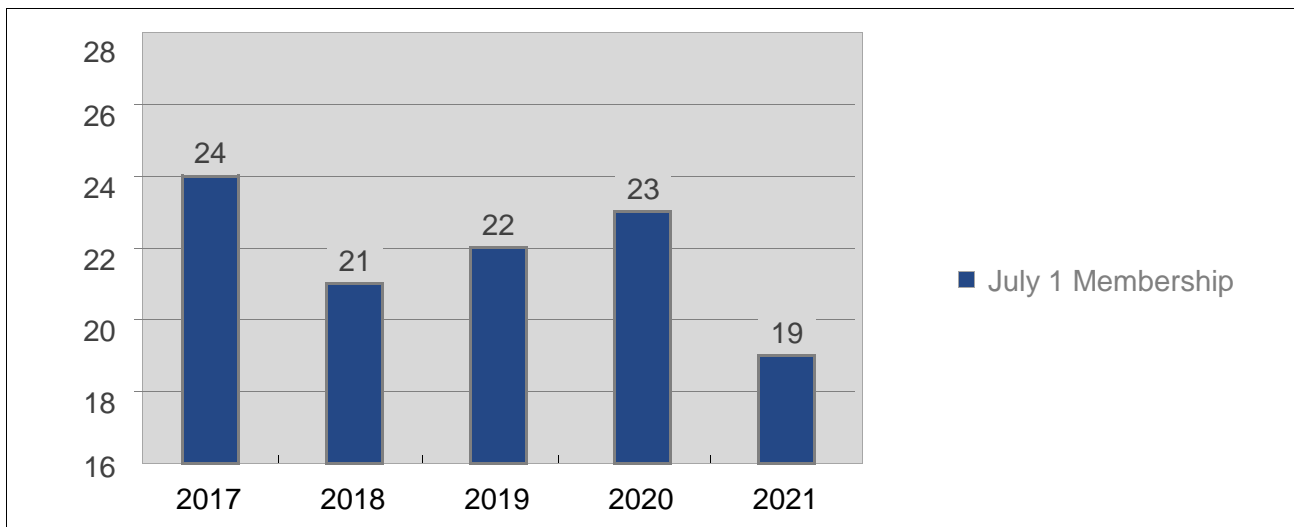| Success Targets |
|---|
| **Attraction** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	19
2020-2021	23
2019-2020	22
2018-2019	21
2017-2018	24

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	19	
Current Membership 5/1/2022	15	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

otary

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **14.4%**

Annual Attraction Rate (3-year average):   **5.6%**

Annual Net Growth Rate: **-   %**

Success Targets
Attrition less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

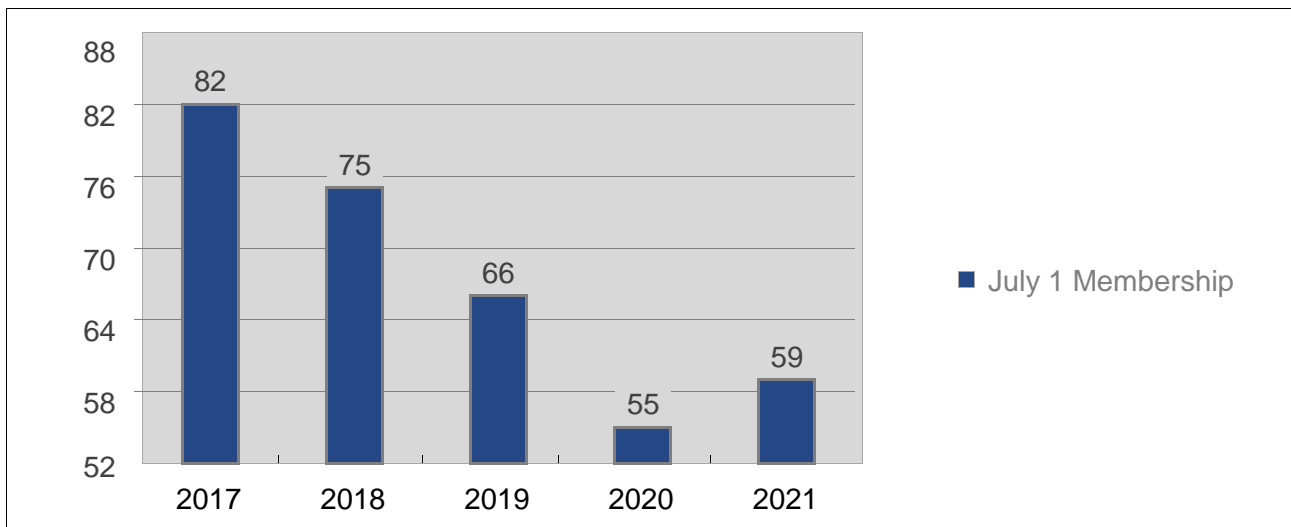**The problem we need to solve is:**

☐   **Low Retention** -- Our Attrition Rate Exceeds 15%

☐   **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐   **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	59
2020-2021	55
2019-2020	66
2018-2019	75
2017-2018	82

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	59	
Current Membership 5/1/2022	57	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	9	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

otary

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **11.9%**

Annual Attraction Rate (3-year average):   **7.4%**

Annual Net Growth Rate: **- ____ %**

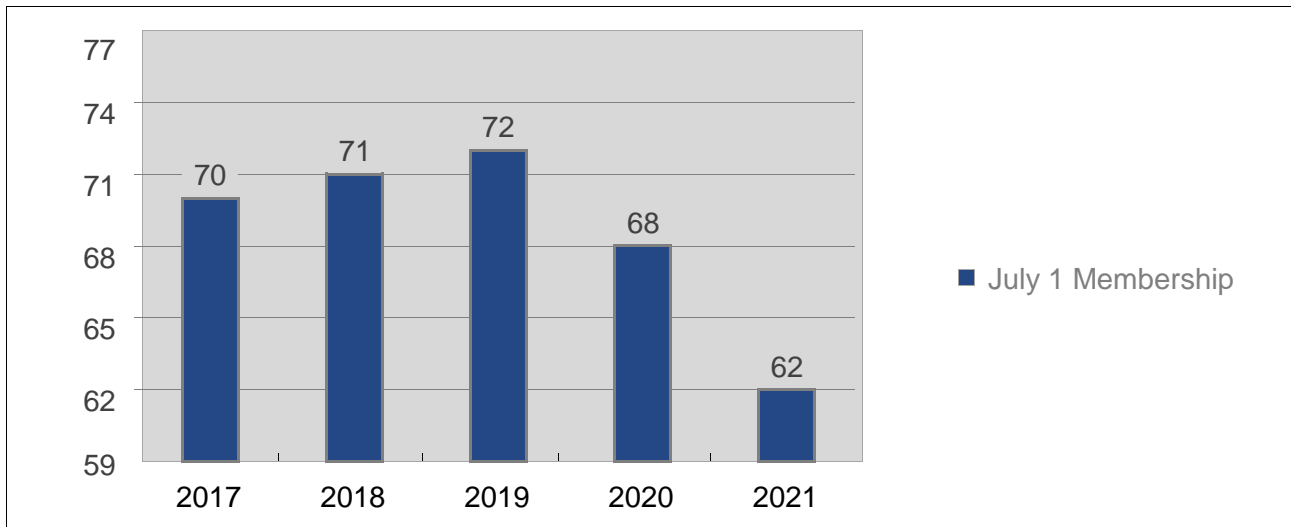| Success Targets |
|---|
| Attrition less than 15% |
| (July 1 membership x .15) |
| Attraction 5% greater than Attrition |

The problem we need to solve is:

☐   **Low Retention** -- Our Attrition Rate Exceeds 15%

☐   **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐   **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	62
2020-2021	68
2019-2020	72
2018-2019	71
2017-2018	70

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	62	
Current Membership 5/1/2022	58	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)

otary

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **21.4%**

Annual Attraction Rate (3-year average): **40.5%**

Annual Net Growth Rate: **+_____%**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

(Success Targets box reads: Attrition less than 15% (July 1 membership x .15), Attraction 5% greater than Attrition)

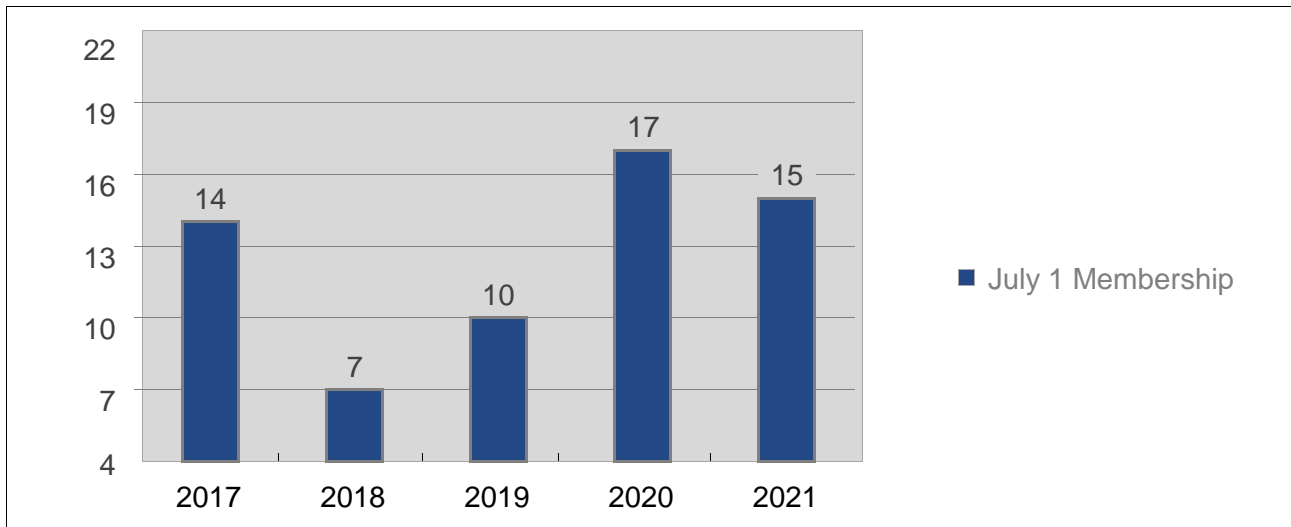**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	15
2020-2021	17
2019-2020	10
2018-2019	7
2017-2018	14

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	15	
Current Membership 5/1/2022	17	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)

July 1 Membership: 2017: 14, 2018: 7, 2019: 10, 2020: 17, 2021: 15

Membership Goal Setting Worksheet

otary

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **9.5%**

Annual Attraction Rate (3-year average):   **7.1%**

Annual Net Growth Rate: **-   %**

The problem we need to solve is:

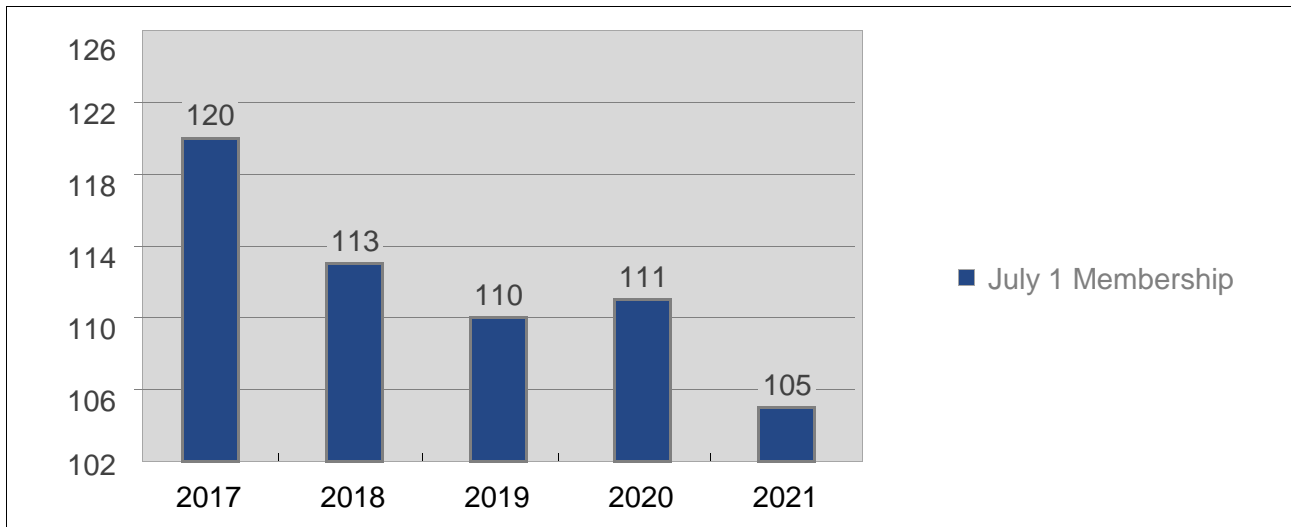|	**Success Targets**
	Attrition less than 15%
	(July 1 membership x .15)
	Attraction 5% greater than Attrition

☐   **Low Retention** -- Our Attrition Rate Exceeds 15%

☐   **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐   **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	105
2020-2021	111
2019-2020	110
2018-2019	113
2017-2018	120

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	105	
Current Membership 5/1/2022	96	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	11	(d)
New Members Needed (Growth + Attrition)		(c+d)

Rotary

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **10.7%**

Annual Attraction Rate (3-year average): **14.0%**

Annual Net Growth Rate: **+   %**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

(Success Targets box: Attrition less than 15% (July 1 membership x .15); Attraction 5% greater than Attrition)

