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:

- **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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>63</td>
</tr>
<tr>
<td>2020-2021</td>
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<tr>
<td>2019-2020</td>
<td>59</td>
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<td>2018-2019</td>
<td>73</td>
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<tr>
<td>2017-2018</td>
<td>73</td>
</tr>
</tbody>
</table>

### 2022-2023 Membership Goal Setting

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

### Success Targets

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

---

![Graph showing membership trends from 2017 to 2021](image-url)
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**: —%

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

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<thead>
<tr>
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<th>Members at start of year (July 1)</th>
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</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>16</td>
</tr>
<tr>
<td>(Current Year)</td>
<td></td>
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<tr>
<td>2020-2021</td>
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<td>2018-2019</td>
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<td>2017-2018</td>
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### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
<th>16</th>
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</thead>
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<td>Current Membership 5/1/2022</td>
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<td>(a)</td>
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<td>Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)</td>
<td>(b)</td>
</tr>
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<tr>
<td>Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)</td>
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<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

**Success Targets**

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

---

(Bar graph showing membership history from 2017 to 2021)
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.

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

### Annual Attrition Rate (3-year average): 22.1%
### Annual Attraction Rate (3-year average): 10.5%
### 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

#### Membership History

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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</thead>
<tbody>
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<td>2020-2021</td>
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<td>2018-2019</td>
<td>37</td>
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<tr>
<td>2017-2018</td>
<td>46</td>
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#### 2022-2023 Membership Goal Setting

<table>
<thead>
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<td><strong>Estimated Membership July 1, 2022</strong></td>
<td>(a)</td>
</tr>
<tr>
<td>Membership Goal July 1, 2023 (July 1, 2022 Start + Growth)</td>
<td>(b)</td>
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<tr>
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</tr>
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</tr>
<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

![Membership Graph]

### July 1 Membership

- 2017: 23
- 2018: 28
- 2019: 33
- 2020: 38
- 2021: 43

5/1/2022: 26
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:**%

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

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<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>50 (Current Year)</td>
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<tr>
<td>2020-2021</td>
<td>49</td>
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<tr>
<td>2019-2020</td>
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<tr>
<td>2018-2019</td>
<td>51</td>
</tr>
<tr>
<td>2017-2018</td>
<td>49</td>
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</table>

### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Membership 5/1/2022</td>
<td>46</td>
</tr>
<tr>
<td><strong>Estimated Membership July 1, 2022</strong></td>
<td>(a)</td>
</tr>
<tr>
<td><strong>Membership Goal July 1, 2023</strong></td>
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</tr>
<tr>
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<td></td>
</tr>
<tr>
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</tr>
<tr>
<td><strong>Average Annual Attrition to Replace</strong></td>
<td>(d)</td>
</tr>
<tr>
<td>(Greater of Actual or 10% = World Class)</td>
<td>5</td>
</tr>
<tr>
<td><strong>New Members Needed</strong></td>
<td></td>
</tr>
<tr>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Club Year</th>
<th>July 1 Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>49</td>
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<tr>
<td>2018</td>
<td>51</td>
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<tr>
<td>2019</td>
<td>51</td>
</tr>
<tr>
<td>2020</td>
<td>49</td>
</tr>
<tr>
<td>2021</td>
<td>50</td>
</tr>
</tbody>
</table>
This worksheet will help you set your membership growth goals and calculate the number of \textbf{new members needed} to reach your goal. Actual data for your club is in the table below.

\begin{itemize}
  \item \textbf{Annual Attrition Rate} (3-year average): 10.8\%
  \item \textbf{Annual Attraction Rate} (3-year average): 12.8\%
  \item \textbf{Annual Net Growth Rate}: + \_ \_ \_ \%
\end{itemize}

The problem we need to solve is:

\begin{itemize}
  \item \textbf{Low Retention} -- Our Attrition Rate Exceeds 15\%
  \item \textbf{Insufficient New Member Attraction} - Our Attraction Rate is less than 5\% above our Attrition Rate
  \item \textbf{Neither} - We need to build on our current membership growth culture and strategies
\end{itemize}

\begin{tabular}{|c|c|}
  \hline
  \textbf{Membership History} & \textbf{2022-2023 Membership Goal Setting} \\
  \hline
  \textbf{Club Year} & \textbf{Members at start of year (July 1)} & \textbf{Starting Membership July 1, 2021} & \textbf{Current Membership 5/1/2022} & \textbf{Estimated Membership July 1, 2022} & \textbf{Membership Goal July 1, 2023} & \textbf{Net Membership Growth} & \textbf{Average Annual Attrition to Replace} & \textbf{New Members Needed} \\
  \hline
  2021-2022 (Current Year) & 50 & 50 & 53 & 51 & (a) & (b) & (c=b-a) & (d) & (c+d) \\
  2020-2021 & 51 & 50 & 53 & 51 & (a) & (b) & (c=b-a) & (d) & (c+d) \\
  2019-2020 & 47 & 47 & 50 & 50 & 51 & (a) & (b) & (c=b-a) & (d) & (c+d) \\
  2018-2019 & 47 & 50 & 51 & 50 & 51 & (a) & (b) & (c=b-a) & (d) & (c+d) \\
  2017-2018 & 50 & 50 & 51 & 50 & 51 & (a) & (b) & (c=b-a) & (d) & (c+d) \\
  \hline
\end{tabular}
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: %

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

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<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>203</td>
</tr>
<tr>
<td>2020-2021</td>
<td>210</td>
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<tr>
<td>2019-2020</td>
<td>207</td>
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<tr>
<td>2018-2019</td>
<td>210</td>
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<tr>
<td>2017-2018</td>
<td>207</td>
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</table>

#### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
<th>203</th>
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</thead>
<tbody>
<tr>
<td><strong>Current Membership 5/1/2022</strong></td>
<td>214</td>
</tr>
<tr>
<td><strong>Estimated Membership July 1, 2022</strong></td>
<td>(a)</td>
</tr>
<tr>
<td><strong>Membership Goal July 1, 2023</strong></td>
<td>(b)</td>
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<td>(d)</td>
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<tr>
<td><strong>New Members Needed</strong> (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

