



Membership Goal Worksheet 2019-2020

Brandywine Hundred

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

My club's **Annual Attrition Rate** (3-year average): **10.1%**
 My club's **Annual Attraction Rate** (3-year average): **10.1%**
 My club's **Annual Net Growth Rate**: %

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

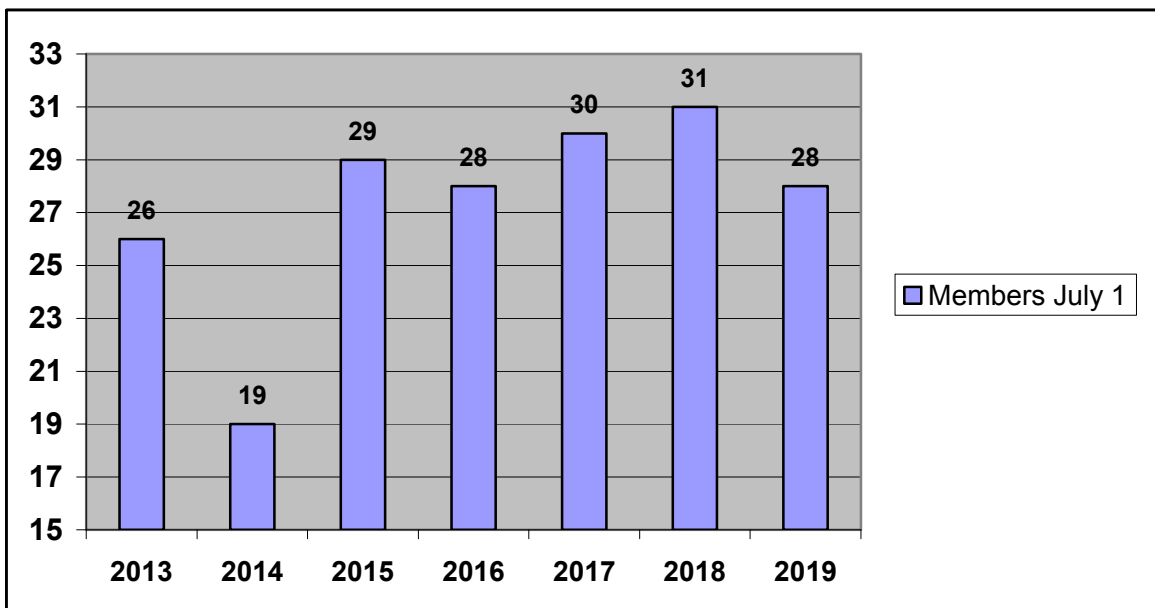
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	28
2018-2019	31
2017-2018	30
2016-2017	28
2015-2016	29
2014-2015	19
2013-2014	26

Starting Membership July 1, 2019	28	(a)
Current Membership (as of 9/27/2019)	28	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Brandywine-Naamans

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

My club's **Annual Attrition Rate** (3-year average): **13.9%**
 My club's **Annual Attraction Rate** (3-year average): **11.1%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

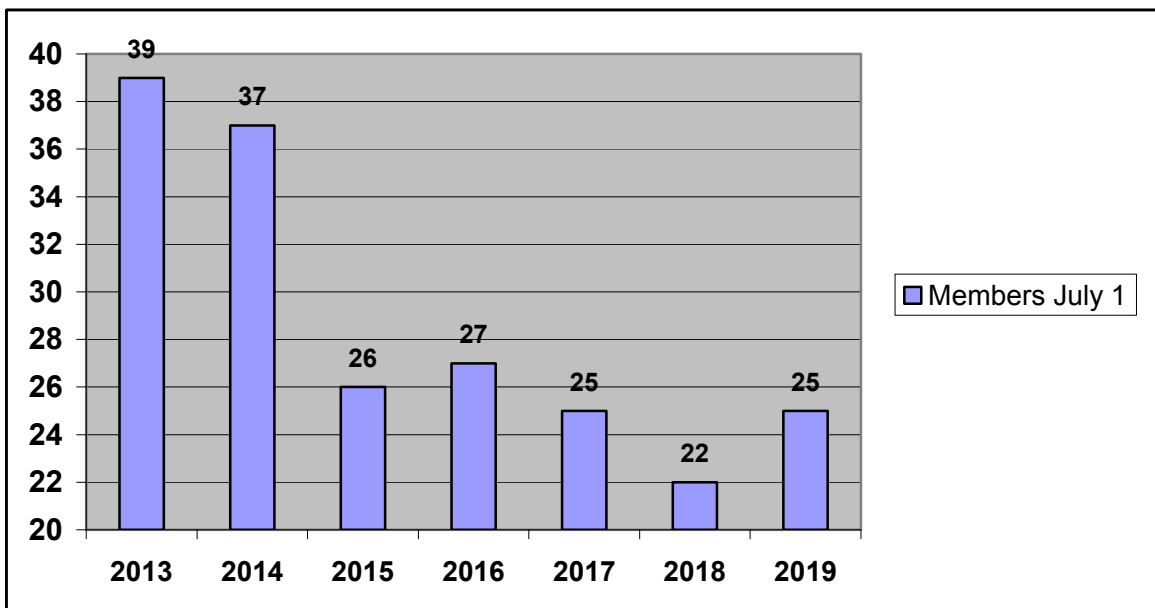
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	25
2018-2019	22
2017-2018	25
2016-2017	27
2015-2016	26
2014-2015	37
2013-2014	39

Starting Membership July 1, 2019	25	(a)
Current Membership (as of 9/27/2019)	24	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	4	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Caesar Rodney of
Wilmington

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

My club's **Annual Attrition Rate** (3-year average): **7.3%**
 My club's **Annual Attraction Rate** (3-year average): **4.7%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