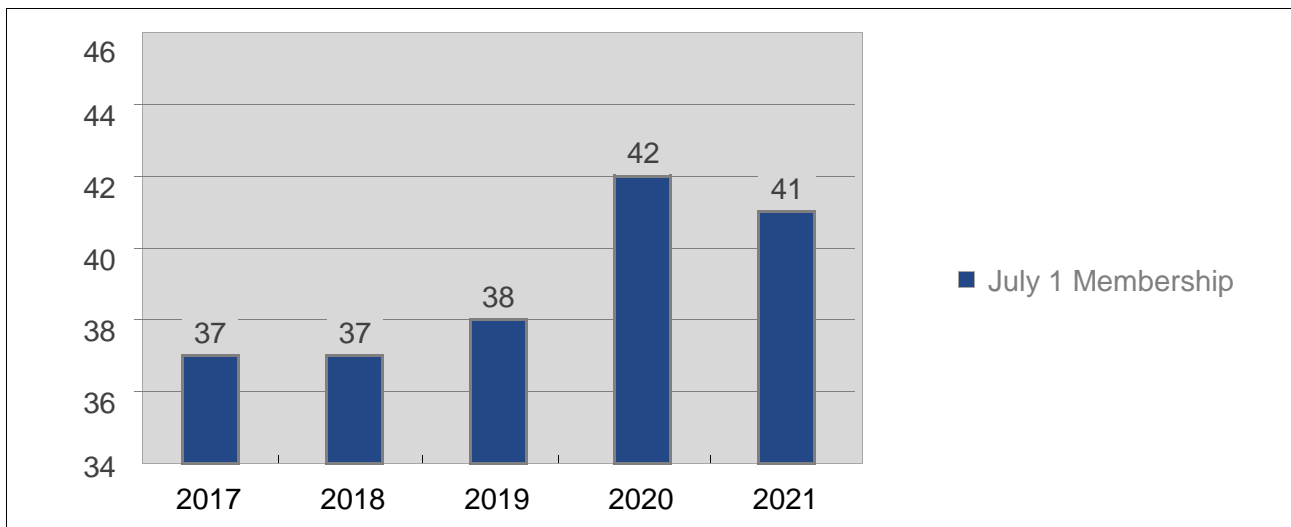**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	41
2020-2021	42
2019-2020	38
2018-2019	37
2017-2018	37

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	41	
Current Membership 5/1/2022	47	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

Bar chart: July 1 Membership — 2017: 37, 2018: 37, 2019: 38, 2020: 42, 2021: 41

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual **Attrition Rate** (3-year average):	**7.3%**
Annual **Attraction Rate** (3-year average):	**7.1%**
Annual **Net Growth Rate**:	**- %**

<table>
<tr><td colspan="2" align="center">**Success Targets**</td></tr>
<tr><td colspan="2">**Attrition** <u>less than 15%</u></td></tr>
<tr><td colspan="2">(July 1 membership x .15)</td></tr>
<tr><td colspan="2">**Attraction** <u>5% greater than Attrition</u></td></tr>
</table>

The problem we need to solve is:
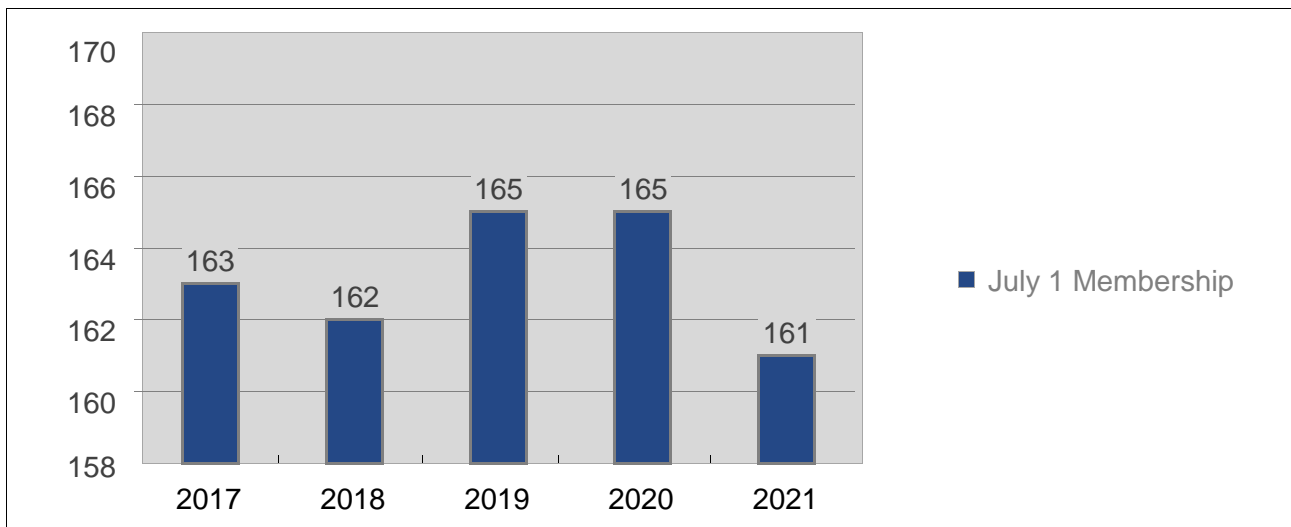
☐   **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐   **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐   **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	161
2020-2021	165
2019-2020	165
2018-2019	162
2017-2018	163

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	161	
Current Membership 5/1/2022	169	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	12	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual **Attrition Rate** (3-year average):	**13.6%**
Annual **Attraction Rate** (3-year average):	**4.5%**
Annual **Net Growth Rate**:	**- ____ %**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

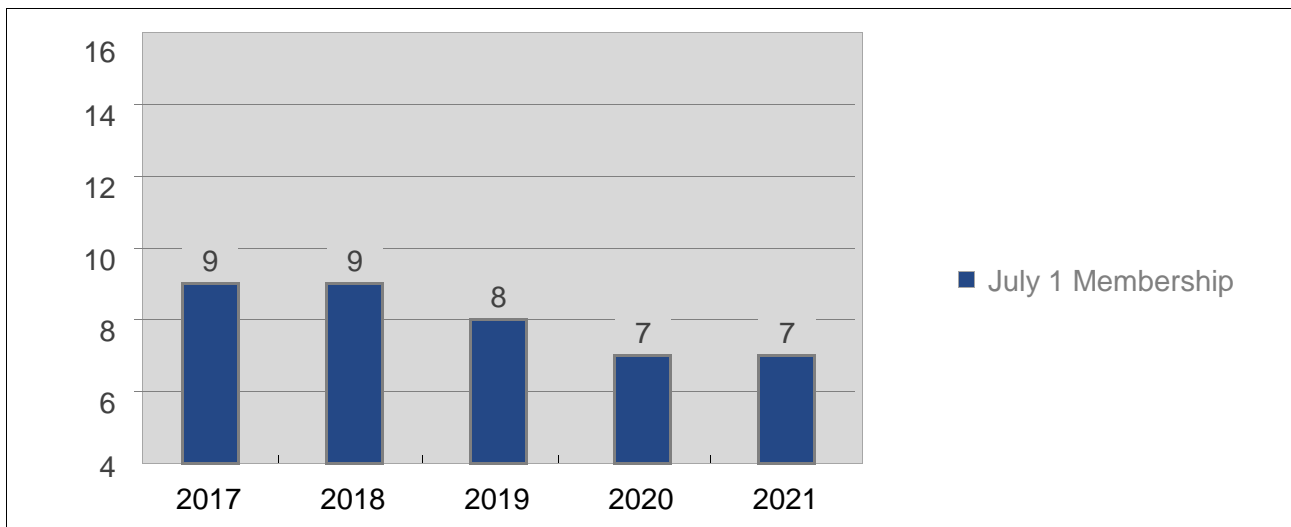**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	7
2020-2021	7
2019-2020	8
2018-2019	9
2017-2018	9

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	7	
Current Membership 5/1/2022	8	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	1	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

otary

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **9.7%**

Annual Attraction Rate (3-year average): **11.8%**

Annual Net Growth Rate: **+   %**

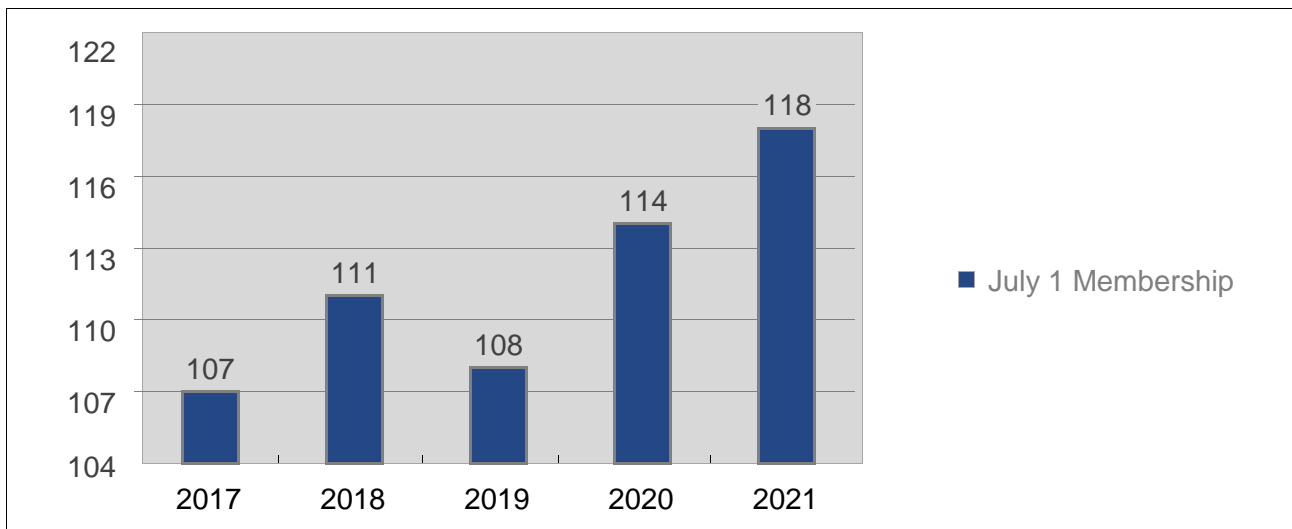| Success Targets |
|---|
| **Attraction Rate** (3-year average): |
| **Attrition** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	118
2020-2021	114
2019-2020	108
2018-2019	111
2017-2018	107

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	118	
Current Membership 5/1/2022	118	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	11	(d)
New Members Needed (Growth + Attrition)		(c+d)

otary

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **18.0%**

Annual Attraction Rate (3-year average):   **8.3%**

Annual Net Growth Rate: **-_____%**

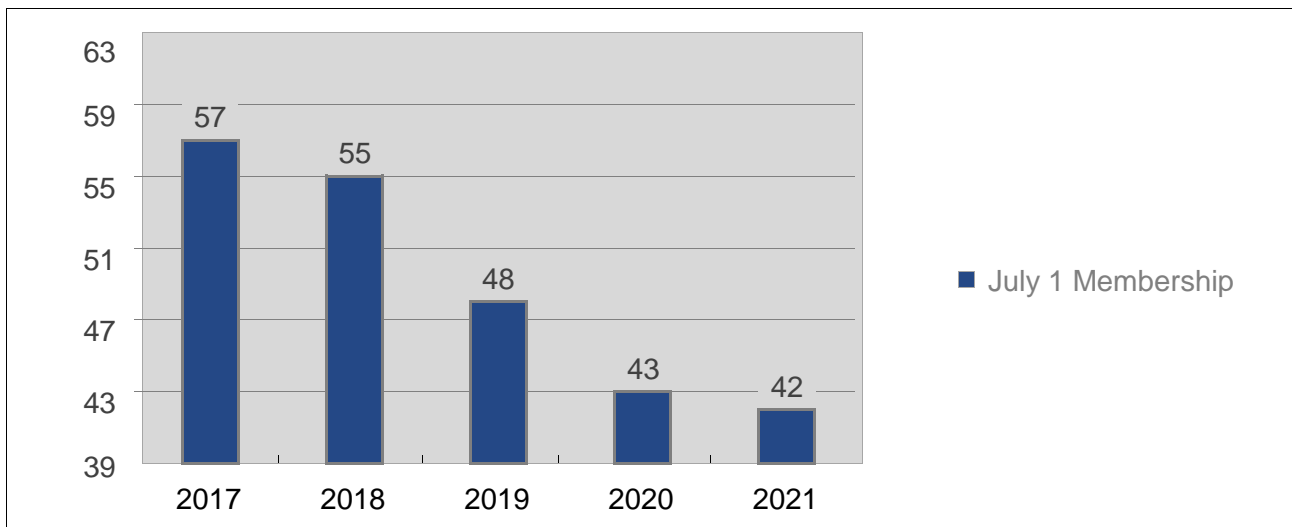| Success Targets |
|---|
| **Attraction** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	42
2020-2021	43
2019-2020	48
2018-2019	55
2017-2018	57

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	42	
Current Membership 5/1/2022	38	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

![Rotary logo]

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	**9.7%**
Annual Attraction Rate (3-year average):	**12.9%**
Annual Net Growth Rate:	**+ %**

Success Targets

Attraction less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

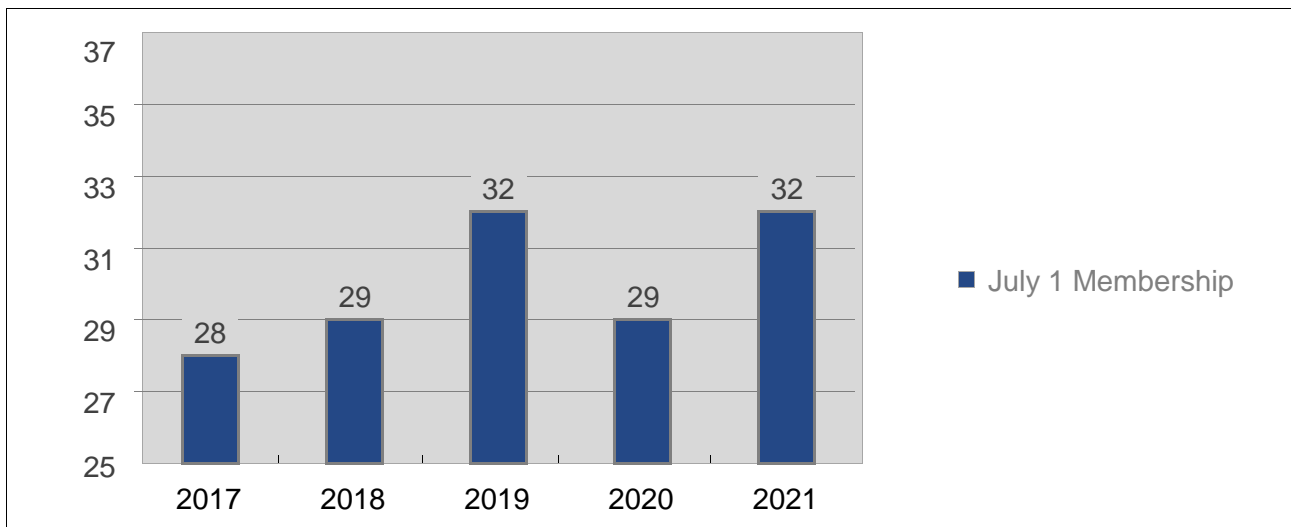**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	32
2020-2021	29
2019-2020	32
2018-2019	29
2017-2018	28