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

### Graph

![Bar chart showing July 1 membership from 2017 to 2021]
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: + ______% (July 1 membership x .15)

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%
- **Attraction** 5% greater than Attrition

### Membership History

<table>
<thead>
<tr>
<th>Club Year</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>43</td>
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<tr>
<td>2020-2021</td>
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</tr>
<tr>
<td>2019-2020</td>
<td>39</td>
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<td>2018-2019</td>
<td>42</td>
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<tr>
<td>2017-2018</td>
<td>42</td>
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### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th></th>
<th>2022-2023 Membership Goal Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Starting Membership July 1, 2021</strong></td>
<td>43</td>
</tr>
<tr>
<td><strong>Current Membership 5/1/2022</strong></td>
<td>43</td>
</tr>
<tr>
<td><strong>Estimated Membership July 1, 2022</strong></td>
<td>(a)</td>
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</tr>
<tr>
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<td>(c+d)</td>
</tr>
</tbody>
</table>

### Graph

- **July 1 Membership**

![Graph showing membership from 2017 to 2021](chart.png)
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: __________%

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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<tr>
<td>2020-2021</td>
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<tr>
<td>2019-2020</td>
<td>22</td>
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<tr>
<td>2018-2019</td>
<td>31</td>
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<td>2017-2018</td>
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### 2022-2023 Membership Goal Setting

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<tr>
<th></th>
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</thead>
<tbody>
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<td>Current Membership</td>
<td>2022</td>
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<tr>
<td>Estimated Membership</td>
<td>July 1, 2022</td>
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<tr>
<td>Membership Goal</td>
<td>July 1, 2023</td>
</tr>
<tr>
<td>Net Membership Growth</td>
<td>Challenge = 10% or 10 members</td>
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<td>(Growth + Attrition)</td>
</tr>
</tbody>
</table>

### Success Targets

- Attrition less than 15%
- Attraction 5% greater than Attrition

### July 1 Membership

- 2017: 35
- 2018: 31
- 2019: 22
- 2020: 20
- 2021: 20
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**: +___%

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

<table>
<thead>
<tr>
<th>Attraction</th>
<th>less than 15%</th>
</tr>
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<tbody>
<tr>
<td>(July 1 membership x .15)</td>
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<table>
<thead>
<tr>
<th>Attraction</th>
<th>5% greater than Attrition</th>
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### Membership History

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<td>2020-2021</td>
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<td>2019-2020</td>
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<tr>
<th>Club Year</th>
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<td>2021-2022</td>
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<table>
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<th>Club Year</th>
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<table>
<thead>
<tr>
<th>Club Year</th>
<th>New Members Needed</th>
</tr>
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<tbody>
<tr>
<td>2021-2022</td>
<td>(Growth + Attrition)</td>
</tr>
<tr>
<td></td>
<td>(c+d)</td>
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</tbody>
</table>

---

![Graph of membership history from 2017 to 2021](image)
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:

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>0</td>
</tr>
<tr>
<td>2020-2021</td>
<td>0</td>
</tr>
<tr>
<td>2019-2020</td>
<td>0</td>
</tr>
<tr>
<td>2018-2019</td>
<td>0</td>
</tr>
<tr>
<td>2017-2018</td>
<td>0</td>
</tr>
</tbody>
</table>

### 2022-2023 Membership Goal Setting

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

### Success Targets

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

---

This worksheet can be used to set membership growth goals and calculate the number of new members needed to reach your goal. Actual data for your club is in the table above.

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>0</td>
</tr>
<tr>
<td>2018</td>
<td>0</td>
</tr>
<tr>
<td>2019</td>
<td>0</td>
</tr>
<tr>
<td>2020</td>
<td>0</td>
</tr>
<tr>
<td>2021</td>
<td>0</td>
</tr>
</tbody>
</table>
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): 1.1%

**Annual Attraction Rate** (3-year average): 53.3%

**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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>48</td>
</tr>
<tr>
<td>2020-2021</td>
<td>44</td>
</tr>
<tr>
<td>2019-2020</td>
<td>0</td>
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<tr>
<td>2018-2019</td>
<td>0</td>
</tr>
<tr>
<td>2017-2018</td>
<td>0</td>
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</tbody>
</table>

**Membership History**

**2022-2023 Membership Goal Setting**

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

<table>
<thead>
<tr>
<th>Year</th>
<th>July 1 Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>0</td>
</tr>
<tr>
<td>2018</td>
<td>0</td>
</tr>
<tr>
<td>2019</td>
<td>0</td>
</tr>
<tr>
<td>2020</td>
<td>44</td>
</tr>
<tr>
<td>2021</td>
<td>48</td>
</tr>
</tbody>
</table>

Success Targets

- **Attrition** less than 15%
  (July 1 membership x .15)
- **Attraction** 5% greater than Attrition
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: \[
\%
\]

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>12</td>
</tr>
<tr>
<td>2020-2021</td>
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<tr>
<td>2019-2020</td>
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<tr>
<td>2018-2019</td>
<td>0</td>
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<tr>
<td>2017-2018</td>
<td>0</td>
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### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Membership 5/1/2022</td>
<td>15</td>
</tr>
<tr>
<td>Estimated Membership July 1, 2022</td>
<td>(a)</td>
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<tr>
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<td>(b)</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>Net Membership Growth Challenge = 10% or 10 members</td>
<td>(c=b-a)</td>
</tr>
<tr>
<td>Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)</td>
<td>(d)</td>
</tr>
<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

### Success Targets

<table>
<thead>
<tr>
<th>Attrition</th>
<th>less than 15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attraction</td>
<td>5% greater than Attrition</td>
</tr>
</tbody>
</table>

(July 1 membership x .15)
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): **6.6%**

**Annual Attraction Rate** (3-year average): **3.3%**

**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

### Membership History

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<tr>
<td>2021-2022 (Current Year)</td>
<td>19</td>
<td>19</td>
<td>24</td>
<td>(a)</td>
<td>(b)</td>
<td>(c=b-a)</td>
<td>2</td>
<td>(c+d)</td>
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<tr>
<td>2020-2021</td>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2019-2020</td>
<td>21</td>
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<td></td>
<td></td>
<td></td>
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<td>2018-2019</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Success Targets**