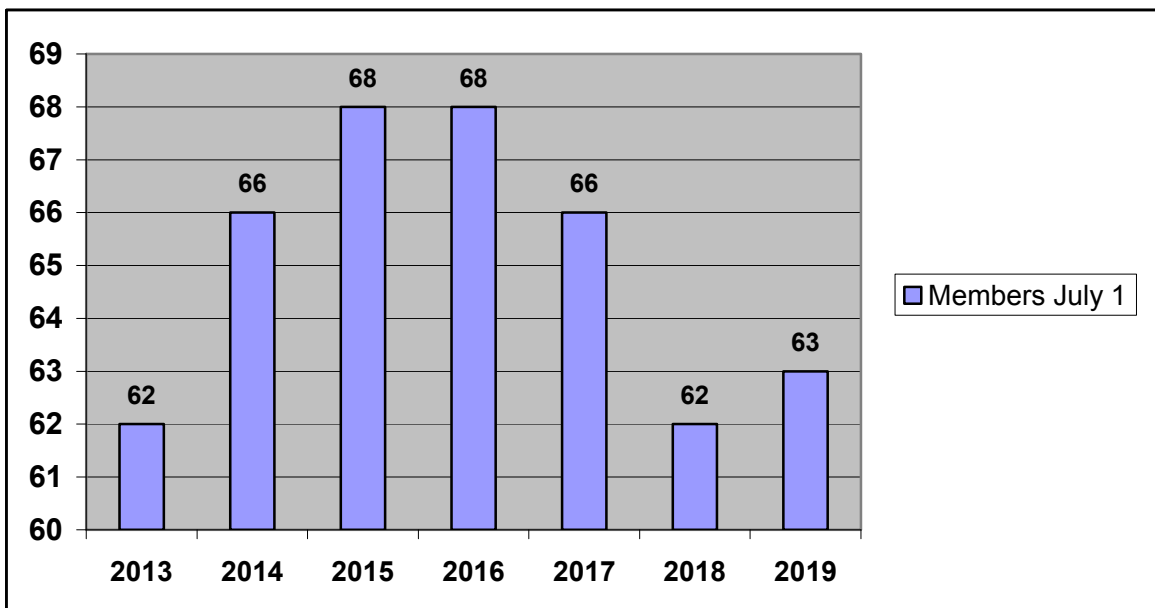
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	63
2018-2019	62
2017-2018	66
2016-2017	68
2015-2016	68
2014-2015	66
2013-2014	62

Starting Membership July 1, 2019	63	(a)
Current Membership (as of 9/27/2019)	64	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	7	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Cambridge

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

My club's **Annual Attrition Rate** (3-year average): **13.1%**
 My club's **Annual Attraction Rate** (3-year average): **9.0%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

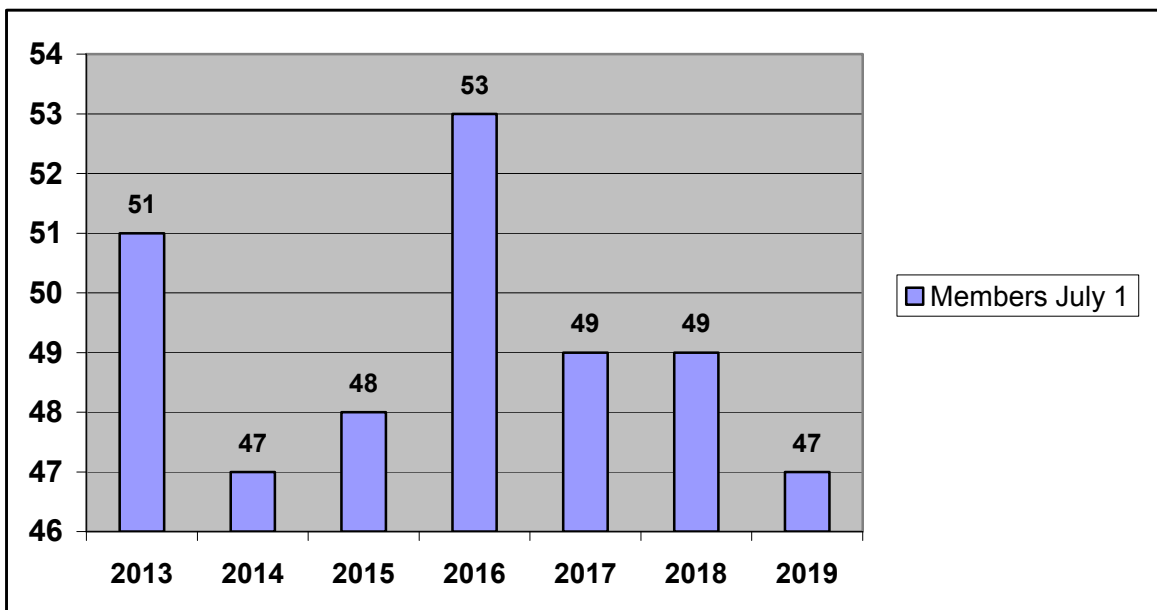
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	47
2018-2019	49
2017-2018	49
2016-2017	53
2015-2016	48
2014-2015	47
2013-2014	51

Starting Membership July 1, 2019	47	(a)
Current Membership (as of 9/27/2019)	47	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	7	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Camden-Wyoming

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

My club's **Annual Attrition Rate** (3-year average): **9.7%**
 My club's **Annual Attraction Rate** (3-year average): **11.1%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

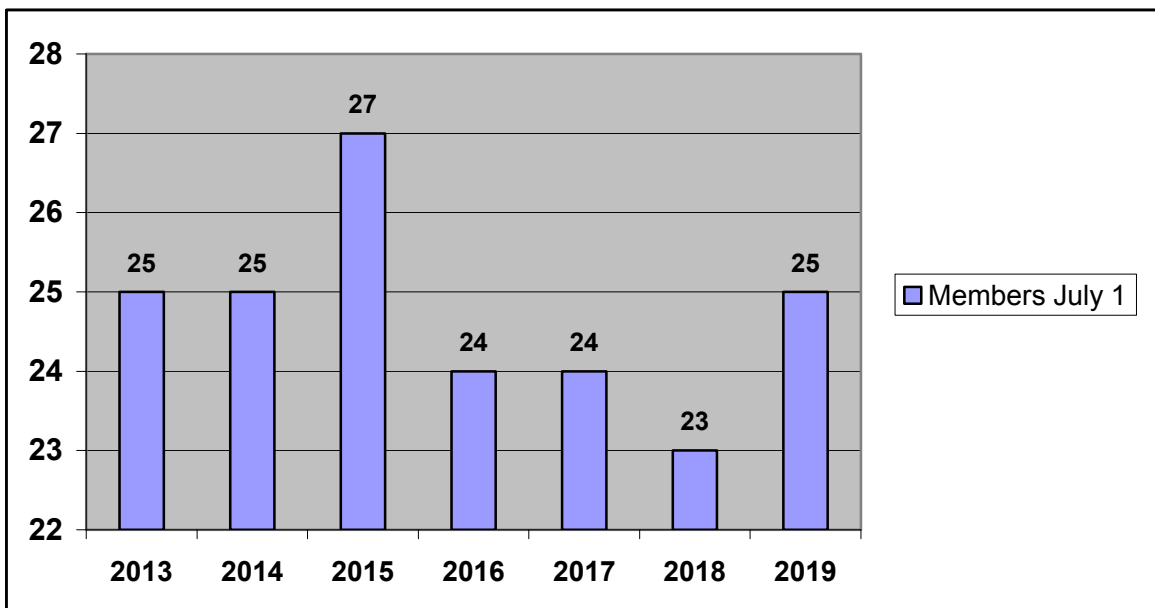
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	25
2018-2019	23
2017-2018	24
2016-2017	24
2015-2016	27
2014-2015	25
2013-2014	25