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	32	
Current Membership 5/1/2022	28	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **13.0%**

Annual Attraction Rate (3-year average): **19.6%**

Annual Net Growth Rate: **+_____%**

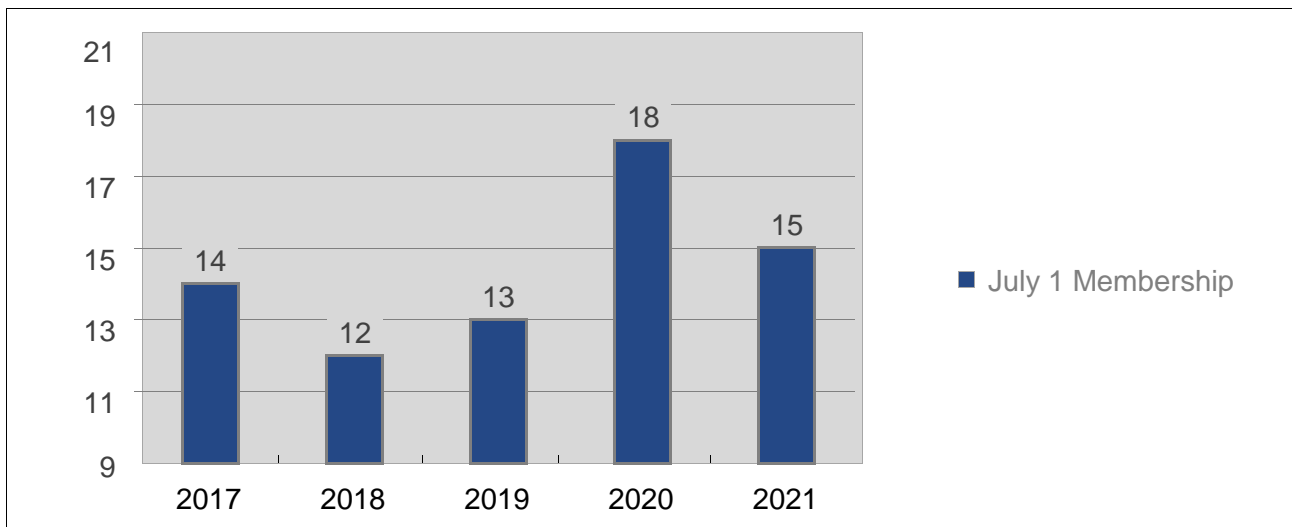| **Success Targets** |
| :---: |
| **Attrition** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	**Members at start of year (July 1)**
2021-2022 (Current Year)	15
2020-2021	18
2019-2020	13
2018-2019	12
2017-2018	14

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	**15**	
Current Membership 5/1/2022	**17**	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	**2**	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **7.8%**

Annual Attraction Rate (3-year average):   **9.0%**

Annual Net Growth Rate: **+   %**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies


Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	109
2020-2021	109
2019-2020	117
2018-2019	105
2017-2018	104

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	109	
Current Membership 5/1/2022	113	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	9	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

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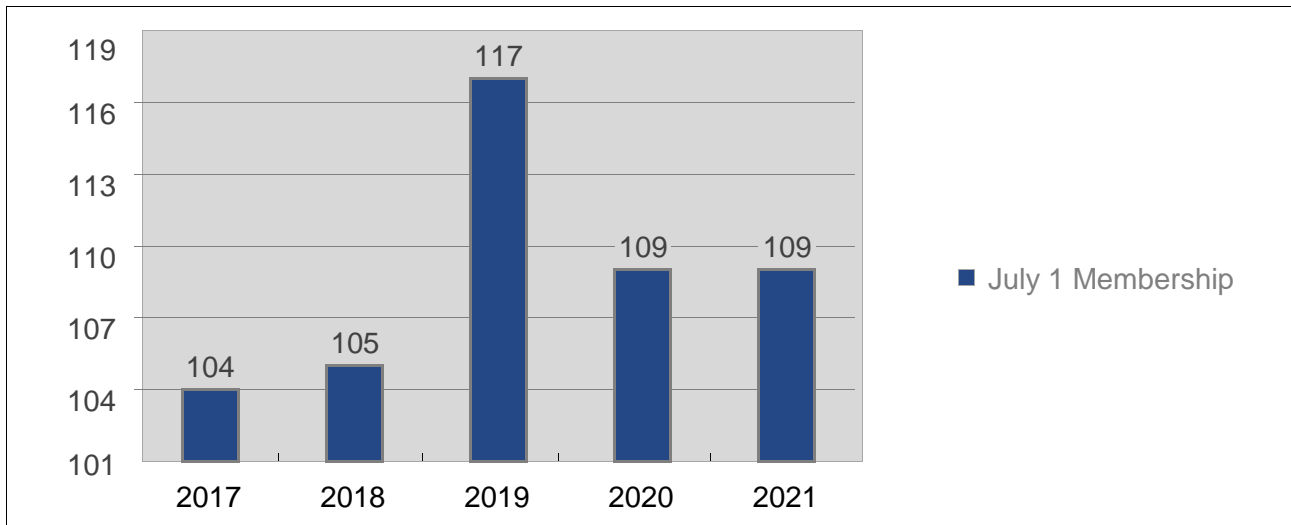
This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **9.2%**

Annual Attraction Rate (3-year average): **4.1%**

Annual Net Growth Rate: **- %**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

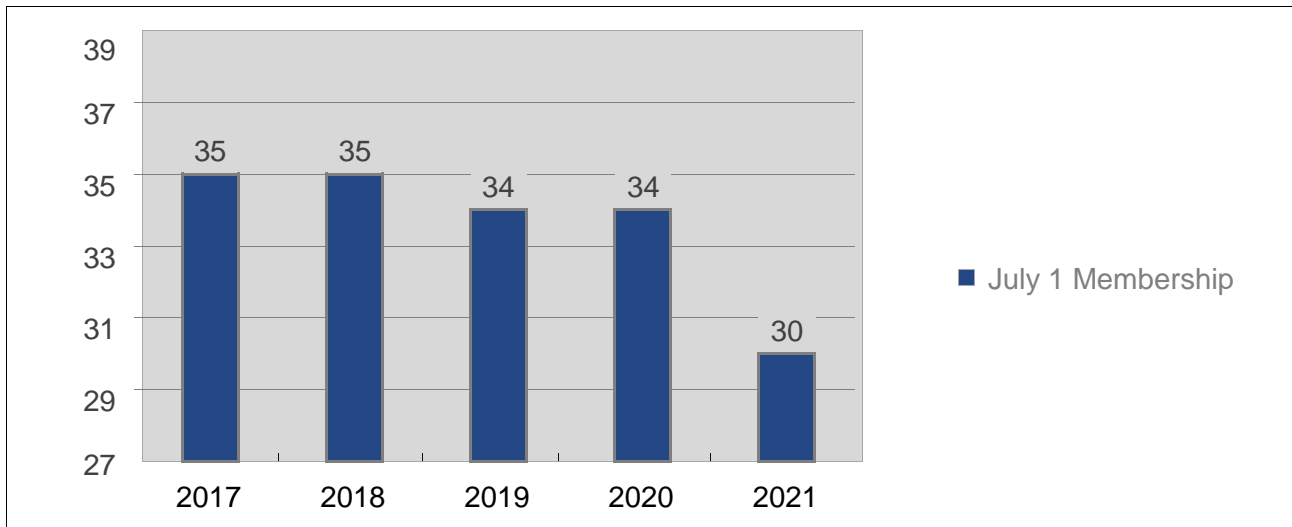**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	30
2020-2021	34
2019-2020	34
2018-2019	35
2017-2018	35

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	30	
Current Membership 5/1/2022	30	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **12.3%**

Annual Attraction Rate (3-year average):   **10.7%**

Annual Net Growth Rate: **-   %**

The problem we need to solve is:
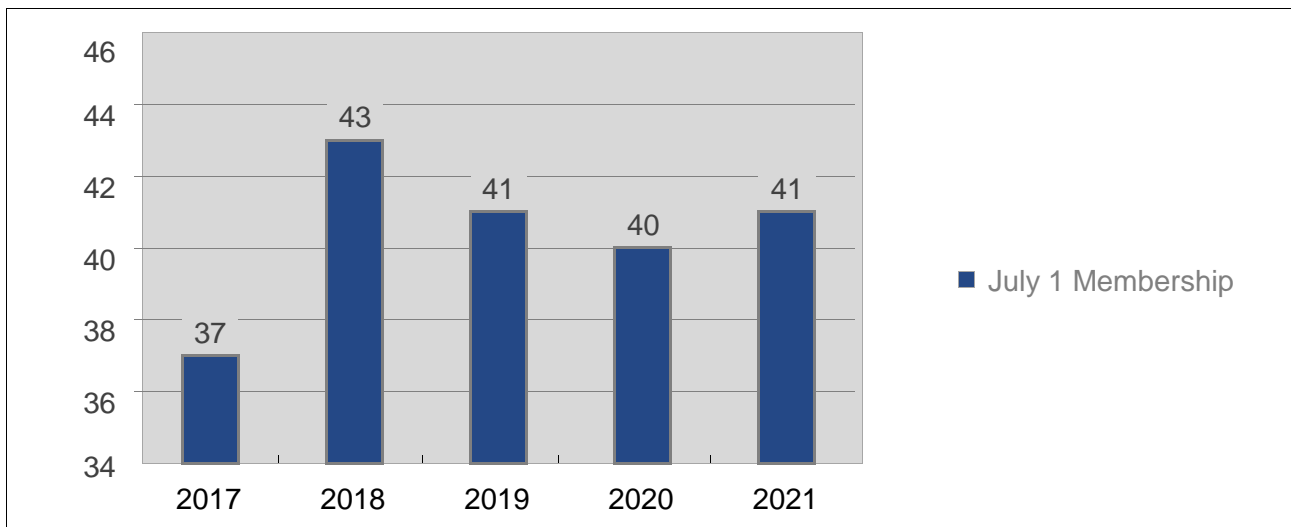
☐   **Low Retention** -- Our Attrition Rate Exceeds 15%

☐   **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐   **Neither** - We need to build on our current membership growth culture and strategies

Success Targets
Attrition less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

Membership History

Club Year	**Members at start of year (July 1)**
2021-2022 (Current Year)	41
2020-2021	40
2019-2020	41
2018-2019	43
2017-2018	37

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	41	
Current Membership 5/1/2022	36	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

July 1 Membership chart: 2017 = 37, 2018 = 43, 2019 = 41, 2020 = 40, 2021 = 41

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **10.0%**

Annual Attraction Rate (3-year average): **6.6%**

Annual Net Growth Rate: - **%**

The problem we need to solve is:

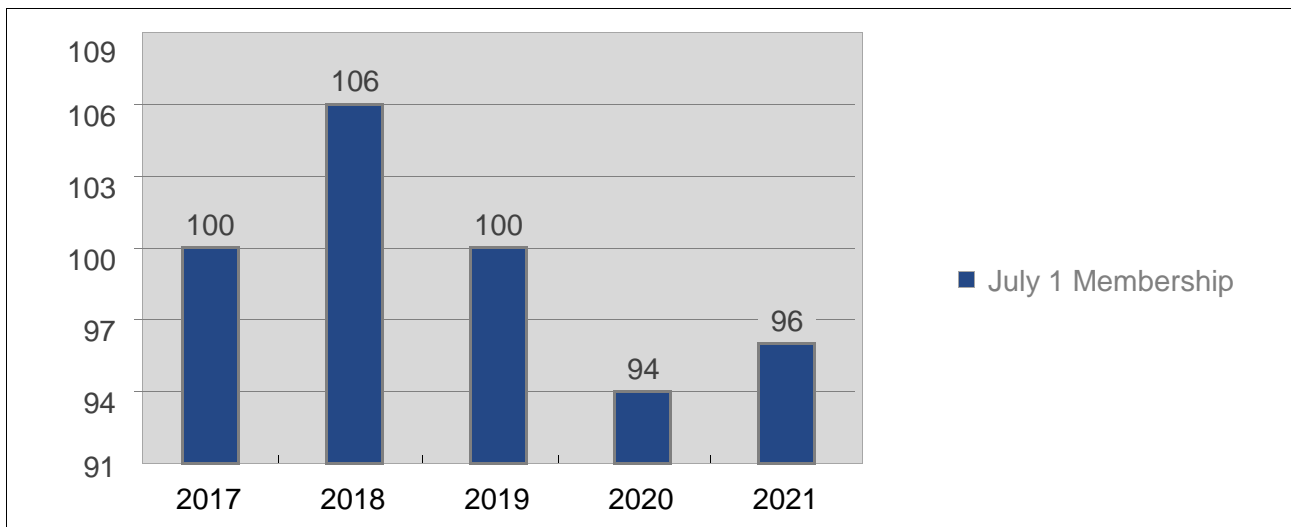|	**Success Targets**
	Attraction less than 15%
	(July 1 membership x .15)
	Attraction 5% greater than Attrition

- ☐ **Low Retention** -- Our Attrition Rate Exceeds 15%
- ☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate
- ☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	96
2020-2021	94
2019-2020	100
2018-2019	106
2017-2018	100

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	96	
Current Membership 5/1/2022	101	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	10	(d)
New Members Needed (Growth + Attrition)		(c+d)

