

## MEMBERSHIP - KNOW THE NUMBERS

### Member Retention Rate

#### Formula:

**(End Count - New Members) ÷ Start Count**

Example: At the beginning of 2022, you had 500 members (start count). At the end of 2022, you had 600 members (end count), which included 120 new members.

$600 - 120 = 480$  (end count - new members)

$480 \div 500 = .96$  (end count ÷ start count)

**Retention Rate = 96%**

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### Service Cost Per Member

#### Formula:

**Total Expenses ÷ Total Member Count**

Example: In 2022, the total expense for the year were \$350,000. The membership was at 600.

$\$350,000 \div 600 = \$583$

**Member Service Cost = \$583**

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### Member Recruitment Costs

#### Formula:

**Recruitment Costs ÷ Total New Members**

Example: In 2022, you spent \$40,000 on new member recruitment (salary, printing, new member event costs, etc.)

You had 120 new members join.

$\$40,000 \div 120 = \$333$

**New Member Recruitment Cost = \$333**