Starting Membership July 1, 2019	25	(a)
Current Membership (as of 9/27/2019)	28	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Centreville

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

My club's **Annual Attrition Rate** (3-year average): **13.9%**
 My club's **Annual Attraction Rate** (3-year average): **6.9%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

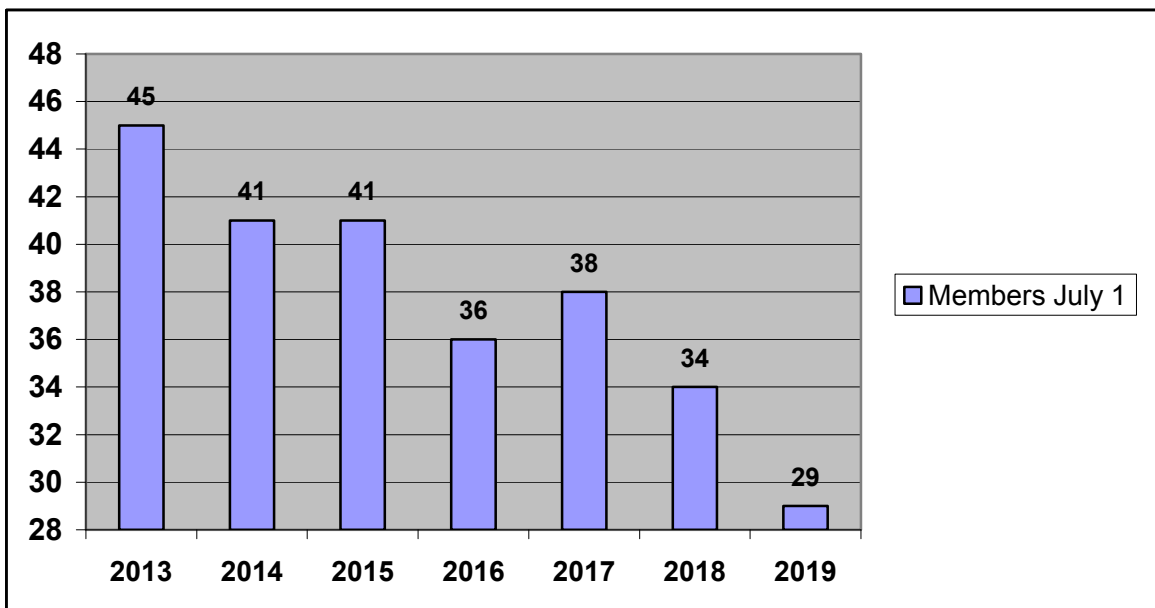
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	29
2018-2019	34
2017-2018	38
2016-2017	36
2015-2016	41
2014-2015	41
2013-2014	45

Starting Membership July 1, 2019	29	(a)
Current Membership (as of 9/27/2019)	29	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Chestertown

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

My club's **Annual Attrition Rate** (3-year average): **13.7%**
 My club's **Annual Attraction Rate** (3-year average): **21.9%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

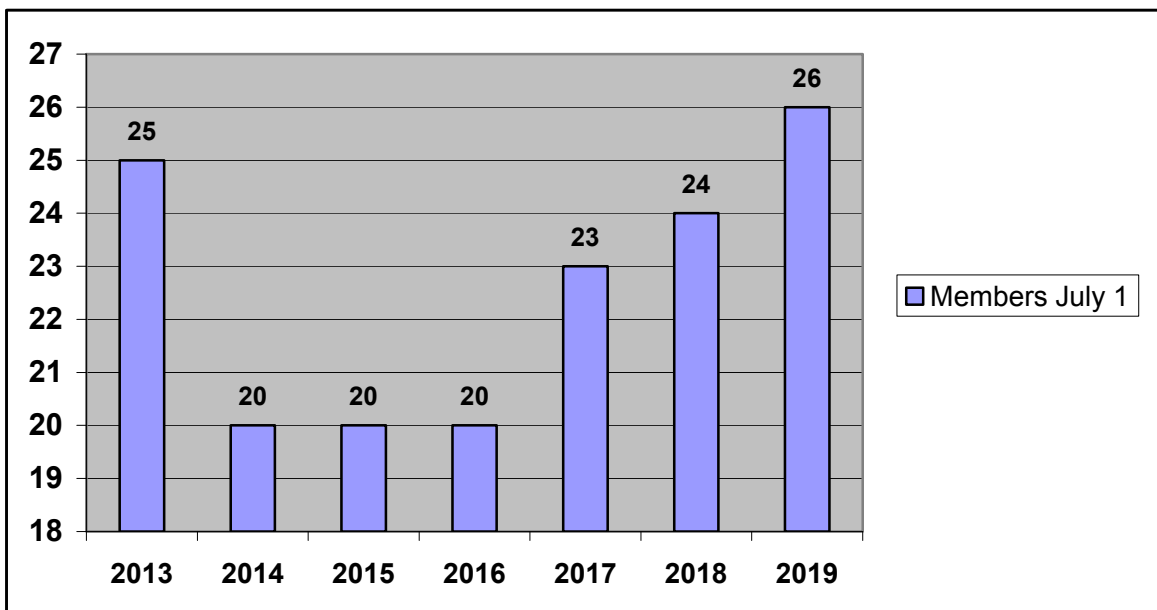
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	26
2018-2019	24
2017-2018	23
2016-2017	20
2015-2016	20
2014-2015	20
2013-2014	25

Starting Membership July 1, 2019	26	(a)
Current Membership (as of 9/27/2019)	26	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	4	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Christiana

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

My club's **Annual Attrition Rate** (3-year average): **15.1%**
 My club's **Annual Attraction Rate** (3-year average): **20.4%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