July 1 Membership chart: 2017: 100, 2018: 106, 2019: 100, 2020: 94, 2021: 96

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **17.4%**

Annual Attraction Rate (3-year average): **10.9%**

Annual Net Growth Rate: **-   %**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition
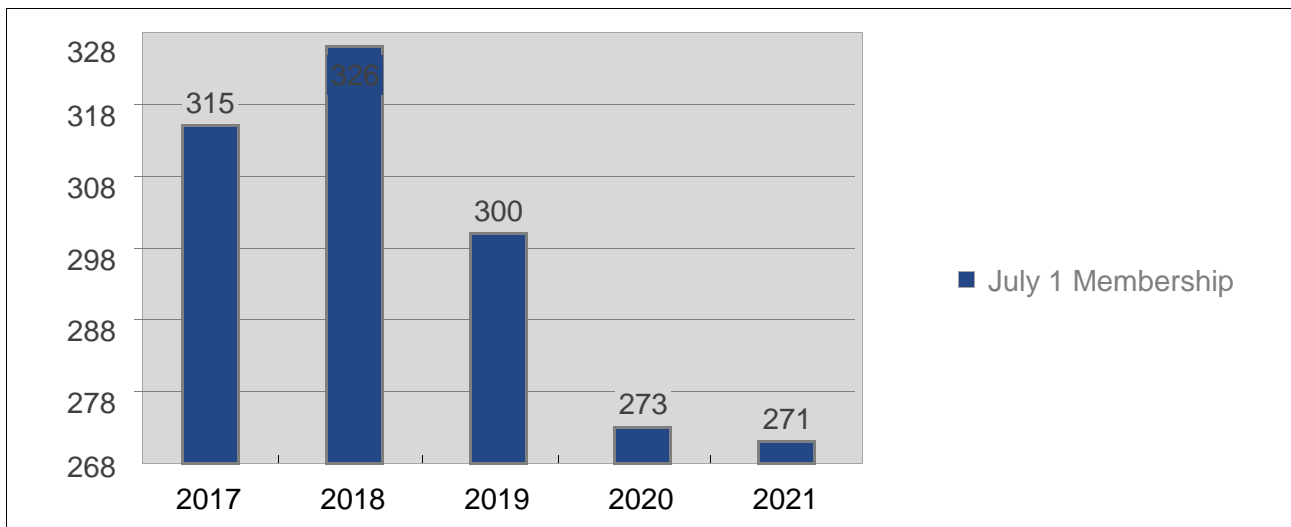

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	271
2020-2021	273
2019-2020	300
2018-2019	326
2017-2018	315

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	271	
Current Membership 5/1/2022	264	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	49	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **18.8%**

Annual Attraction Rate (3-year average): **18.8%**

Annual Net Growth Rate: _____ **%**

Success Targets

Attraction less than 15%

  (July 1 membership x .15)

Attraction 5% greater than Attrition
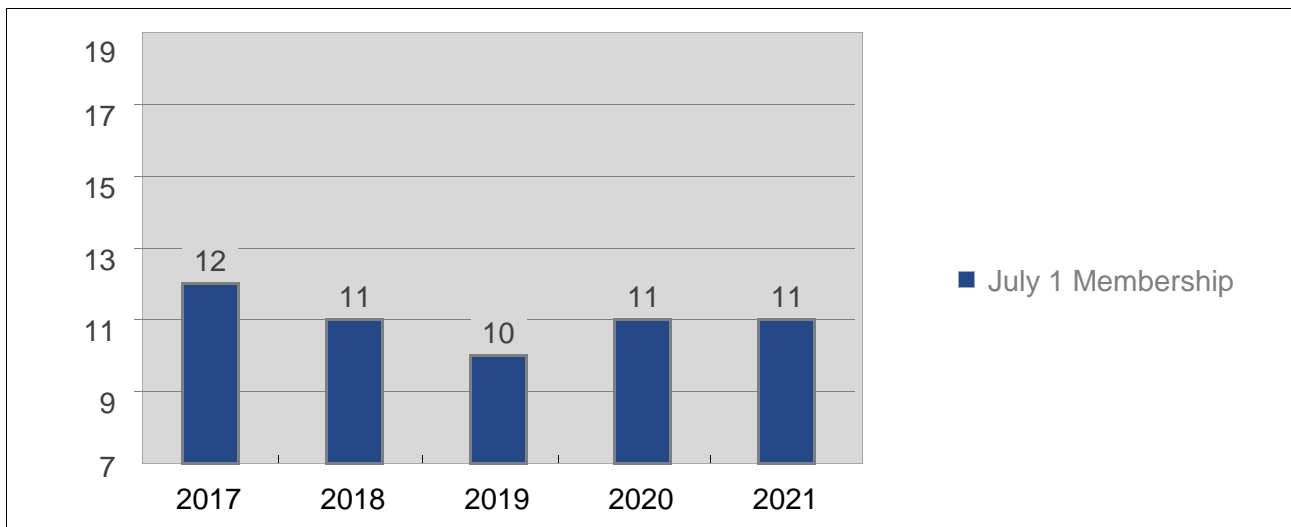
The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	11
2020-2021	11
2019-2020	10
2018-2019	11
2017-2018	12

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	**11**	
Current Membership 5/1/2022	**13**	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	**2**	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership chart (July 1 Membership):

Year	2017	2018	2019	2020	2021
July 1 Membership	12	11	10	11	11

Membership Goal Setting Worksheet

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **10.4%**

Annual Attraction Rate (3-year average): **8.4%**

Annual Net Growth Rate: **-_____%**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

(Success Targets box reads:)
Success Targets
Attrition less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

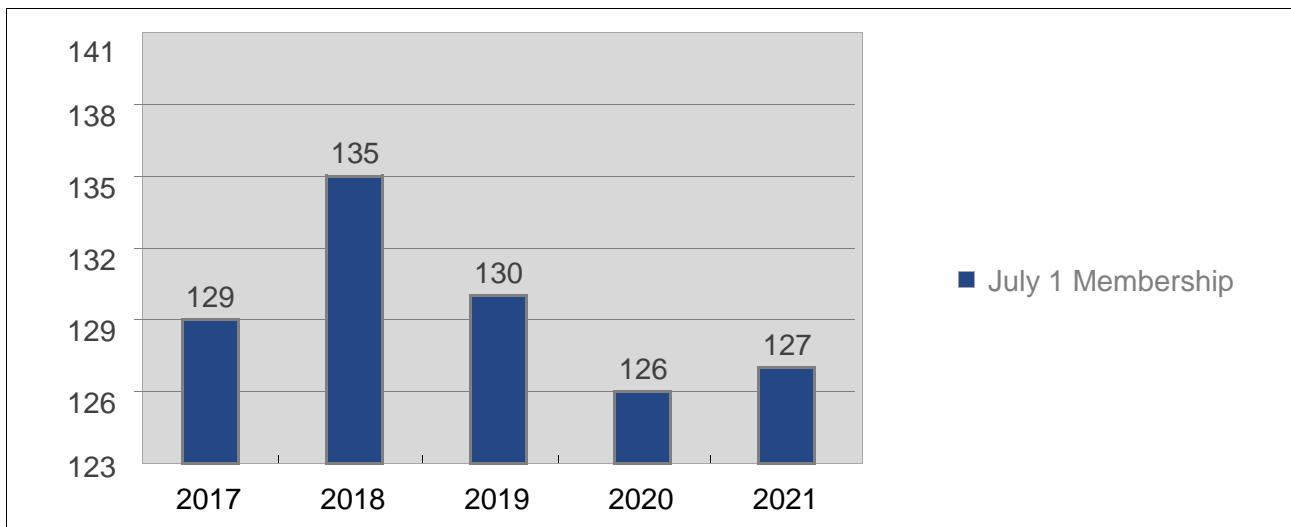**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	127
2020-2021	126
2019-2020	130
2018-2019	135
2017-2018	129

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	127	
Current Membership 5/1/2022	119	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	14	(d)
New Members Needed (Growth + Attrition)		(c+d)

Bar chart "July 1 Membership": 2017 = 129, 2018 = 135, 2019 = 130, 2020 = 126, 2021 = 127

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **4.9%**

Annual Attraction Rate (3-year average):   **6.4%**

Annual Net Growth Rate: **+   %**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

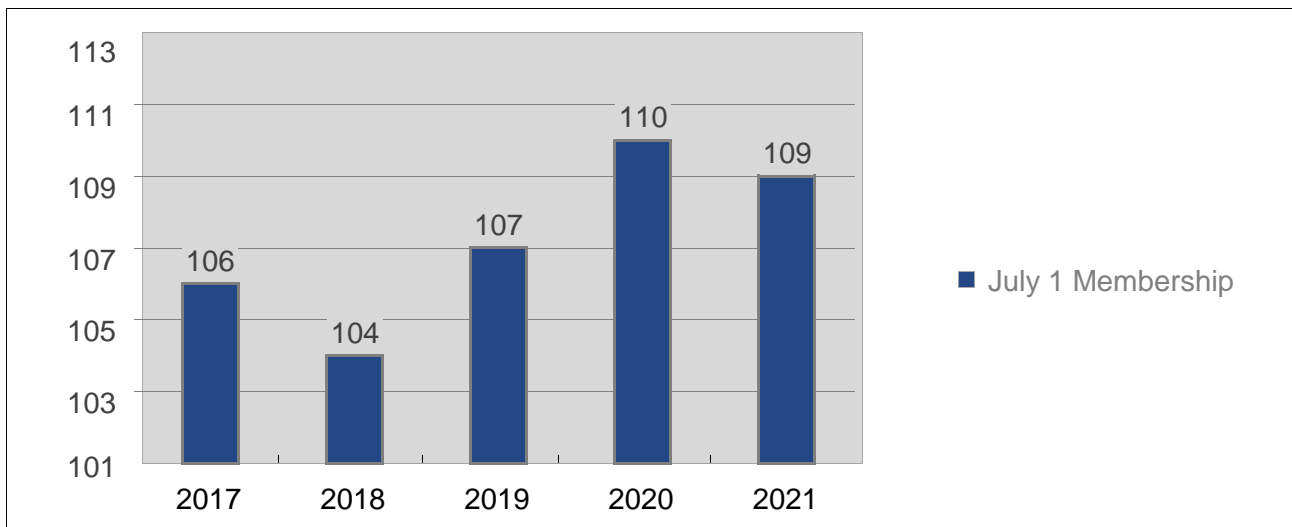### The problem we need to solve is:

☐   **Low Retention** -- Our Attrition Rate Exceeds 15%

☐   **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐   **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	109
2020-2021	110
2019-2020	107
2018-2019	104
2017-2018	106

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	109	
Current Membership 5/1/2022	105	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	6	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	**14.0%**
Annual Attraction Rate (3-year average):	**14.0%**
Annual Net Growth Rate:	**%**

Success Targets

Attraction less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

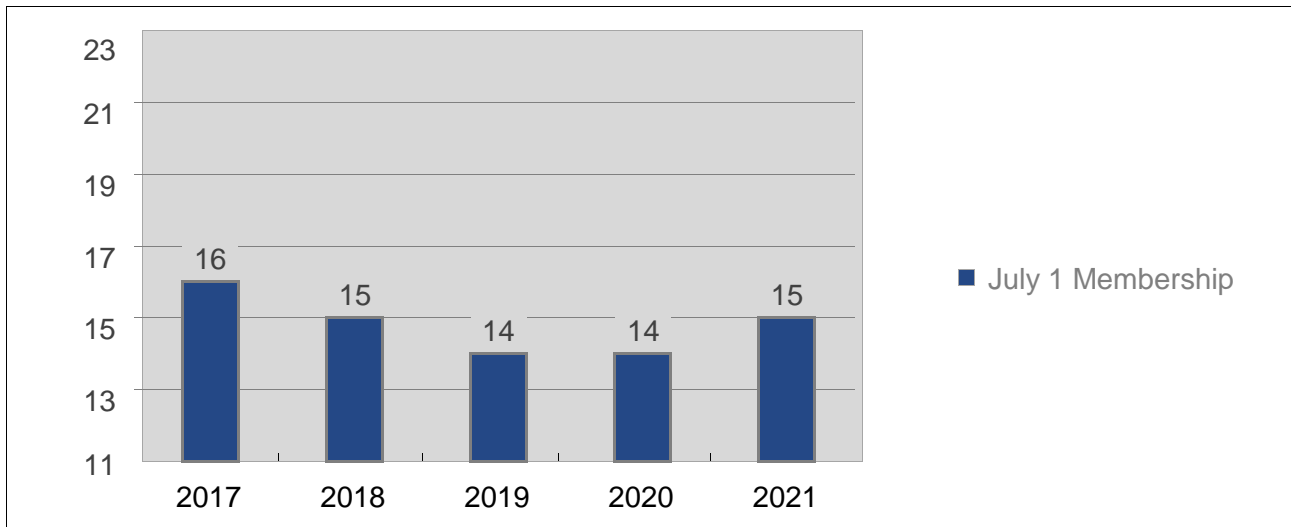**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	15
2020-2021	14
2019-2020	14
2018-2019	15
2017-2018	16

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	**15**	
Current Membership 5/1/2022	**27**	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	**2**	(d)
New Members Needed (Growth + Attrition)		(c+d)

Bar chart titled "July 1 Membership": 2017: 16, 2018: 15, 2019: 14, 2020: 14, 2021: 15

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	**14.4%**
Annual Attraction Rate (3-year average):	**7.2%**
Annual Net Growth Rate:	**-_____%**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

