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| Current Membership |  |
| Membership Goal |  |
| Average Annual Attrition |  |
| **New Members Needed to Meet Goal** |  |

A picture containing text, clipart, vector graphics

Description automatically generated

**Club Action Plan**

Membership Goal – Current Membership + Attrition = New Members Needed to Meet Goal

An effective membership plan addresses **3 essential success factors** of club membership growth. To be successful, a club should plan and execute intentional, effective strategies for each of these areas:

1. Consistently attract new members.
2. Onboard new members effectively.
3. Engage and retain existing members.

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| Attracting New Members | | |
| Tactic | Responsible | Date |
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| Onboard New Members | | |
| Tactic | Responsible | Date |
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|  |  |  |
| Engage and Retain Existing Members | | |
| Tactic | Responsible | Date |
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