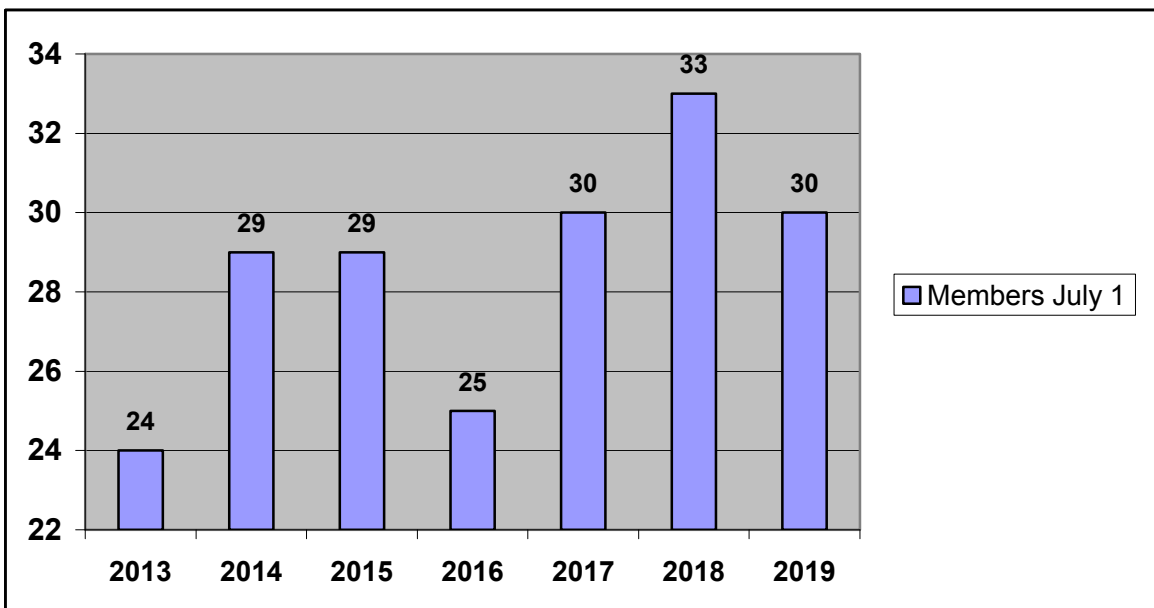
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	30
2018-2019	33
2017-2018	30
2016-2017	25
2015-2016	29
2014-2015	29
2013-2014	24

Starting Membership July 1, 2019	30	(a)
Current Membership (as of 9/27/2019)	28	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Denton

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

My club's **Annual Attrition Rate** (3-year average): 15.4%
 My club's **Annual Attraction Rate** (3-year average): 17.3%
 My club's **Annual Net Growth Rate**: + %

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

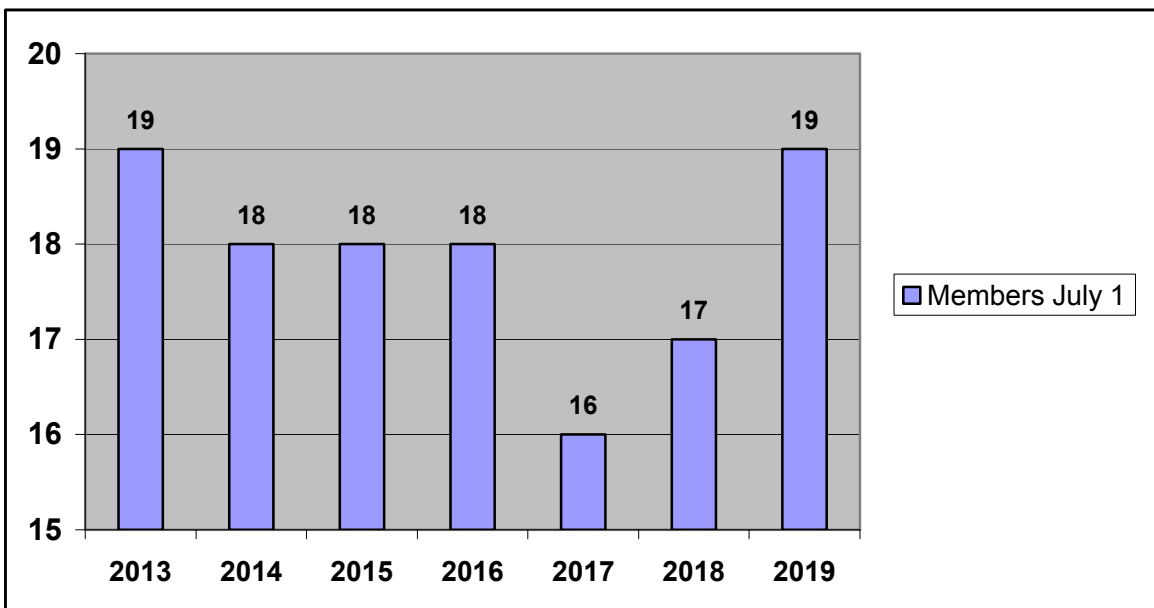
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	19
2018-2019	17
2017-2018	16
2016-2017	18
2015-2016	18
2014-2015	18
2013-2014	19

Starting Membership July 1, 2019	19	(a)
Current Membership (as of 9/27/2019)	22	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Dover Capital City

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

My club's **Annual Attrition Rate** (3-year average): **15.0%**
 My club's **Annual Attraction Rate** (3-year average): **14.2%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

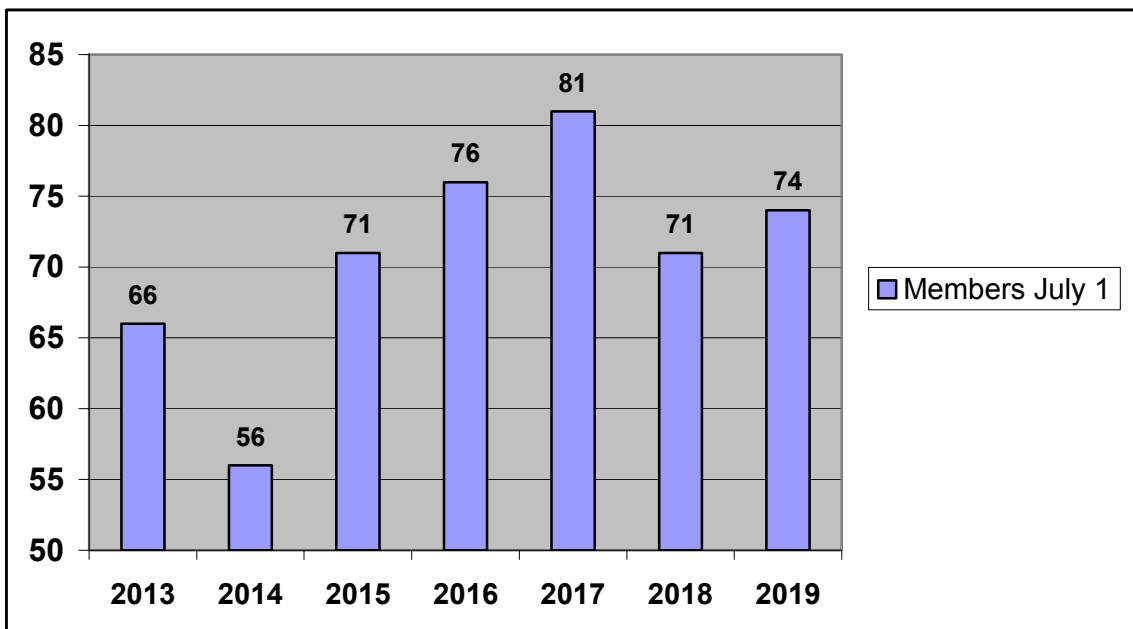
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	74
2018-2019	71
2017-2018	81
2016-2017	76
2015-2016	71
2014-2015	56
2013-2014	66