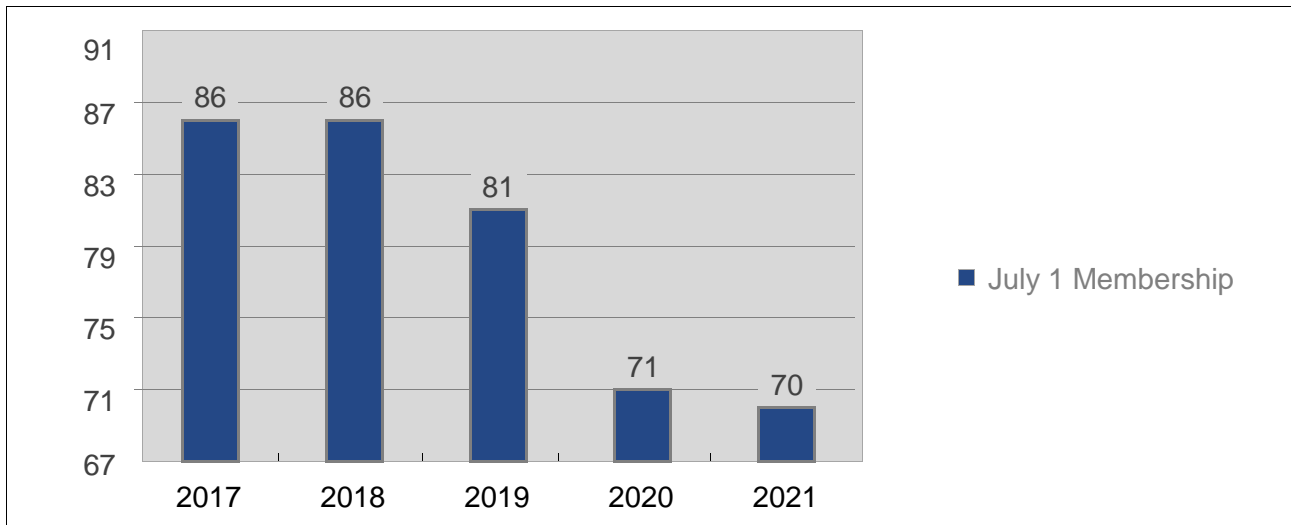**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	70
2020-2021	71
2019-2020	81
2018-2019	86
2017-2018	86

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	70	
Current Membership 5/1/2022	70	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	11	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

District 5170
Pleasanton North

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average): **13.2%**

Annual <u>Attraction Rate</u> (3-year average): **16.1%**

Annual <u>Net Growth Rate</u>: **+_____%**

Success Targets

Attrition <u>less than 15%</u>

(July 1 membership x .15)

Attraction <u>5% greater than Attrition</u>

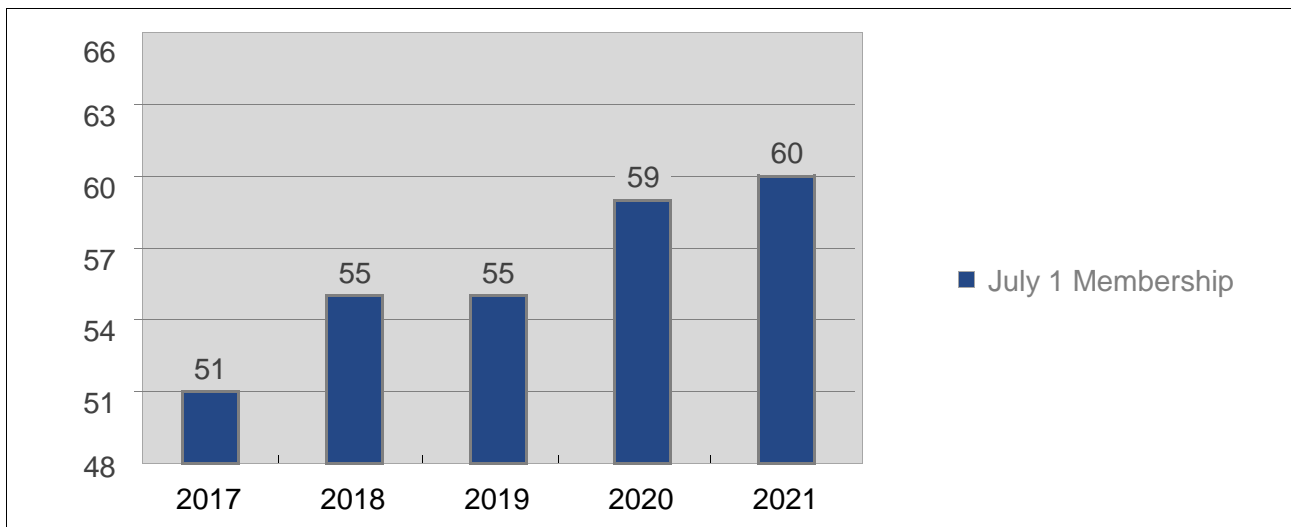**The problem we need to solve is:**

☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	60
2020-2021	59
2019-2020	55
2018-2019	55
2017-2018	51

2022-2023 Membership Goal Setting

<u>Starting</u> Membership July 1, 2021	60	
<u>Current</u> Membership 5/1/2022	65	
<u>Estimated</u> Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **17.5%**

Annual Attraction Rate (3-year average): **12.5%**

Annual Net Growth Rate: **- _____ %**

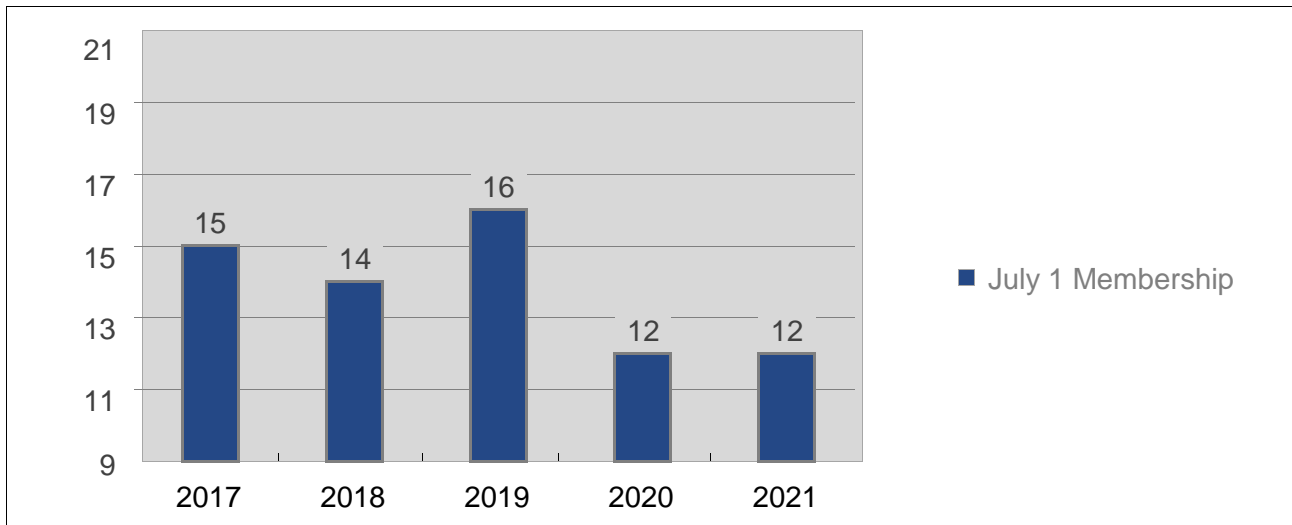| Success Targets |
|---|
| **Attrition** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	12
2020-2021	12
2019-2020	16
2018-2019	14
2017-2018	15

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	12	
Current Membership 5/1/2022	13	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)

Bar chart titled "July 1 Membership": 2017 = 15, 2018 = 14, 2019 = 16, 2020 = 12, 2021 = 12

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average): **9.7%**

Annual <u>Attraction Rate</u> (3-year average): **8.5%**

Annual <u>Net Growth Rate</u>: **- ____ %**

The problem we need to solve is:

<div style="border:1px solid black;">

Success Targets

Attrition <u>less than 15%</u>

(July 1 membership x .15)

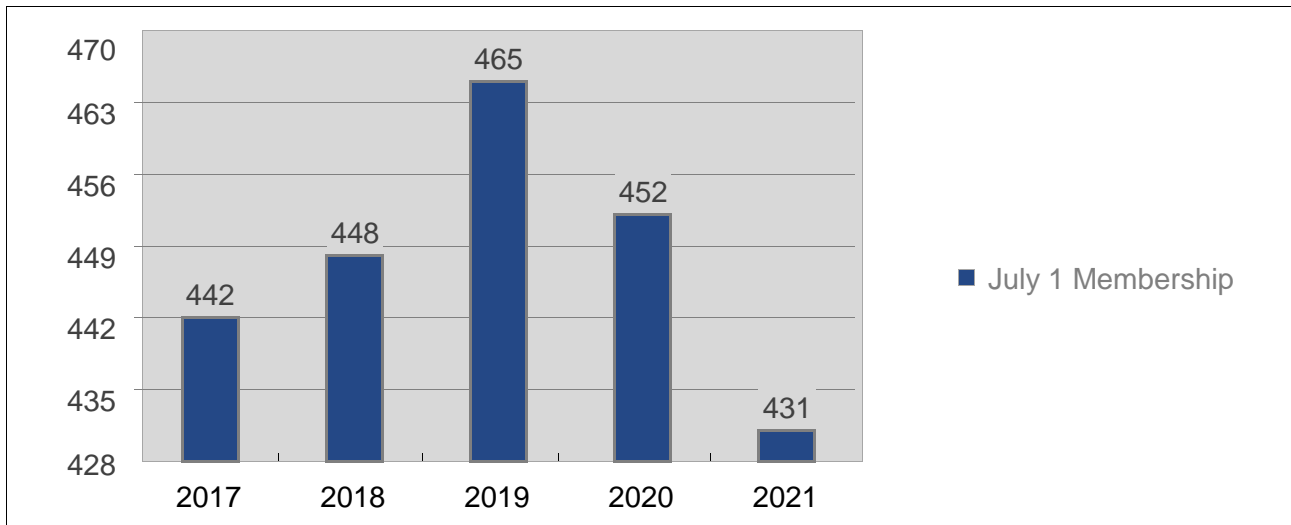Attraction <u>5% greater than Attrition</u>

</div>

☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	431
2020-2021	452
2019-2020	465
2018-2019	448
2017-2018	442

2022-2023 Membership Goal Setting

<u>Starting</u> Membership July 1, 2021	431	
<u>Current</u> Membership 5/1/2022	430	
<u>Estimated</u> Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	44	(d)
New Members Needed (Growth + Attrition)		(c+d)

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	**34.8%**	
Annual Attraction Rate (3-year average):	**15.9%**	
Annual Net Growth Rate:	**- %**	

<table>
<tr><td colspan="2" align="center">Success Targets</td></tr>
<tr><td colspan="2">Attrition <u>less than 15%</u></td></tr>
<tr><td colspan="2">(July 1 membership x .15)</td></tr>
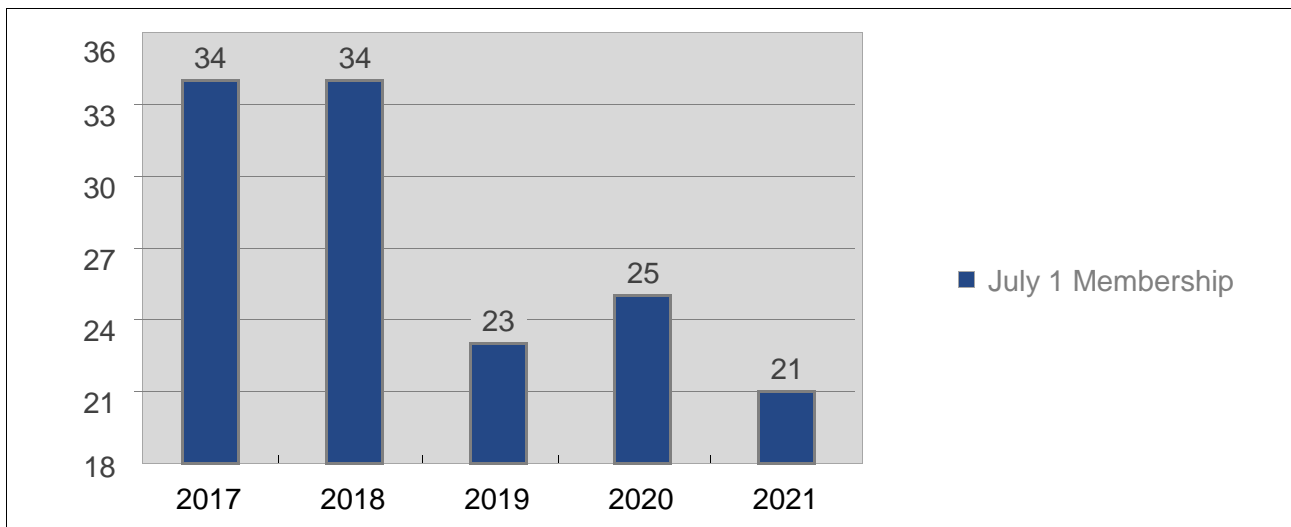<tr><td colspan="2">Attraction <u>5% greater than Attrition</u></td></tr>
</table>

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	21
2020-2021	25
2019-2020	23
2018-2019	34
2017-2018	34

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	21	
Current Membership 5/1/2022	20	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)

Chart: July 1 Membership — 2017: 34, 2018: 34, 2019: 23, 2020: 25, 2021: 21

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average):	**28.6%**
Annual <u>Attraction Rate</u> (3-year average):	**1.8%**
Annual <u>Net Growth Rate</u>:	**- %**

Success Targets

Attrition <u>less than 15%</u>

(July 1 membership x .15)