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

![Bar chart of membership history from 2017 to 2021](image)
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**: __%

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

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<td>2018-2019</td>
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<tr>
<td>2017-2018</td>
<td>39</td>
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### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
<th>34</th>
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</thead>
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<td><strong>Current Membership 5/1/2022</strong></td>
<td>36</td>
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<tr>
<td><strong>Estimated Membership July 1, 2022</strong></td>
<td>(a)</td>
</tr>
<tr>
<td><strong>Membership Goal July 1, 2023</strong> (July 1, 2022 Start + Growth)</td>
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<td>(c=b-a)</td>
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<tr>
<td><strong>Average Annual Attrition to Replace</strong> (Greater of Actual or 10% = World Class)</td>
<td>5</td>
</tr>
<tr>
<td><strong>New Members Needed</strong> (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

**Success Targets**

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

![Bar chart showing membership growth from 2017 to 2021]
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: __%__

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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<tbody>
<tr>
<td>2021-2022</td>
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<tr>
<td>2020-2021</td>
<td>20</td>
</tr>
<tr>
<td>2019-2020</td>
<td>21</td>
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<td>2018-2019</td>
<td>0</td>
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<tr>
<td>2017-2018</td>
<td>0</td>
</tr>
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#### 2022-2023 Membership Goal Setting

<table>
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<tr>
<th></th>
<th>2022-2023 Membership Goal Setting</th>
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<tbody>
<tr>
<td><strong>Starting Membership July 1, 2021</strong></td>
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</tr>
<tr>
<td><strong>Current Membership 5/1/2022</strong></td>
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<tr>
<td><strong>Estimated Membership July 1, 2022</strong></td>
<td>(a)</td>
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<tr>
<td><strong>Membership Goal July 1, 2023</strong></td>
<td>(b)</td>
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<tr>
<td>(July 1, 2022 Start + Growth)</td>
<td></td>
</tr>
<tr>
<td><strong>Net Membership Growth</strong></td>
<td>(c=b-a)</td>
</tr>
<tr>
<td><strong>Average Annual Attrition to Replace</strong></td>
<td>(d)</td>
</tr>
<tr>
<td>(Greater of Actual or 10% = World Class)</td>
<td></td>
</tr>
<tr>
<td><strong>New Members Needed</strong></td>
<td>(c+d)</td>
</tr>
<tr>
<td>(Growth + Attrition)</td>
<td></td>
</tr>
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</table>

### Success Targets

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

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

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<td>19</td>
</tr>
<tr>
<td>2020-2021</td>
<td>18</td>
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<tr>
<td>2019-2020</td>
<td>18</td>
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<tr>
<td>2018-2019</td>
<td>19</td>
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<tr>
<td>2017-2018</td>
<td>14</td>
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### 2022-2023 Membership Goal Setting

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

---

**Success Targets**

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

---

**Graph:**

- July 1 Membership

- **2017:** 14
- **2018:** 19
- **2019:** 18
- **2020:** 18
- **2021:** 19
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.

### Success Targets

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Attrition less than 15%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(July 1 membership x .15)</td>
</tr>
<tr>
<td>Attraction</td>
<td>5% greater than Attrition</td>
</tr>
</tbody>
</table>

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

### Annual Attraction Rate (3-year average): 14.3%

### 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

### Membership History

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<tr>
<th>Club Year</th>
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<tbody>
<tr>
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<td>15</td>
</tr>
<tr>
<td>2020-2021</td>
<td>15</td>
</tr>
<tr>
<td>2019-2020</td>
<td>12</td>
</tr>
<tr>
<td>2018-2019</td>
<td>12</td>
</tr>
<tr>
<td>2017-2018</td>
<td>18</td>
</tr>
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### 2022-2023 Membership Goal Setting

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<td>1</td>
</tr>
<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

### Graph

- July 1 Membership

- 2017: 18
- 2018: 12
- 2019: 12
- 2020: 15
- 2021: 15
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): \(10.2\%\)

**Annual Attraction Rate** (3-year average): \(4.0\%\)

**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

### Membership History

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<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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<tbody>
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<tr>
<td>2020-2021</td>
<td>122</td>
</tr>
<tr>
<td>2019-2020</td>
<td>125</td>
</tr>
<tr>
<td>2018-2019</td>
<td>129</td>
</tr>
<tr>
<td>2017-2018</td>
<td>126</td>
</tr>
</tbody>
</table>

### 2022-2023 Membership Goal Setting

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<td>107</td>
</tr>
<tr>
<td>2020-2021</td>
<td>122</td>
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<td>125</td>
</tr>
<tr>
<td>2018-2019</td>
<td>129</td>
</tr>
<tr>
<td>2017-2018</td>
<td>126</td>
</tr>
</tbody>
</table>

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

### Success Targets

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

- **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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<td>2018-2019</td>
<td>0</td>
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<tr>
<td>2019-2020</td>
<td>30</td>
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<tr>
<td>2020-2021</td>
<td>31</td>
</tr>
<tr>
<td>2021-2022 (Current Year)</td>
<td>30</td>
</tr>
</tbody>
</table>

### 2022-2023 Membership Goal Setting

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Starting Membership July 1, 2021</strong></td>
<td>30</td>
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<tr>
<td><strong>Current Membership 5/1/2022</strong></td>
<td>58</td>
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<tr>
<td><strong>Estimated Membership July 1, 2022</strong></td>
<td>(a)</td>
</tr>
<tr>
<td><strong>Membership Goal July 1, 2023</strong> (July 1, 2022 Start + Growth)</td>
<td>(b)</td>
</tr>
</tbody>
</table>
| **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)                       |
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:**

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
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<td>23</td>
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<td>2018-2019</td>
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<tr>
<td>2017-2018</td>
<td>24</td>
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### 2022-2023 Membership Goal Setting

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

---

The diagram shows the membership trend from 2017 to 2021. The membership numbers are as follows:

- **2017**: 28
- **2018**: 24
- **2019**: 21
- **2020**: 22
- **2021**: 23

The July 1 Membership data is represented in blue bars.
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: %