Starting Membership July 1, 2019	74	(a)
Current Membership (as of 9/27/2019)	71	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	12	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Dover Downtown

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

My club's **Annual Attrition Rate** (3-year average): 18.1%

My club's **Annual Attraction Rate** (3-year average): 11.1%

My club's **Annual Net Growth Rate**: - %

Success Targets

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

Attraction greater than 20%
(July 1 membership x .20)

The problem we need to solve is:

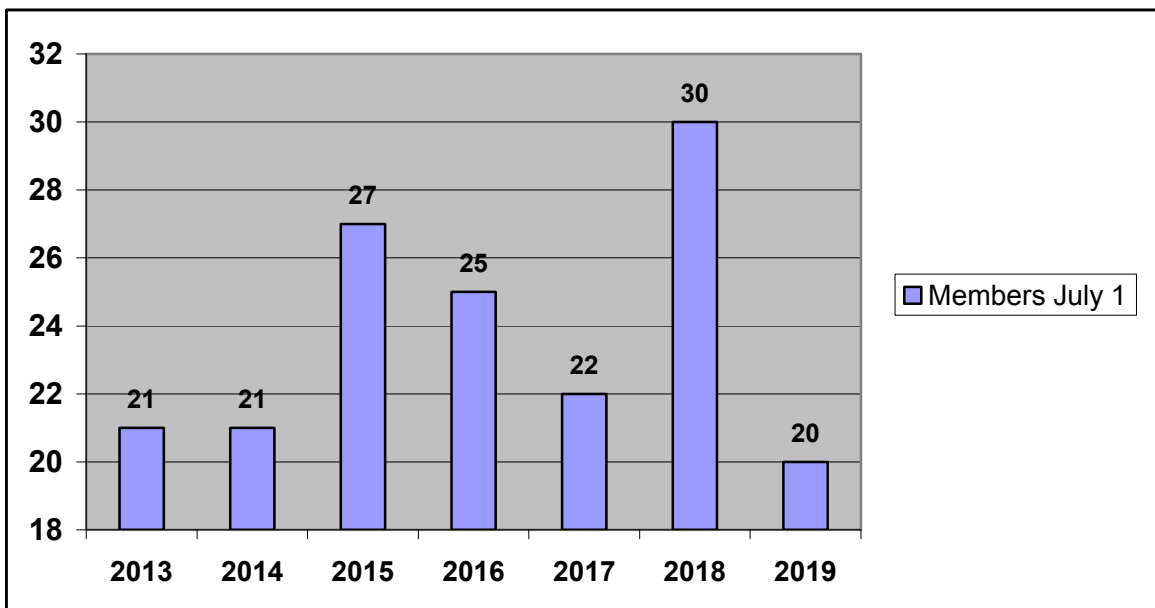
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	20
2018-2019	30
2017-2018	22
2016-2017	25
2015-2016	27
2014-2015	21
2013-2014	21

Starting Membership July 1, 2019	20	(a)
Current Membership (as of 9/27/2019)	18	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Dover/Colonial

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

My club's **Annual Attrition Rate** (3-year average): 20.6%
 My club's **Annual Attraction Rate** (3-year average): 19.1%
 My club's **Annual Net Growth Rate**: - %

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

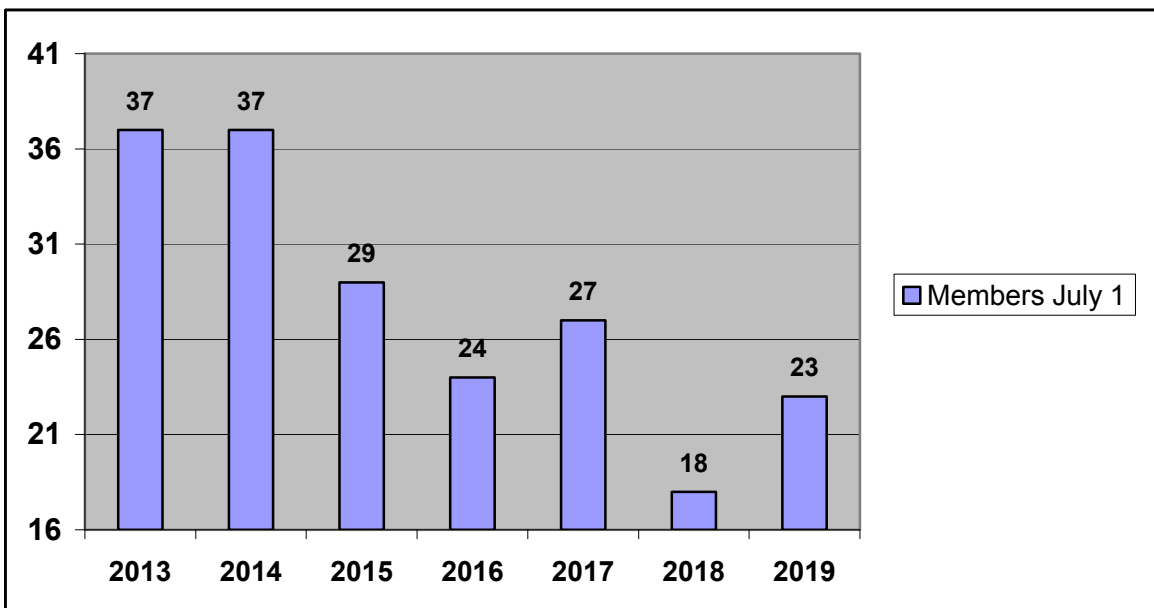
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	23
2018-2019	18
2017-2018	27
2016-2017	24
2015-2016	29
2014-2015	37
2013-2014	37

