

HOW TO CALCULATE NET MEMBER GROWTH AND RETENTION

CHAPTER TEAM: Membership

OBJECTIVE: To show how to calculate net member growth and retention

NET MEMBER GROWTH (not including Students):

Net Member Growth (not including Students and Trial Memberships) is calculated by using the baseline number of members the Chapter/Club had at the end of the previous Fiscal Year compared to the number of members it had at the end of the month used for the calculation.

Example:

FY2023-2024

December 2024 - 82 members

FY2025

January 2025 - 83 members (83 - 82 = 1 / 82 x 100) = 1.22%

Net Non-Student Member Growth				
	FY 24	FY 25		
Jan	63	83	1.22%	
Feb	59	0	-100.00%	
Mar	67	0	-100.00%	
Apr	66	0	-100.00%	
May	68	0	-100.00%	
June	68	0	-100.00%	
July	72	0	-100.00%	
Aug	71	0	-100.00%	
Sept	72	0	-100.00%	
Oct	69	0	-100.00%	
Nov	74	0	-100.00%	
Dec	82	0	-100.00%	

RETENTION (including and not including Student Members):

Retention rates (with or without Student Members) are calculated by using the number of members the Chapter/Club had 12 months ago and how many of those members are still members today.

The retention rates vary during the year because the calculation is done based on the number of members the Chapter/Club had 12 months before the calculation is done.

Example:

The Chapter/Club had 200 members on January 31st, 2024. Of those 200 members, 150 were still a member on January 31st, 2025.

This gives the Chapter/Club a 75% member retention rate.

 $(150 / 200 \times 100) = 75\%$

Monthly Statistics - 2025

Monday Statistics - 2023					
	Dec Y/E	Jan	Feb		
Total	71	92			
New	24	8			
Renew	19	6			
Reinstate	0				
Cancels	11	1			
Chapter Transfer Out	1				
Chapter Transfer In	1				
Retention	62.34%	73.24%			
Retention_NonStudent		75.44%			