HOW TO CALCULATE NET MEMBER GROWTH & RETENTION

CHAPTER TEAM: Membership

OBJECTIVE: To calculate net member growth and retention

NET MEMBER GROWTH:

Take the current member count for the month and subtract the number from June of the previous fiscal year. We then take that difference and divide by the base number to get a percentage of growth or decline.

For example:
June 2018 = 614
Jan 2019 = 621

621 – 614 = 7
7 / 614 = .0114 (1.14 %) growth

RETENTION:

Of the total members that existed 12 months ago, how many of them are still members this year?

For example:

- a Chapter could have 117 members today.
- For retention we look at how many members did the chapter have last year (100).
- Of those exact 100 people, how many of them are still here this year? (65) 65% retention.
- The difference between the 65 that stayed and the 117 total count we have today is 47.
- That means we have 47 new members over the course of the year that do not come into the calculation of retention.
- Retention only reviews the exact people that were here 12 months ago and determines if they are still here.

  Retention Non-Students – Same calculation as above except it does not include students in any of the figures.