Starting Membership July 1, 2019	23	(a)
Current Membership (as of 9/27/2019)	24	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Easton

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

My club's **Annual Attrition Rate** (3-year average): **10.2%**
 My club's **Annual Attraction Rate** (3-year average): **11.0%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

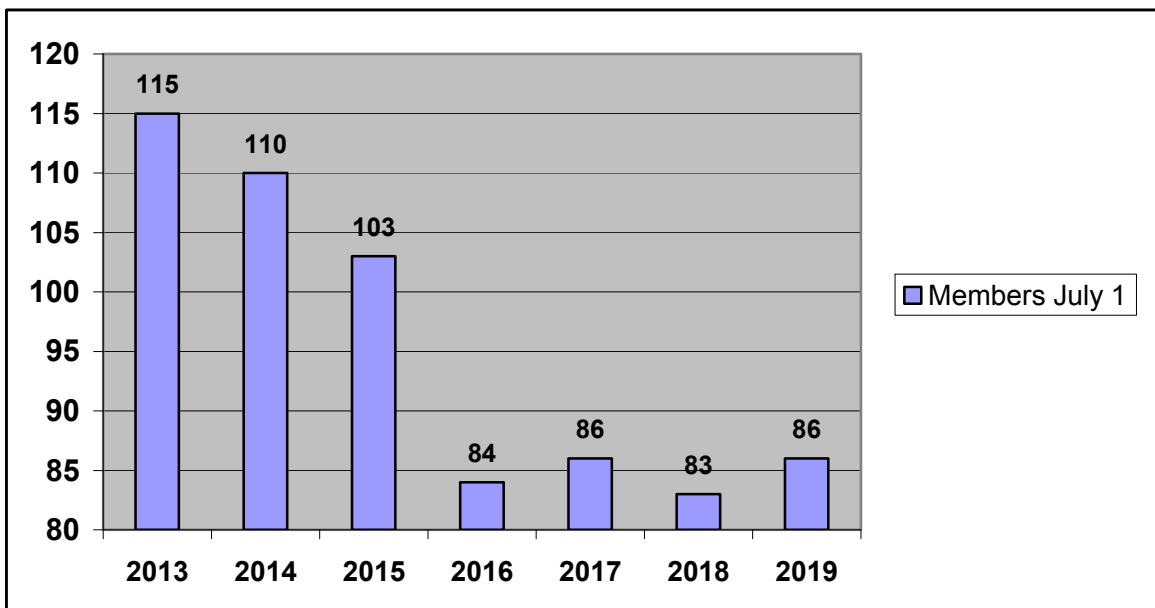
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	86
2018-2019	83
2017-2018	86
2016-2017	84
2015-2016	103
2014-2015	110
2013-2014	115

Starting Membership July 1, 2019	86	(a)
Current Membership (as of 9/27/2019)	89	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	9	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Elkton

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

My club's **Annual Attrition Rate** (3-year average): 24.0%
 My club's **Annual Attraction Rate** (3-year average): 22.0%
 My club's **Annual Net Growth Rate**: - %

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

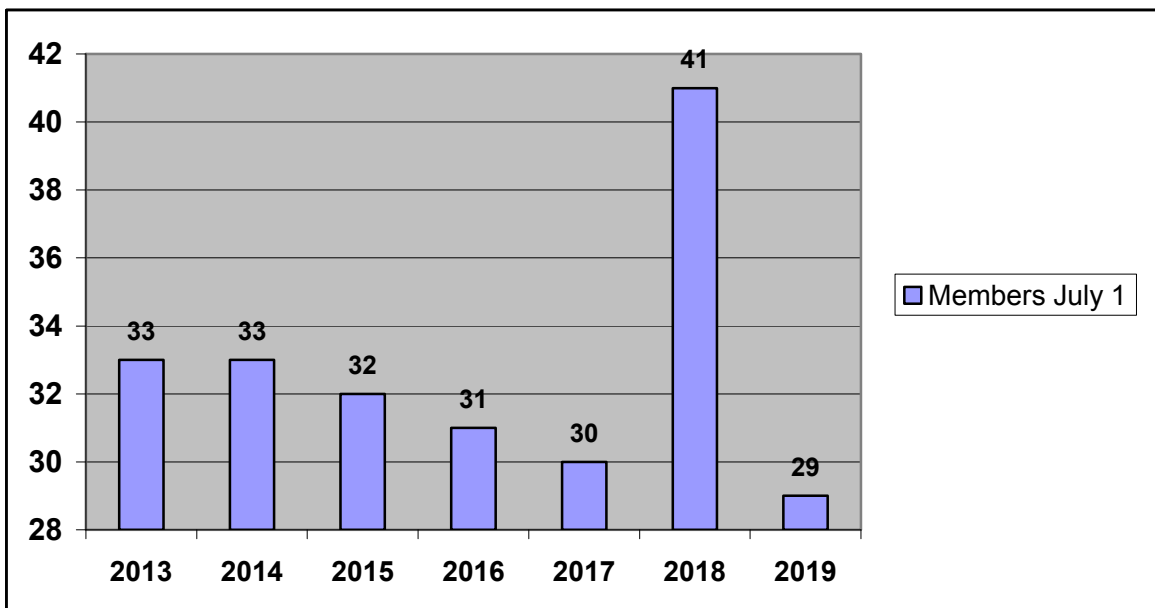
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	29
2018-2019	41
2017-2018	30
2016-2017	31
2015-2016	32
2014-2015	33
2013-2014	33

Starting Membership July 1, 2019	29	(a)
Current Membership (as of 9/27/2019)	29	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Georgetown-Millsboro

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

My club's **Annual Attrition Rate** (3-year average): **20.0%**
 My club's **Annual Attraction Rate** (3-year average): **20.0%**
 My club's **Annual Net Growth Rate**: %