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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<th>2022-2023 Membership Goal Setting</th>
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<td>2020-2021</td>
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<td>57</td>
<td></td>
</tr>
<tr>
<td>2019-2020</td>
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<td>66</td>
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<tr>
<td>2018-2019</td>
<td>75</td>
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<td></td>
</tr>
<tr>
<td>2017-2018</td>
<td>82</td>
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</tr>
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### Success Targets

<table>
<thead>
<tr>
<th>Attrition</th>
<th>Attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 15%</td>
<td>5% greater than Attraction</td>
</tr>
</tbody>
</table>

(3-year average)

(3-year average)

(July 1 membership x .15)

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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<th>2022-2023 Membership Goal Setting</th>
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<td>55</td>
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<tr>
<td>2019-2020</td>
<td>66</td>
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<td></td>
</tr>
<tr>
<td>2017-2018</td>
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<td></td>
</tr>
</tbody>
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### 2022-2023 Membership Goal Setting

<table>
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<td></td>
</tr>
<tr>
<td>2017-2018</td>
<td>82</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Success Targets

<table>
<thead>
<tr>
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<th>Attraction</th>
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<tbody>
<tr>
<td>less than 15%</td>
<td>5% greater than Attraction</td>
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</table>

(3-year average)

(3-year average)

(July 1 membership x .15)

<table>
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<th>Club Year</th>
<th>Members at start of year (July 1)</th>
<th>Starting Membership July 1, 2021</th>
<th>2022-2023 Membership Goal Setting</th>
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</table>

### Success Targets

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<tbody>
<tr>
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</table>

(3-year average)

(3-year average)

(July 1 membership x .15)
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: | % |

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>62</td>
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<tr>
<td>2020-2021</td>
<td>68</td>
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<tr>
<td>2019-2020</td>
<td>72</td>
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<tr>
<td>2018-2019</td>
<td>71</td>
</tr>
<tr>
<td>2017-2018</td>
<td>70</td>
</tr>
</tbody>
</table>

### 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 |
| New Members Needed (Growth + Attrition) | (c+d) |

### Success Targets

- **Attrition** less than 15%
  - (July 1 membership x .15)
- **Attraction** 5% greater than Attrition
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**: + ___ %

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>15</td>
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<tr>
<td>(Current Year)</td>
<td></td>
</tr>
<tr>
<td>2020-2021</td>
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<td>2017-2018</td>
<td>14</td>
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### 2022-2023 Membership Goal Setting

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

### Bar Chart

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

- **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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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<tbody>
<tr>
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<td>2020-2021</td>
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<td>2019-2020</td>
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<td>2018-2019</td>
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<tr>
<td>2017-2018</td>
<td>120</td>
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### 2022-2023 Membership Goal Setting

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

### Success Targets

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

---

[Diagram showing membership trends from 2017 to 2021]
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.

### Membership History

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
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<td>2020-2021</td>
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<td>2017-2018</td>
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### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
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<tbody>
<tr>
<td>Current Membership 5/1/2022</td>
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<td>(a)</td>
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<td>Membership Goal July 1, 2023</td>
<td>(b)</td>
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<tr>
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</tr>
<tr>
<td>Net Membership Growth Challenge = 10% or 10 members</td>
<td>(c=b-a)</td>
</tr>
<tr>
<td>Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)</td>
<td>5</td>
</tr>
<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

### 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
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:** %

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

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<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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### 2022-2023 Membership Goal Setting

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<tr>
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<tbody>
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<tr>
<td>Membership Goal July 1, 2023</td>
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<tr>
<td>Net Membership Growth Challenge = 10% or 10 members</td>
<td>(c=b-a)</td>
</tr>
<tr>
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<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

---

![Graph showing membership trends from 2017 to 2021]

- July 1 Membership
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**: __%__

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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<tr>
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<th>Members at start of year (July 1)</th>
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<tbody>
<tr>
<td>2021-2022</td>
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</tr>
<tr>
<td>(Current Year)</td>
<td></td>
</tr>
<tr>
<td>2020-2021</td>
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<tr>
<td>2019-2020</td>
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<td>2018-2019</td>
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<tr>
<td>2017-2018</td>
<td>9</td>
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### 2022-2023 Membership Goal Setting

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</tr>
<tr>
<td><strong>Average Annual Attrition to Replace</strong> (Greater of Actual or 10% = World Class)</td>
<td>1</td>
</tr>
<tr>
<td><strong>New Members Needed</strong> (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

---

![July 1 Membership Chart](chart.png)
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: +%

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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<tr>
<td>2021-2022 (Current Year)</td>
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<tr>
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<tr>
<td>2019-2020</td>
<td>108</td>
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<tr>
<td>2018-2019</td>
<td>111</td>
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<tr>
<td>2017-2018</td>
<td>107</td>
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### 2022-2023 Membership Goal Setting

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

### Success Targets

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

---

### Graph

- July 1 Membership

- 2017: 107
- 2018: 111
- 2019: 108
- 2020: 114
- 2021: 118
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: |  |%

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
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<td>2018-2019</td>
<td>55</td>
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<tr>
<td>2017-2018</td>
<td>57</td>
</tr>
</tbody>
</table>

### 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     | (b) |
| (July 1, 2022 Start + Growth)    | |
| Net Membership Growth Challenge = 10% or 10 members | (c=b-a) |
| Average Annual Attrition to Replace (Greater of Actual or 10% = World Class) | 8 |
| New Members Needed (Growth + Attrition) | (c+d) |
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:** + %

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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<td>2017-2018</td>
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### 2022-2023 Membership Goal Setting

<table>
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<tbody>
<tr>
<td>Current Membership 5/1/2022</td>
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<tr>
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<td>(a)</td>
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<tr>
<td>Membership Goal July 1, 2023</td>
<td>(b)</td>
</tr>
<tr>
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<td>(c=b-a)</td>
</tr>
<tr>
<td>Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)</td>
<td>3</td>
</tr>
<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

Success Targets

- **Attrition** less than 15%
- **Attraction** 5% greater than Attrition

### Graph

- **2017 - 2021**
  - **July 1 Membership**
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.