Attraction <u>5% greater than Attrition</u>
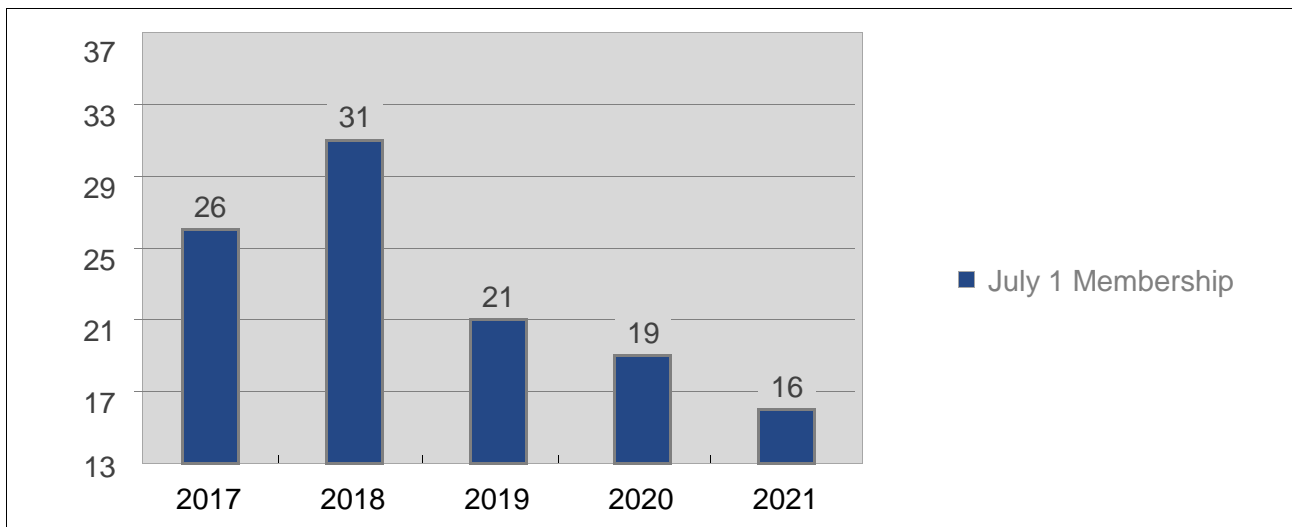
The problem we need to solve is:

☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	16
2020-2021	19
2019-2020	21
2018-2019	31
2017-2018	26

2022-2023 Membership Goal Setting

<u>Starting</u> Membership July 1, 2021	16	
<u>Current</u> Membership 5/1/2022	17	
<u>Estimated</u> Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	6	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average): **14.4%**

Annual <u>Attraction Rate</u> (3-year average): **14.4%**

Annual <u>Net Growth Rate</u>: **_____%**

Success Targets
Attrition <u>less than 15%</u>
(July 1 membership x .15)
Attraction <u>5% greater than Attrition</u>

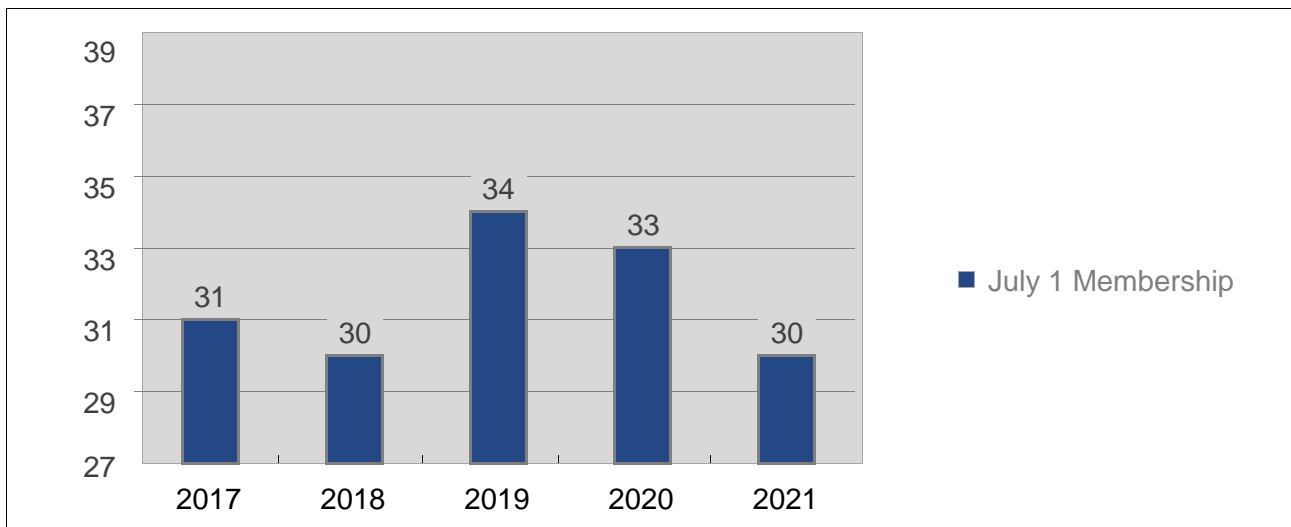**The problem we need to solve is:**

☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	**Members at start of year (July 1)**
2021-2022 (Current Year)	30
2020-2021	33
2019-2020	34
2018-2019	30
2017-2018	31

2022-2023 Membership Goal Setting

<u>Starting</u> Membership July 1, 2021	30	
<u>Current</u> Membership 5/1/2022	32	
<u>Estimated</u> Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **9.9%**

Annual Attraction Rate (3-year average):   **10.7%**

Annual Net Growth Rate: **+_____%**

Success Targets
Attrition less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

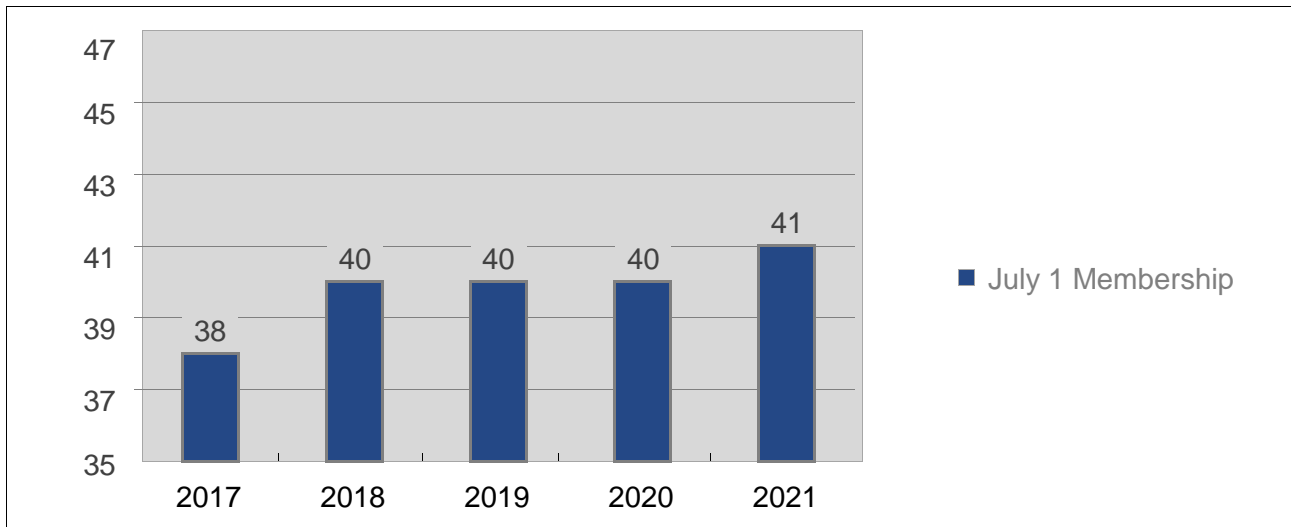**The problem we need to solve is:**

☐   **Low Retention** -- Our Attrition Rate Exceeds 15%

☐   **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐   **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	41
2020-2021	40
2019-2020	40
2018-2019	40
2017-2018	38

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	41	
Current Membership 5/1/2022	39	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	4	(d)
New Members Needed (Growth + Attrition)		(c+d)

Bar chart titled "July 1 Membership":
- 2017: 38
- 2018: 40
- 2019: 40
- 2020: 40
- 2021: 41

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **7.2%**

Annual Attraction Rate (3-year average): **18.9%**

Annual Net Growth Rate: **+_____%**

Success Targets
Success Targets
Attrition less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

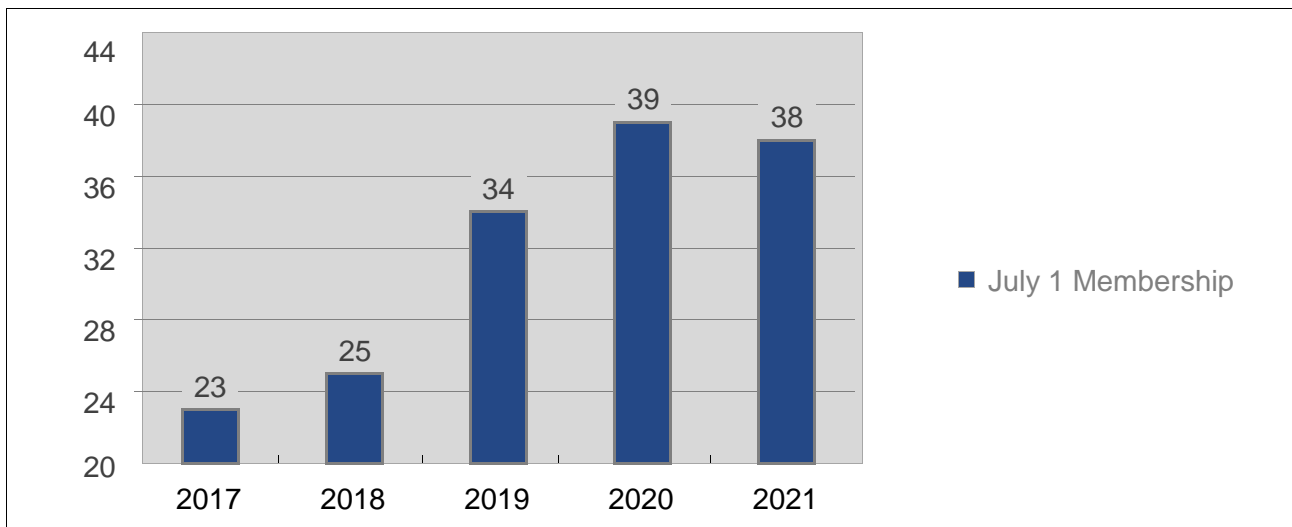**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	38
2020-2021	39
2019-2020	34
2018-2019	25
2017-2018	23

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	38	
Current Membership 5/1/2022	46	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **13.9%**

Annual Attraction Rate (3-year average): **5.3%**

Annual Net Growth Rate: **-_____%**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

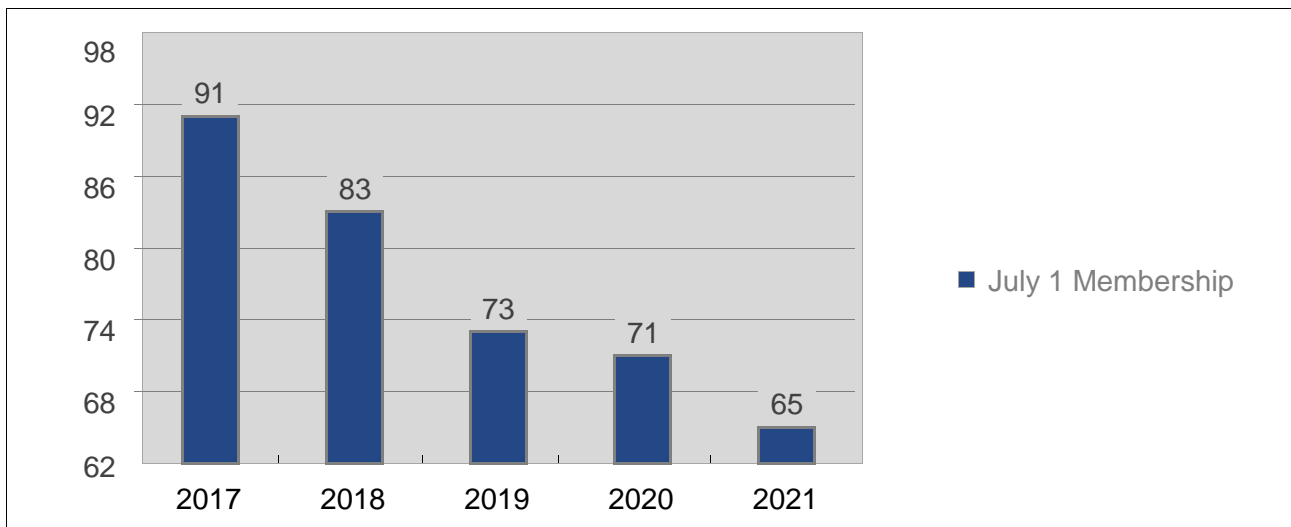**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	65
2020-2021	71
2019-2020	73
2018-2019	83
2017-2018	91

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	65	
Current Membership 5/1/2022	60	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	10	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **6.7%**

Annual Attraction Rate (3-year average):   **4.4%**

Annual Net Growth Rate: **-   %**

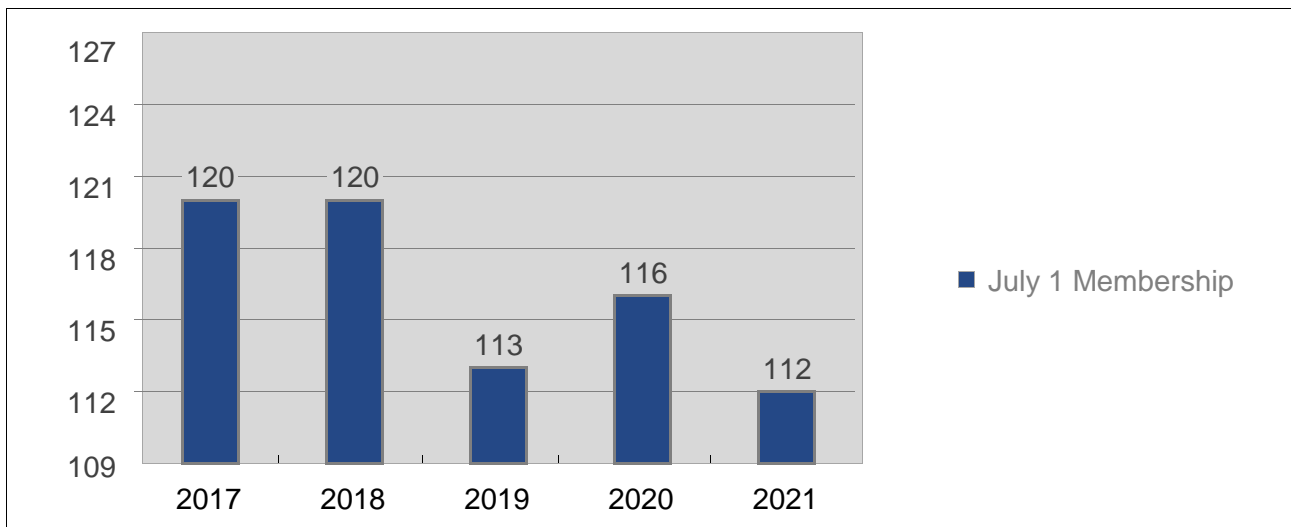| Success Targets |
|---|
| **Attraction** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	112
2020-2021	116
2019-2020	113
2018-2019	120
2017-2018	120