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

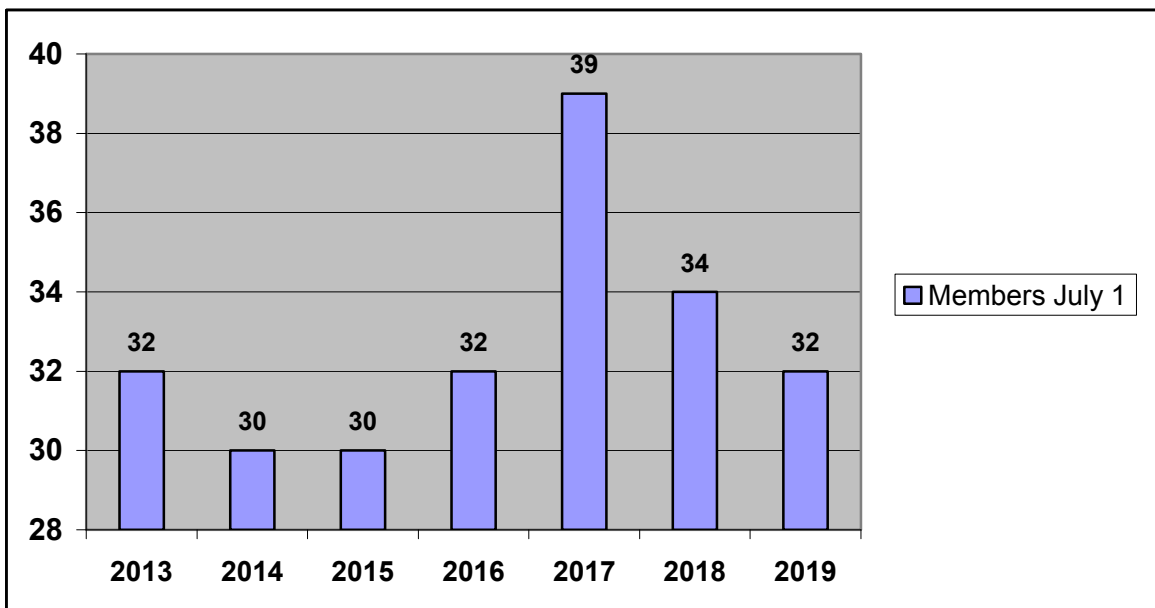
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	32
2018-2019	34
2017-2018	39
2016-2017	32
2015-2016	30
2014-2015	30
2013-2014	32

Starting Membership July 1, 2019	32	(a)
Current Membership (as of 9/27/2019)	34	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	7	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Harrington-Greenwood-
Felton Centennial

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

My club's **Annual Attrition Rate** (3-year average): **3.0%**
 My club's **Annual Attraction Rate** (3-year average): **21.2%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

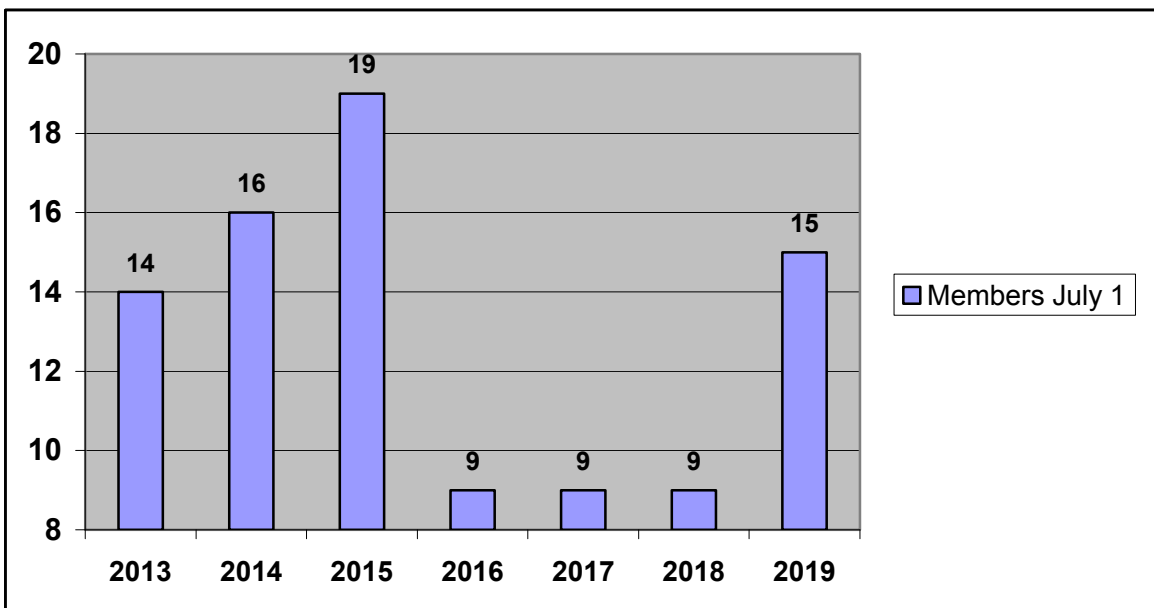
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	15
2018-2019	9
2017-2018	9
2016-2017	9
2015-2016	19
2014-2015	16
2013-2014	14

Starting Membership July 1, 2019	15	(a)
Current Membership (as of 9/27/2019)	15	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	2	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Kent Island

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

My club's **Annual Attrition Rate** (3-year average): 22.0%

My club's **Annual Attraction Rate** (3-year average): 5.7%

My club's **Annual Net Growth Rate**: + %

Success Targets

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

Attraction greater than 20%
(July 1 membership x .20)

The problem we need to solve is:

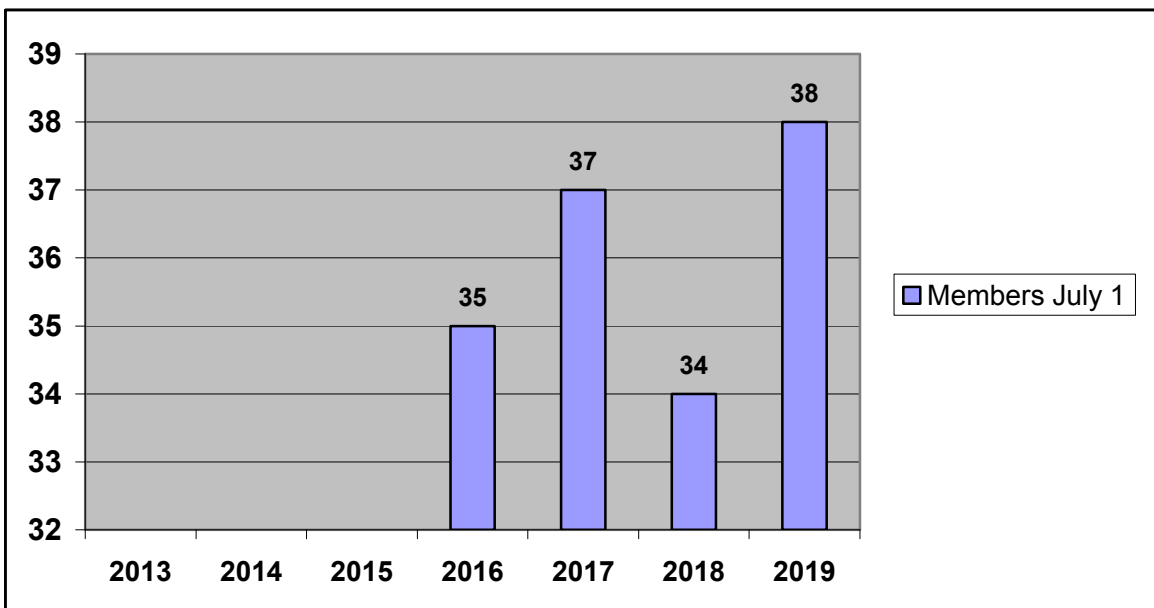
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	38
2018-2019	34
2017-2018	37
2016-2017	35
2015-2016	
2014-2015	
2013-2014	