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

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

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

### 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

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</tr>
</thead>
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<td>2020-2021</td>
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<td>2017-2018</td>
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<table>
<thead>
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<td>Current Membership 5/1/2022</td>
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<tr>
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<td>(a)</td>
</tr>
<tr>
<td>Membership Goal July 1, 2023</td>
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<td>2</td>
</tr>
<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

![Graph showing membership growth from 2017 to 2021](image)
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**: +____%  

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
<th>2022-2023 Membership Goal Setting</th>
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<tbody>
<tr>
<td>2021-2022</td>
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<td><strong>Starting Membership July 1, 2021</strong></td>
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<td>(Current Year)</td>
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<tr>
<td>2020-2021</td>
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<td><strong>Current Membership 5/1/2022</strong></td>
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<td>2019-2020</td>
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<td><strong>Estimated Membership July 1, 2022</strong></td>
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<tr>
<td>2018-2019</td>
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<td><strong>Membership Goal July 1, 2023</strong></td>
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<tr>
<td></td>
<td></td>
<td>(July 1, 2022 Start + Growth)</td>
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<tr>
<td>2017-2018</td>
<td>104</td>
<td><strong>Net Membership Growth</strong></td>
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<tr>
<td></td>
<td></td>
<td>Challenge = 10% or 10 members</td>
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<tr>
<td></td>
<td></td>
<td><strong>Average Annual Attrition to Replace</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Greater of Actual or 10% = World Class)</td>
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<td><strong>New Members Needed</strong></td>
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<tr>
<td></td>
<td></td>
<td>(Growth + Attrition)</td>
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<tr>
<td></td>
<td></td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

**Success Targets**

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

### Diagram

![Bar chart showing membership from 2017 to 2021](chart.png)
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: %

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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<td>30</td>
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<td>2018-2019</td>
<td>35</td>
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<tr>
<td>2017-2018</td>
<td>35</td>
</tr>
</tbody>
</table>

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

---

### Success Targets

- **Attrition** less than 15%
  (July 1 membership x 0.15)
- **Attraction** 5% greater than Attrition
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

### Membership History

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<thead>
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<th>Club Year</th>
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<tr>
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<td>2017-2018</td>
<td>37</td>
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### 2022-2023 Membership Goal Setting

**Starting Membership July 1, 2021** | 41

**Current Membership 5/1/2022** | 36

**Estimated Membership July 1, 2022**

**Membership Goal July 1, 2023**
(July 1, 2022 Start + Growth)

**Net Membership Growth**
Challenge = 10% or 10 members

**Average Annual Attrition to Replace**
(Greater of Actual or 10% = World Class)

**New Members Needed**
(Growth + Attrition)

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

---

![Graph showing membership history from 2017 to 2021]
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:

- 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**

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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<td>2020-2021</td>
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<td>2019-2020</td>
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<td>2018-2019</td>
<td>106</td>
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<td>2017-2018</td>
<td>100</td>
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**2022-2023 Membership Goal Setting**

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
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<tbody>
<tr>
<td><strong>Current Membership 5/1/2022</strong></td>
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<tr>
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<td>(a)</td>
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<tr>
<td><strong>Membership Goal July 1, 2023</strong> (July 1, 2022 Start + Growth)</td>
<td>(b)</td>
</tr>
<tr>
<td><strong>Net Membership Growth</strong>  Challenge = 10% or 10 members</td>
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<tr>
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<td>10</td>
</tr>
<tr>
<td><strong>New Members Needed</strong> (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

**Success Targets**

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

![July 1 Membership chart]
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: ___%

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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<th>Club Year</th>
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### 2022-2023 Membership Goal Setting

<table>
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<tr>
<th><strong>Starting Membership July 1, 2021</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Current Membership 5/1/2022</strong></td>
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<tr>
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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): 18.8%

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

**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

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<td>2020-2021</td>
<td>11</td>
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<td>2018-2019</td>
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### 2022-2023 Membership Goal Setting

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</table>

---

[Graph showing membership history from 2017 to 2021]
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:
- %

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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<tr>
<td>(Current Year)</td>
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<td>2020-2021</td>
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<td>2019-2020</td>
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<td>2018-2019</td>
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</tbody>
</table>

### Success Targets

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

---

[Graph showing membership history from 2017 to 2021]
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: +__%_

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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<td>2018-2019</td>
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<tr>
<td>2017-2018</td>
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#### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th></th>
<th>2022-2023 Membership Goal Setting</th>
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<tbody>
<tr>
<td>Starting Membership July 1, 2021</td>
<td>109</td>
</tr>
<tr>
<td>Current Membership 5/1/2022</td>
<td>105</td>
</tr>
<tr>
<td>Estimated Membership July 1, 2022</td>
<td>(a)</td>
</tr>
<tr>
<td>Membership Goal July 1, 2023</td>
<td>(b)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Membership Goal July 1, 2023</th>
<th>(July 1, 2022 Start + Growth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Goal July 1, 2023</td>
<td>106 (c=b-a)</td>
</tr>
<tr>
<td>Net Membership Growth</td>
<td>Challenge = 10% or 10 members</td>
</tr>
<tr>
<td>Average Annual Attrition to Replace</td>
<td>6 (d) over Actual or 10% = World Class</td>
</tr>
<tr>
<td>New Members Needed</td>
<td>(Growth + Attrition)</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>109</td>
</tr>
<tr>
<td>2020-2021</td>
<td>110</td>
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</tr>
<tr>
<td>2018-2019</td>
<td>104</td>
</tr>
<tr>
<td>2017-2018</td>
<td>106</td>
</tr>
</tbody>
</table>

---

Success Targets

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

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>15</td>
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<tr>
<td>2020-2021</td>
<td>14</td>
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<tr>
<td>2019-2020</td>
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<tr>
<td>2018-2019</td>
<td>15</td>
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<tr>
<td>2017-2018</td>
<td>16</td>
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### 2022-2023 Membership Goal Setting