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	112	
Current Membership 5/1/2022	105	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **7.4%**

Annual Attraction Rate (3-year average): **11.4%**

Annual Net Growth Rate: **+   %**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

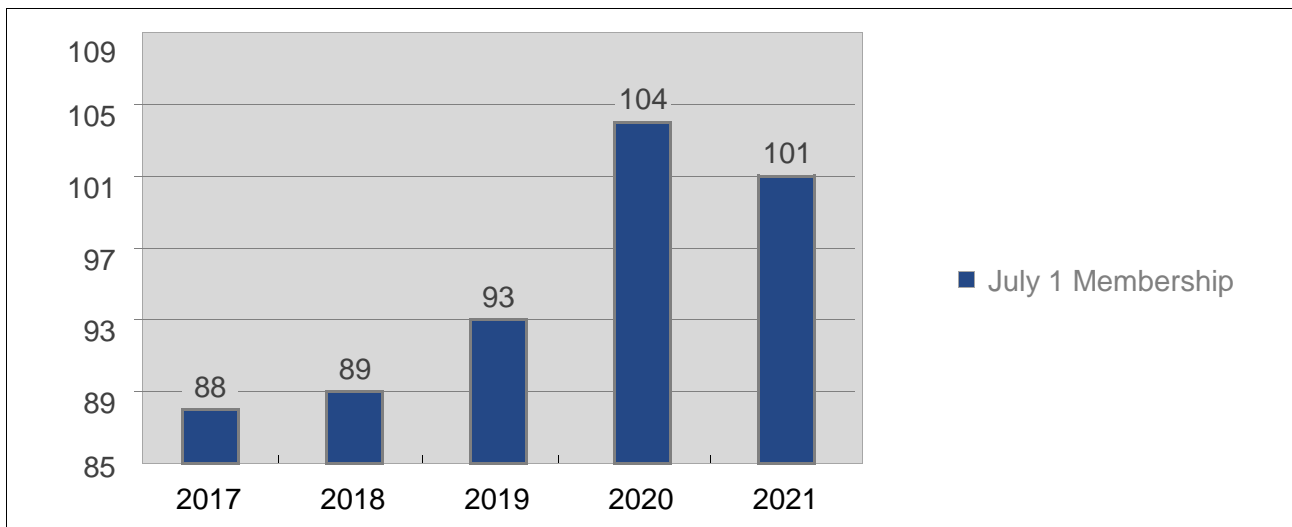**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	101
2020-2021	104
2019-2020	93
2018-2019	89
2017-2018	88

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	101	
Current Membership 5/1/2022	104	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

otary (Rotary International logo)

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average): **12.8%**

Annual <u>Attraction Rate</u> (3-year average): **11.4%**

Annual <u>Net Growth Rate</u>: **- ____ %**

Success Targets
Attraction <u>less than 15%</u>
(July 1 membership x .15)
Attraction <u>5% greater than Attrition</u>

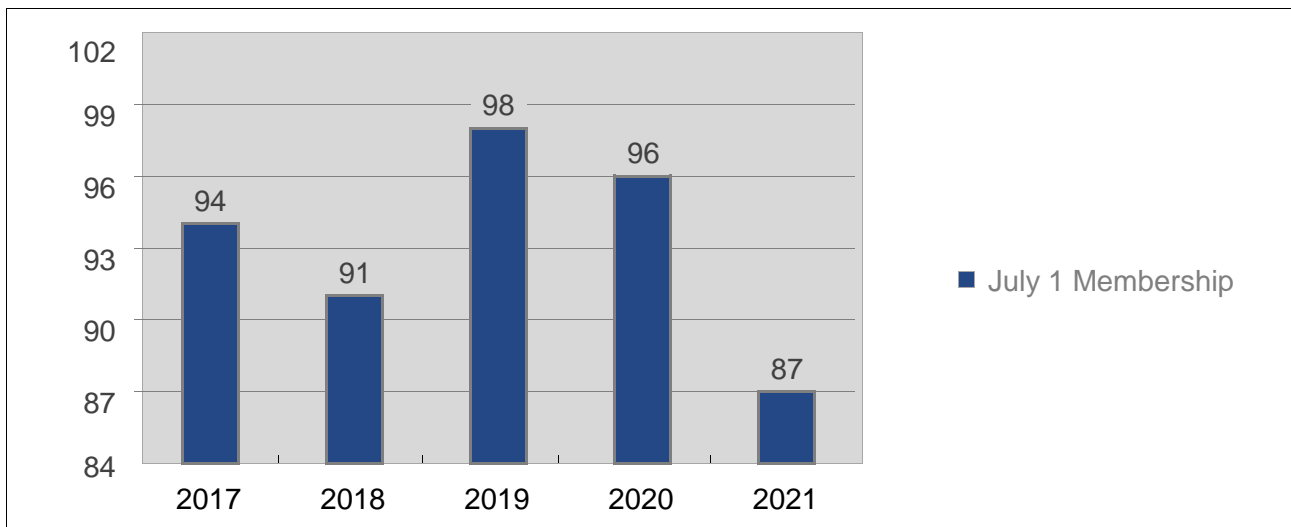**The problem we need to solve is:**

☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	87
2020-2021	96
2019-2020	98
2018-2019	91
2017-2018	94

2022-2023 Membership Goal Setting

<u>Starting</u> Membership July 1, 2021	87	
<u>Current</u> Membership 5/1/2022	94	
<u>Estimated</u> Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	12	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **12.2%**

Annual Attraction Rate (3-year average): **18.4%**

Annual Net Growth Rate: **+   %**

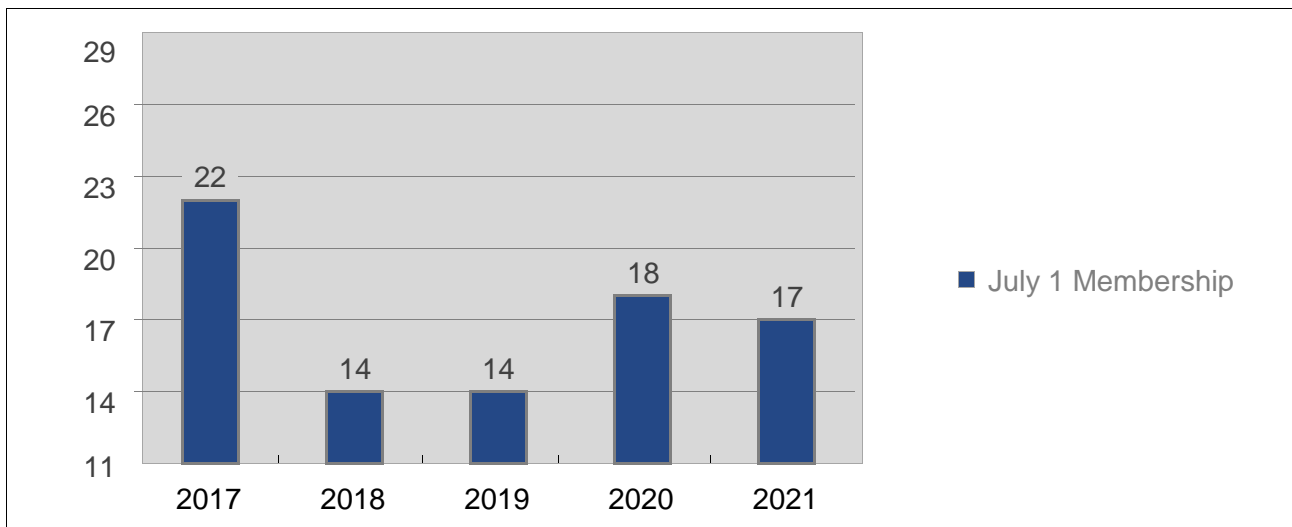| Success Targets |
|---|
| **Attraction** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐   **Low Retention** -- Our Attrition Rate Exceeds 15%

☐   **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐   **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	17
2020-2021	18
2019-2020	14
2018-2019	14
2017-2018	22

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	17	
Current Membership 5/1/2022	19	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	2	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual <u>Attrition Rate</u> (3-year average):	**34.3%**
Annual <u>Attraction Rate</u> (3-year average):	**84.6%**
Annual <u>Net Growth Rate</u>:	**%**

Success Targets

Attrition <u>less than 15%</u>

(July 1 membership x .15)

Attraction <u>5% greater than Attrition</u>

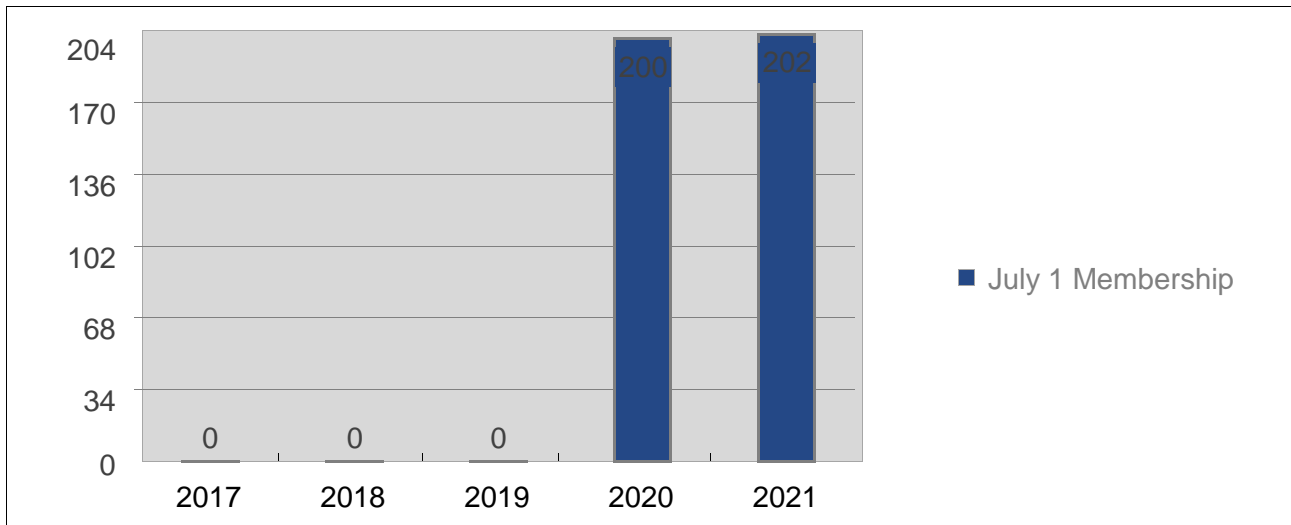**The problem we need to solve is:**

☐ **Low Retention** -- <u>Our Attrition Rate Exceeds 15%</u>

☐ **Insufficient New Member Attraction** - <u>Our Attraction Rate is less than 5% above our Attrition Rate</u>

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	202
2020-2021	200
2019-2020	0
2018-2019	0
2017-2018	0

2022-2023 Membership Goal Setting

<u>Starting</u> Membership July 1, 2021	202	
<u>Current</u> Membership 5/1/2022	**201**	
<u>Estimated</u> Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or <u>10% = World Class</u>)	**69**	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

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This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	**1.7%**
Annual Attraction Rate (3-year average):	**52.1%**
Annual Net Growth Rate:	**_____ %**

Success Targets

Attraction less than 15%
  (July 1 membership x .15)

Attraction 5% greater than Attrition

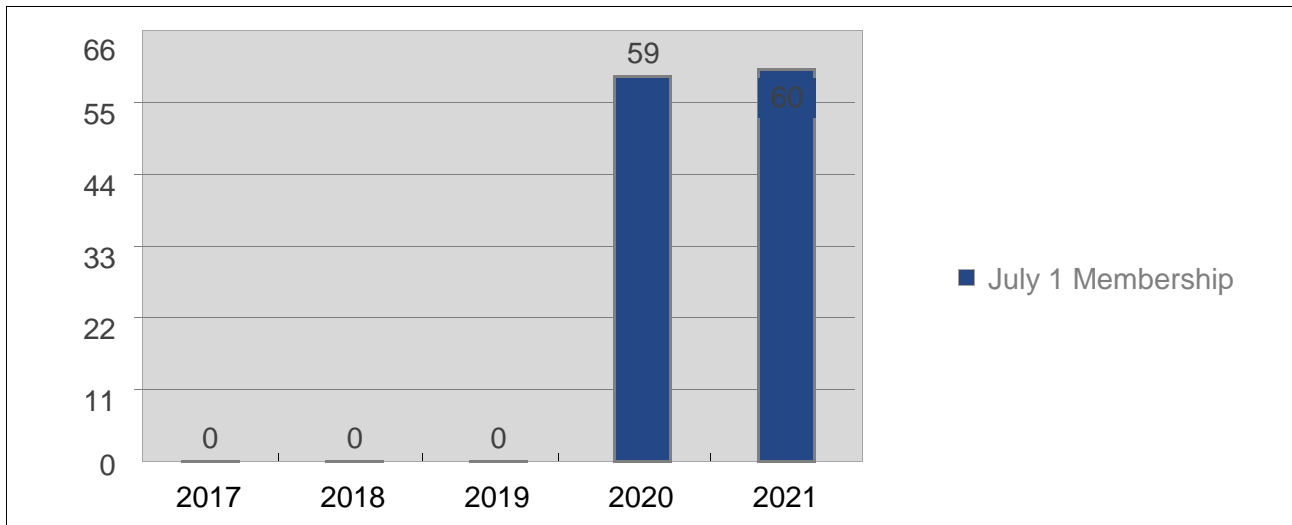**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	60
2020-2021	59
2019-2020	0
2018-2019	0
2017-2018	0

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	60	
Current Membership 5/1/2022	**60**	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	1	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):   **13.4%**