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

### Success Targets

- **Attrition** less than 15%
  
  (July 1 membership x 0.15)
- **Attraction** 5% greater than Attrition

---

<table>
<thead>
<tr>
<th>Year</th>
<th>July 1 Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>16</td>
</tr>
<tr>
<td>2018</td>
<td>15</td>
</tr>
<tr>
<td>2019</td>
<td>14</td>
</tr>
<tr>
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</tr>
<tr>
<td>2021</td>
<td>15</td>
</tr>
</tbody>
</table>
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: **---**%

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
<th>Starting Membership July 1, 2021</th>
<th>70</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>2018-2019</td>
<td>86</td>
<td>(July 1, 2022 Start + Growth)</td>
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<tr>
<td>2017-2018</td>
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<td><strong>Net Membership Growth</strong></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Challenge = 10% or 10 members</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Average Annual Attrition to Replace</strong></td>
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<td></td>
<td></td>
<td>(Greater of Actual or 10% = World Class)</td>
<td>(d)</td>
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<tr>
<td></td>
<td></td>
<td><strong>New Members Needed</strong></td>
<td>(c+d)</td>
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<tr>
<td></td>
<td></td>
<td>(Growth + Attrition)</td>
<td></td>
</tr>
</tbody>
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### Success Targets

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

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<thead>
<tr>
<th>Club Year</th>
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<tbody>
<tr>
<td>2017</td>
<td>71</td>
</tr>
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<td>2018</td>
<td>86</td>
</tr>
<tr>
<td>2019</td>
<td>81</td>
</tr>
<tr>
<td>2020</td>
<td>71</td>
</tr>
<tr>
<td>2021</td>
<td>70</td>
</tr>
</tbody>
</table>

**Pleasanton District Membership Goal Setting Worksheet**

---

**July 1 Membership**

- 2017: 71
- 2018: 86
- 2019: 81
- 2020: 71
- 2021: 70
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): 13.2%

### Annual Attraction Rate (3-year average): 16.1%

### Annual Net Growth Rate: +6%

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

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<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>60</td>
</tr>
<tr>
<td>2020-2021</td>
<td>59</td>
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<tr>
<td>2019-2020</td>
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<tr>
<td>2018-2019</td>
<td>55</td>
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<tr>
<td>2017-2018</td>
<td>51</td>
</tr>
</tbody>
</table>

#### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>60</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current Membership 5/1/2022</th>
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</thead>
<tbody>
<tr>
<td><strong>65</strong></td>
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<table>
<thead>
<tr>
<th>Estimated Membership July 1, 2022</th>
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</thead>
<tbody>
<tr>
<td>(a)</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>(b)</td>
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<tr>
<th>Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)</th>
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<tbody>
<tr>
<td>8</td>
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<table>
<thead>
<tr>
<th>New Members Needed (Growth + Attrition)</th>
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<tbody>
<tr>
<td>(c+d)</td>
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<table>
<thead>
<tr>
<th>Success Targets</th>
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<tbody>
<tr>
<td>Attrition less than 15%</td>
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<tr>
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<tr>
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<tbody>
<tr>
<td>2017</td>
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<td>2019</td>
<td>55</td>
</tr>
<tr>
<td>2020</td>
<td>59</td>
</tr>
<tr>
<td>2021</td>
<td>60</td>
</tr>
</tbody>
</table>
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**: __ __ __%

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

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<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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<tbody>
<tr>
<td>2021-2022</td>
<td>12</td>
</tr>
<tr>
<td>2020-2021</td>
<td>12</td>
</tr>
<tr>
<td>2019-2020</td>
<td>16</td>
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<tr>
<td>2018-2019</td>
<td>14</td>
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<tr>
<td>2017-2018</td>
<td>15</td>
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### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Membership 5/1/2022</td>
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### Success Targets

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

---

Success Targets

<table>
<thead>
<tr>
<th>Attrition</th>
<th>Attraction</th>
</tr>
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<tbody>
<tr>
<td>less than 15%</td>
<td>5% greater than Attrition</td>
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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): **9.7%**

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

**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

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<tr>
<td>2021-2022 (Current Year)</td>
<td>431</td>
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<tr>
<td>2020-2021</td>
<td>452</td>
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<tr>
<td>2019-2020</td>
<td>465</td>
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<td>2018-2019</td>
<td>448</td>
</tr>
<tr>
<td>2017-2018</td>
<td>442</td>
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</tbody>
</table>

### 2022-2023 Membership Goal Setting

**Starting Membership July 1, 2021** | 431

**Current Membership 5/1/2022** | 430

**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) | 44

**New Members Needed** (Growth + Attrition) | (c+d)
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**: 

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

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<tr>
<td>2020-2021</td>
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<tr>
<td>2019-2020</td>
<td>23</td>
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<tr>
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### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th></th>
<th>2022-2023 Membership Goal Setting</th>
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<td>20</td>
</tr>
<tr>
<td><strong>Estimated Membership July 1, 2022</strong></td>
<td>(a)</td>
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</tr>
<tr>
<td><strong>New Members Needed (Growth + Attrition)</strong></td>
<td>(c+d)</td>
</tr>
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</table>
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): **26.6%**

### Annual Attraction Rate (3-year average): **1.8%**

### 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

### Membership History

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<td>2017-2018</td>
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</tr>
<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

Success Targets

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

### Membership History Graph

- July 1 Membership

Year | Members
--- | ----
2017 | 26
2018 | 31
2019 | 21
2020 | 19
2021 | 16

### Data Table

<table>
<thead>
<tr>
<th>Year</th>
<th>July 1 Membership</th>
</tr>
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<tbody>
<tr>
<td>2017</td>
<td>26</td>
</tr>
<tr>
<td>2018</td>
<td>31</td>
</tr>
<tr>
<td>2019</td>
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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):** 14.4%

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

**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

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</tr>
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<td>5</td>
</tr>
<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

**Success Targets**

- **Attrition** less than 15%
- **Attraction** 5% greater than Attrition

The chart shows the July 1 membership from 2017 to 2021.
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.