Annual Attraction Rate (3-year average):   **24.2%**

Annual Net Growth Rate: **+   %**

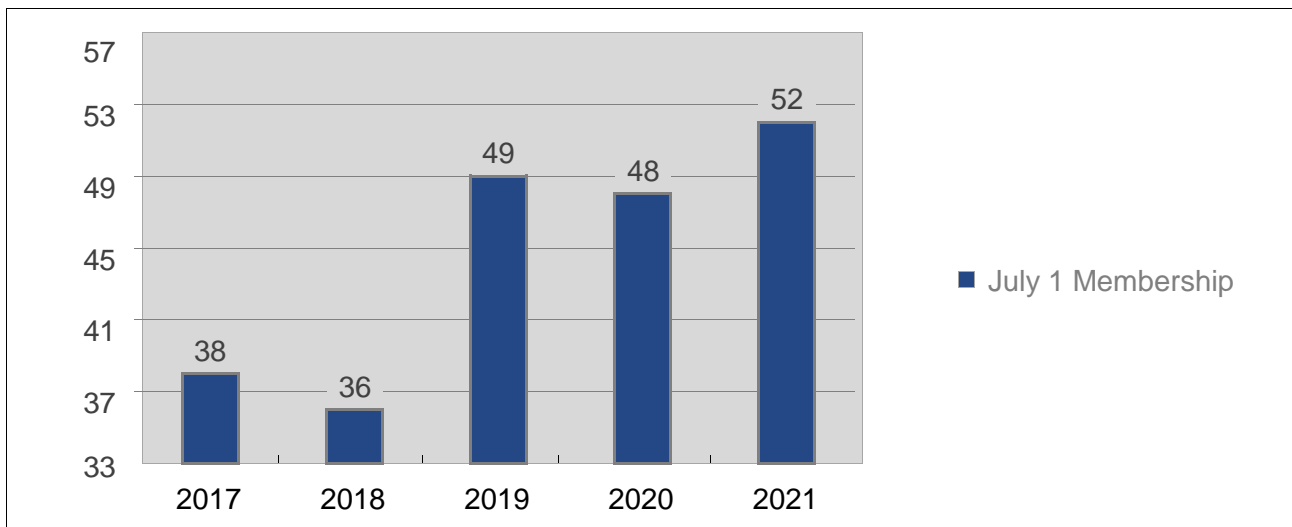| Success Targets |
| --- |
| **Attraction** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	52
2020-2021	48
2019-2020	49
2018-2019	36
2017-2018	38

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	52	
Current Membership 5/1/2022	48	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	7	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **90.6%**

Annual Attraction Rate (3-year average): **140.6%**

Annual Net Growth Rate: _____ **%**

Success Targets
Attraction less than 15%
(July 1 membership x .15)
Attraction 5% greater than Attrition

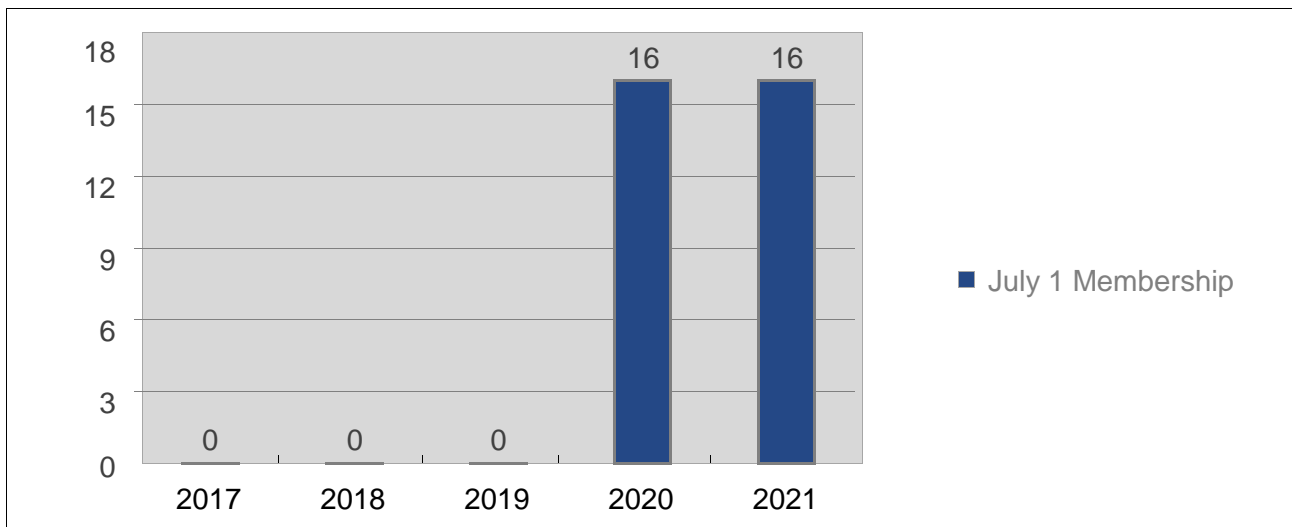**The problem we need to solve is:**

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	16
2020-2021	16
2019-2020	0
2018-2019	0
2017-2018	0

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	16	
Current Membership 5/1/2022	**15**	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	**15**	(d)
New Members Needed (Growth + Attrition)		(c+d)

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Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **16.7%**

Annual Attraction Rate (3-year average): **8.3%**

Annual Net Growth Rate: **-_____%**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition
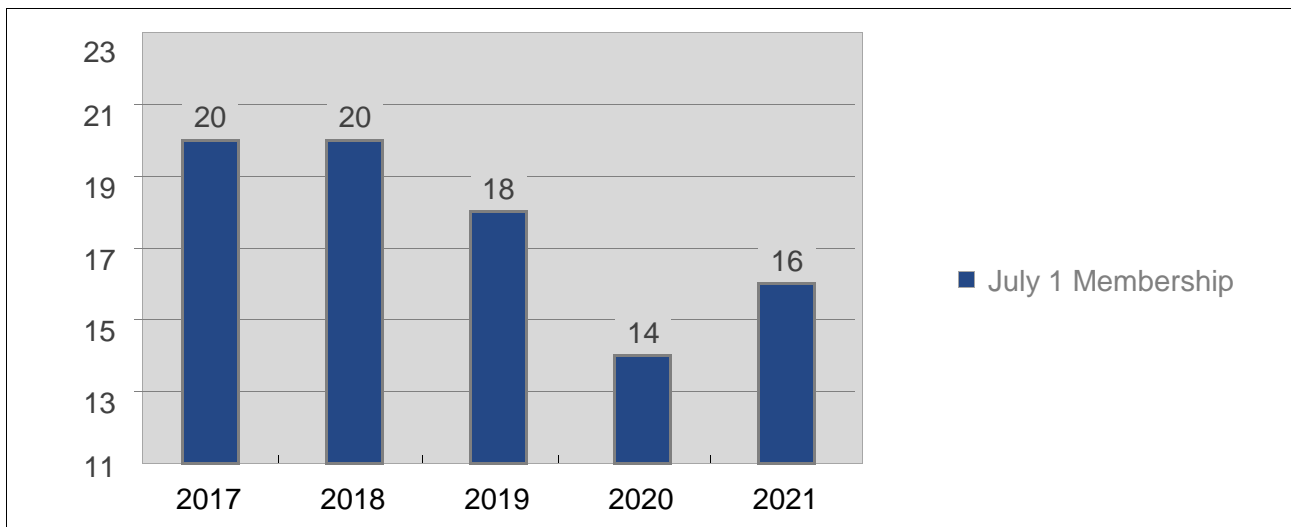

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	16
2020-2021	14
2019-2020	18
2018-2019	20
2017-2018	20

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	16	
Current Membership 5/1/2022	14	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **10.4%**

Annual Attraction Rate (3-year average): **8.6%**

Annual Net Growth Rate: **- ___ %**

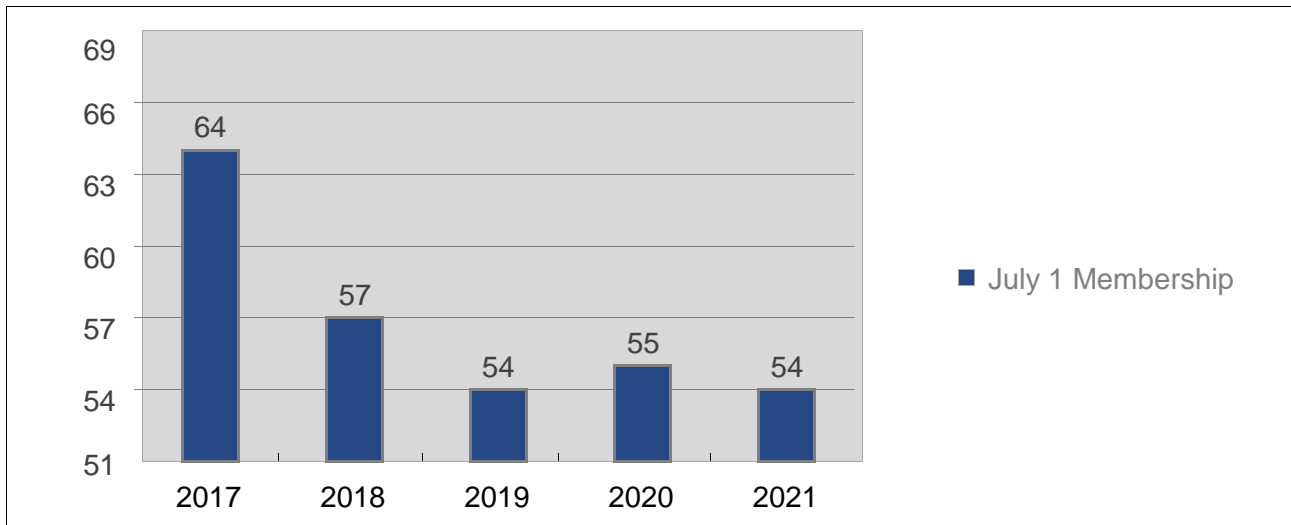| Success Targets |
| --- |
| **Attraction** less than 15% |
| (July 1 membership x .15) |
| **Attraction** 5% greater than Attrition |

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	54
2020-2021	55
2019-2020	54
2018-2019	57
2017-2018	64

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	54	
Current Membership 5/1/2022	56	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	6	(d)
New Members Needed (Growth + Attrition)		(c+d)

otary

Membership Goal Setting Worksheet

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average):	**6.7%**
Annual Attraction Rate (3-year average):	**0.0%**
Annual Net Growth Rate:	**- %**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction 5% greater than Attrition

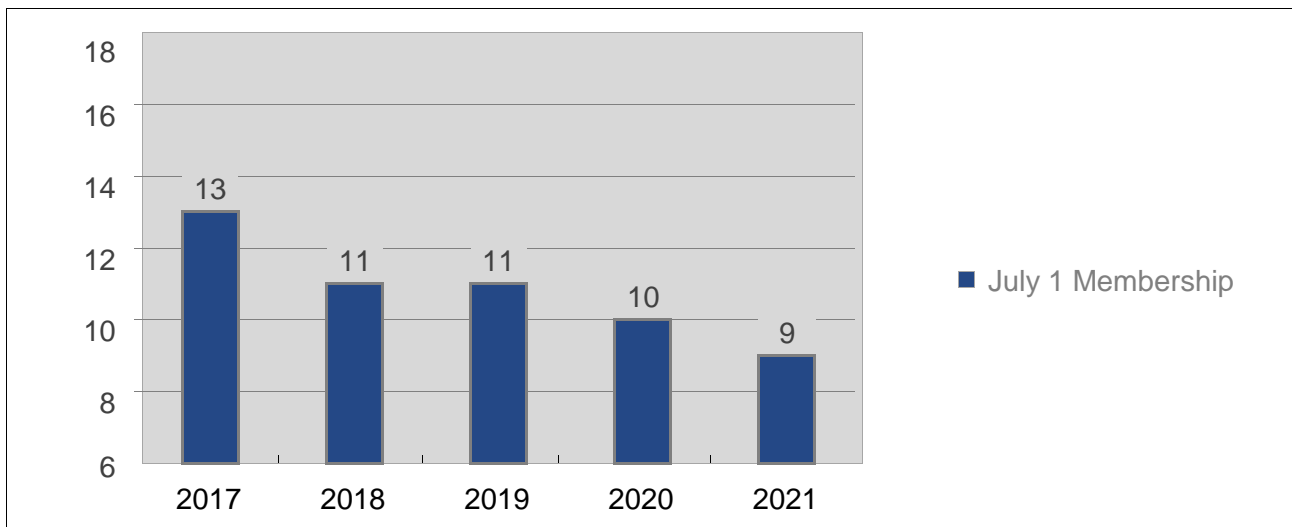**The problem we need to solve is:**

- ☐ **Low Retention** -- Our Attrition Rate Exceeds 15%
- ☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate
- ☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	9
2020-2021	10
2019-2020	11
2018-2019	11
2017-2018	13

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	9	
Current Membership 5/1/2022	9	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	1	(d)
New Members Needed (Growth + Attrition)		(c+d)

Membership Goal Setting Worksheet

otary ⚙

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below

Annual Attrition Rate (3-year average): **14.4%**

Annual Attraction Rate (3-year average): **10.6%**

Annual Net Growth Rate: **- _____ %**

> **Success Targets**
>
> **Attraction** less than 15%
>
> (July 1 membership x .15)
>
> **Attraction** 5% greater than Attrition

The problem we need to solve is:

☐ **Low Retention** -- Our Attrition Rate Exceeds 15%

☐ **Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate

☐ **Neither** - We need to build on our current membership growth culture and strategies

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Membership History

Club Year	Members at start of year (July 1)
2021-2022 (Current Year)	69
2020-2021	71
2019-2020	76
2018-2019	77
2017-2018	82

2022-2023 Membership Goal Setting

Starting Membership July 1, 2021	69	
Current Membership 5/1/2022	67	
Estimated Membership July 1, 2022		(a)
Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)	11	(d)
New Members Needed (Growth + Attrition)		(c+d)

July 1 Membership: 2017: 82, 2018: 77, 2019: 76, 2020: 71, 2021: 69