### Success Targets

<table>
<thead>
<tr>
<th>Success Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attrition</strong> less than 15%</td>
</tr>
<tr>
<td>(July 1 membership x .15)</td>
</tr>
<tr>
<td><strong>Attraction</strong> 5% greater than Attrition</td>
</tr>
</tbody>
</table>

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

#### 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

### Membership History

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>41</td>
</tr>
<tr>
<td>2020-2021</td>
<td>40</td>
</tr>
<tr>
<td>2019-2020</td>
<td>40</td>
</tr>
<tr>
<td>2018-2019</td>
<td>40</td>
</tr>
<tr>
<td>2017-2018</td>
<td>38</td>
</tr>
</tbody>
</table>

### 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): (d)
- **New Members Needed** (Growth + Attrition): (c+d)
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: +_______% 

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>38</td>
</tr>
<tr>
<td>2020-2021</td>
<td>39</td>
</tr>
<tr>
<td>2019-2020</td>
<td>34</td>
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<tr>
<td>2018-2019</td>
<td>25</td>
</tr>
<tr>
<td>2017-2018</td>
<td>23</td>
</tr>
</tbody>
</table>

### 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 Attraction to Replace** (Greater of Actual or 10% = World Class) | 3 |
| **New Members Needed** (Growth + Attrition) | (c+d) |

---

### Success Targets

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

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>65</td>
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<tr>
<td>2020-2021</td>
<td>71</td>
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<tr>
<td>2019-2020</td>
<td>73</td>
</tr>
<tr>
<td>2018-2019</td>
<td>83</td>
</tr>
<tr>
<td>2017-2018</td>
<td>91</td>
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</tbody>
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### Membership Management Worksheet

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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</thead>
<tbody>
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<td>2021-2022 (Current Year)</td>
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<tr>
<td>2020-2021</td>
<td>71</td>
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<tr>
<td>2019-2020</td>
<td>73</td>
</tr>
<tr>
<td>2018-2019</td>
<td>83</td>
</tr>
<tr>
<td>2017-2018</td>
<td>91</td>
</tr>
</tbody>
</table>

---

### 2022-2023 Membership Goal Setting

#### Starting Membership July 1, 2021

#### Current Membership 5/1/2022

#### Estimated Membership July 1, 2022

#### Membership Goal July 1, 2023

#### (July 1, 2022 Start + Growth)

#### Net Membership Growth

Challenge = 10% or 10 members

#### Average Annual Attrition to Replace

(Greater of Actual or 10% = World Class)

#### New Members Needed

(Growth + Attrition)

---

**Success Targets**

<table>
<thead>
<tr>
<th>Attrition</th>
<th>Success Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 15%</td>
<td>(July 1 membership x .15)</td>
</tr>
<tr>
<td>5% greater than Attrition</td>
<td></td>
</tr>
</tbody>
</table>

---

**Graph:**

- July 1 Membership

---
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: \( \% \)

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>112</td>
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<tr>
<td>2020-2021</td>
<td>116</td>
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<td>2019-2020</td>
<td>113</td>
</tr>
<tr>
<td>2018-2019</td>
<td>120</td>
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<tr>
<td>2017-2018</td>
<td>120</td>
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#### 2022-2023 Membership Goal Setting

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

### Success Targets

- **Attrition** less than 15%
  
  (July 1 membership x .15)
- **Attraction** 5% greater than Attrition
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**: +__% 

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
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<tr>
<td>2020-2021</td>
<td>104</td>
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<tr>
<td>2019-2020</td>
<td>93</td>
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<tr>
<td>2018-2019</td>
<td>89</td>
</tr>
<tr>
<td>2017-2018</td>
<td>88</td>
</tr>
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### 2022-2023 Membership Goal Setting

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

### Success Targets

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

---

**Graph**

- **July 1 Membership**
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): 12.8%

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

**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

---

**Membership History**

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>87</td>
</tr>
<tr>
<td>2020-2021</td>
<td>96</td>
</tr>
<tr>
<td>2019-2020</td>
<td>98</td>
</tr>
<tr>
<td>2018-2019</td>
<td>91</td>
</tr>
<tr>
<td>2017-2018</td>
<td>94</td>
</tr>
</tbody>
</table>

---

**2022-2023 Membership Goal Setting**

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
<th>Current Membership 5/1/2022</th>
<th>Estimated Membership July 1, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>87</td>
<td>94</td>
<td>(a)</td>
</tr>
</tbody>
</table>

**Membership Goal July 1, 2023**

(July 1, 2022 Start + Growth)

**Net Membership Growth**

Challenge = 10% or 10 members

**Average Annual Attrition to Replace**

(Greater of Actual or 10% = World Class)

**New Members Needed**

(Growth + Attrition)

---

**Success Targets**

- Attrition less than 15%
  
  (July 1 membership x .15)

- Attraction 5% greater than Attrition

---

![Graph showing membership from 2017 to 2021](./graph.png)
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: +___%

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>17</td>
</tr>
<tr>
<td>2020-2021</td>
<td>18</td>
</tr>
<tr>
<td>2019-2020</td>
<td>14</td>
</tr>
<tr>
<td>2018-2019</td>
<td>14</td>
</tr>
<tr>
<td>2017-2018</td>
<td>22</td>
</tr>
</tbody>
</table>

#### 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     | (b) |
| (July 1, 2022 Start + Growth)    | |
| Net Membership Growth Challenge = 10% or 10 members | (c=b-a) |
| Average Annual Attrition to Replace (Greater of Actual or 10% = World Class) | 2 |
| New Members Needed (Growth + Attrition) | (c+d) |

#### Success Targets

- **Attrition** less than 15% (July 1 membership x 0.15)
- **Attraction** 5% greater than Attrition

---

### July 1 Membership

- 2017: 11
- 2018: 14
- 2019: 14
- 2020: 18
- 2021: 17

---

Scotts Valley District 5170
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): **34.3%**

**Annual Attraction Rate** (3-year average): **84.6%**

**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

### Membership History

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>202 (Current Year)</td>
</tr>
<tr>
<td>2020-2021</td>
<td>200</td>
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<tr>
<td>2019-2020</td>
<td>0</td>
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<tr>
<td>2018-2019</td>
<td>0</td>
</tr>
<tr>
<td>2017-2018</td>
<td>0</td>
</tr>
</tbody>
</table>

### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Year</th>
<th>Starting Membership July 1, 2021</th>
<th>Current Membership 5/1/2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>202</td>
<td>201</td>
</tr>
</tbody>
</table>

**Estimated Membership July 1, 2022**

**Membership Goal July 1, 2023** (July 1, 2022 Start + Growth)

**Net Membership Growth Challenge = 10% or 10 members**

**Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)**

**New Members Needed** (Growth + Attrition)

- **Success Targets**
  - **Attrition** less than 15%
  - **Attraction** 5% greater than Attrition

---

**Graph**: July 1 Membership

- July 1 Membership
- Club Year Range: 2017 to 2021
- Membership Count: 0 to 204

---
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:

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
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<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>60</td>
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<tr>
<td>2020-2021</td>
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<td>2018-2019</td>
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<tr>
<td>2017-2018</td>
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### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th>Starting Membership July 1, 2021</th>
<th>Current Membership 5/1/2022</th>
<th>Estimated Membership July 1, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>60</td>
<td></td>
</tr>
</tbody>
</table>

**Membership Goal July 1, 2023** (July 1, 2022 Start + Growth)

**Net Membership Growth**
Challenge = 10% or 10 members

**Average Annual Attrition to Replace** (Greater of Actual or 10% = World Class)
1

**New Members Needed** (Growth + Attrition)

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

---

**Silicon Valley For Global Impact**

---

**Membership Goal Setting Worksheet**

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**District 5170**

---

**July 1 Membership**

---
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.

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>52</td>
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<tr>
<td>2020-2021</td>
<td>48</td>
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<tr>
<td>2019-2020</td>
<td>49</td>
</tr>
<tr>
<td>2018-2019</td>
<td>36</td>
</tr>
<tr>
<td>2017-2018</td>
<td>38</td>
</tr>
</tbody>
</table>

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

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

**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%
- **Attraction** 5% greater than Attrition

### Membership History

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Membership Goal July 1, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>52 (July 1, 2022 Start + Growth)</td>
</tr>
<tr>
<td>2020-2021</td>
<td>48 (b)</td>
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<tr>
<td>2019-2020</td>
<td>49 (c=b-a)</td>
</tr>
<tr>
<td>2018-2019</td>
<td>36</td>
</tr>
<tr>
<td>2017-2018</td>
<td>38</td>
</tr>
</tbody>
</table>

### 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)

![Graph showing membership growth from 2017 to 2021]
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**:

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

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>0</td>
</tr>
<tr>
<td>2018-2019</td>
<td>0</td>
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<td>2019-2020</td>
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<td>2020-2021</td>
<td>16</td>
</tr>
<tr>
<td>2021-2022 (Current Year)</td>
<td>16</td>
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### 2022-2023 Membership Goal Setting

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

### Success Targets

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

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**
- [x] Neither - We need to build on our current membership growth culture and strategies

### Membership History

<table>
<thead>
<tr>
<th>Club Year</th>
<th>Members at start of year (July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2022</td>
<td>16</td>
</tr>
<tr>
<td>(Current Year)</td>
<td></td>
</tr>
<tr>
<td>2020-2021</td>
<td>14</td>
</tr>
<tr>
<td>2019-2020</td>
<td>18</td>
</tr>
<tr>
<td>2018-2019</td>
<td>20</td>
</tr>
<tr>
<td>2017-2018</td>
<td>20</td>
</tr>
</tbody>
</table>

### 2022-2023 Membership Goal Setting

<table>
<thead>
<tr>
<th></th>
<th>2022-2023 Membership Goal Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Starting Membership July 1, 2021</strong></td>
<td>16</td>
</tr>
<tr>
<td><strong>Current Membership 5/1/2022</strong></td>
<td>14</td>
</tr>
<tr>
<td><strong>Estimated Membership July 1, 2022</strong></td>
<td>(a)</td>
</tr>
<tr>
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<td></td>
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<td><strong>Net Membership Growth</strong></td>
<td>(c=b-a)</td>
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**Success Targets**
- **Attrition** less than 15%
  - (July 1 membership x .15)
- **Attraction** 5% greater than Attrition
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:
- %

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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<tr>
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<tbody>
<tr>
<td>2021-2022 (Current Year)</td>
<td>54</td>
</tr>
<tr>
<td>2020-2021</td>
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</tr>
<tr>
<td>2019-2020</td>
<td>54</td>
</tr>
<tr>
<td>2018-2019</td>
<td>57</td>
</tr>
<tr>
<td>2017-2018</td>
<td>64</td>
</tr>
</tbody>
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### 2022-2023 Membership Goal Setting

<table>
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<tr>
<th>Starting Membership July 1, 2021</th>
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<tr>
<td>Current Membership 5/1/2022</td>
<td>56</td>
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<td>Estimated Membership July 1, 2022</td>
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<td>Average Annual Attrition to Replace (Greater of Actual or 10% = World Class)</td>
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</tr>
<tr>
<td>New Members Needed (Growth + Attrition)</td>
<td>(c+d)</td>
</tr>
</tbody>
</table>

### Success Targets

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

### Graph

- July 1 Membership

- **2017**: 54
- **2018**: 57
- **2019**: 54
- **2020**: 55
- **2021**: 54

- **2017-2021**: 66
- **2018-2021**: 63
- **2019-2021**: 60
- **2020-2021**: 57
- **2021-2021**: 54
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: __%__

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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<td>2020-2021</td>
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<td>2019-2020</td>
<td>11</td>
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<td>13</td>
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### 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 |
| New Members Needed (Growth + Attrition) | (c+d) |

![Membership History Graph]

![July 1 Membership Chart]
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:**

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
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<tr>
<td>2020-2021</td>
<td>71</td>
<td></td>
<td></td>
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<tr>
<td>2019-2020</td>
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### 2022-2023 Membership Goal Setting

- **Membership Goal July 1, 2023** (July 1, 2022 Start + Growth)
- **Net Membership Growth** Challenge = 10% or 10 members
- **Average Annual Attrition to Replace** (Greater of Actual or 10% = World Class)
- **New Members Needed** (Growth + Attrition)

### Success Targets

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