Starting Membership July 1, 2019	38	(a)
Current Membership (as of 9/27/2019)	39	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Lewes-Rehoboth Beach

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

My club's **Annual Attrition Rate** (3-year average): 28.1%
 My club's **Annual Attraction Rate** (3-year average): 14.9%
 My club's **Annual Net Growth Rate**: - %

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

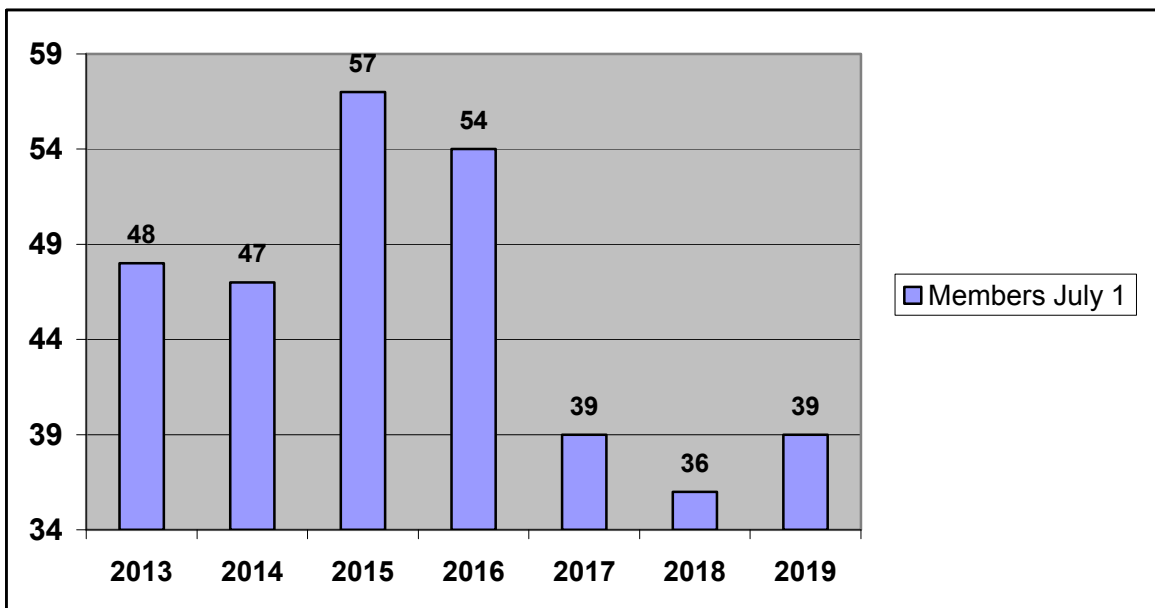
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	39
2018-2019	36
2017-2018	39
2016-2017	54
2015-2016	57
2014-2015	47
2013-2014	48

Starting Membership July 1, 2019	39	(a)
Current Membership (as of 9/27/2019)	43	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	11	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Long Neck Sunrise

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

My club's **Annual Attrition Rate** (3-year average): **25.4%**
 My club's **Annual Attraction Rate** (3-year average): **32.2%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

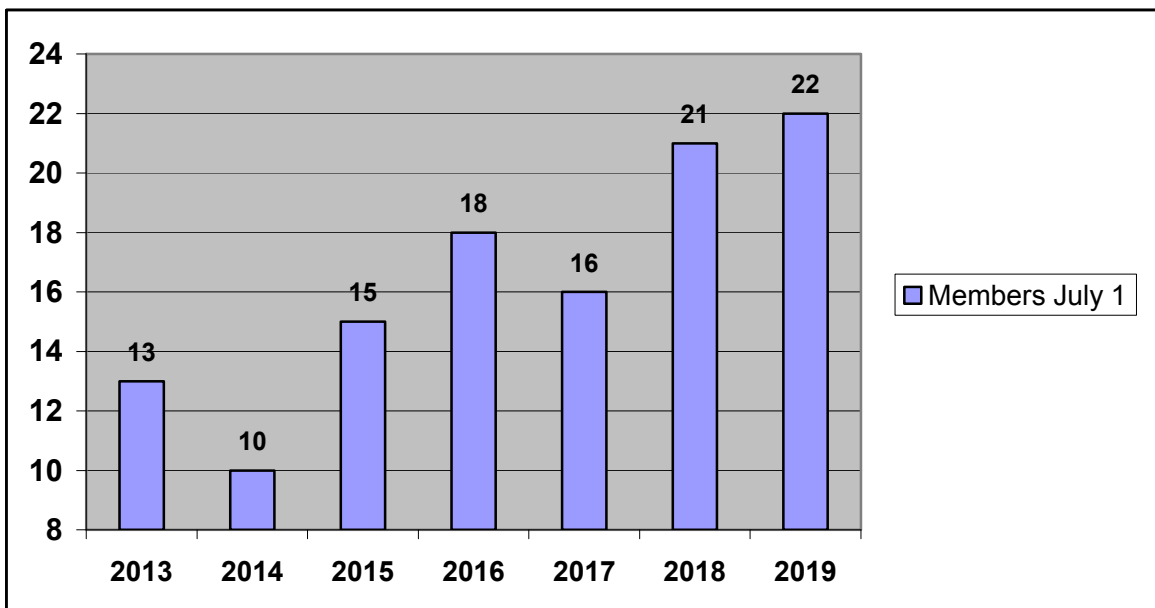
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	22
2018-2019	21
2017-2018	16
2016-2017	18
2015-2016	15
2014-2015	10
2013-2014	13

Starting Membership July 1, 2019	22	(a)
Current Membership (as of 9/27/2019)	24	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Middletown-Odessa-
Townsend

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

My club's **Annual Attrition Rate** (3-year average): 16.2%

My club's **Annual Attraction Rate** (3-year average): 15.2%

My club's **Annual Net Growth Rate**: - %

Success Targets

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

Attraction greater than 20%
(July 1 membership x .20)

The problem we need to solve is:

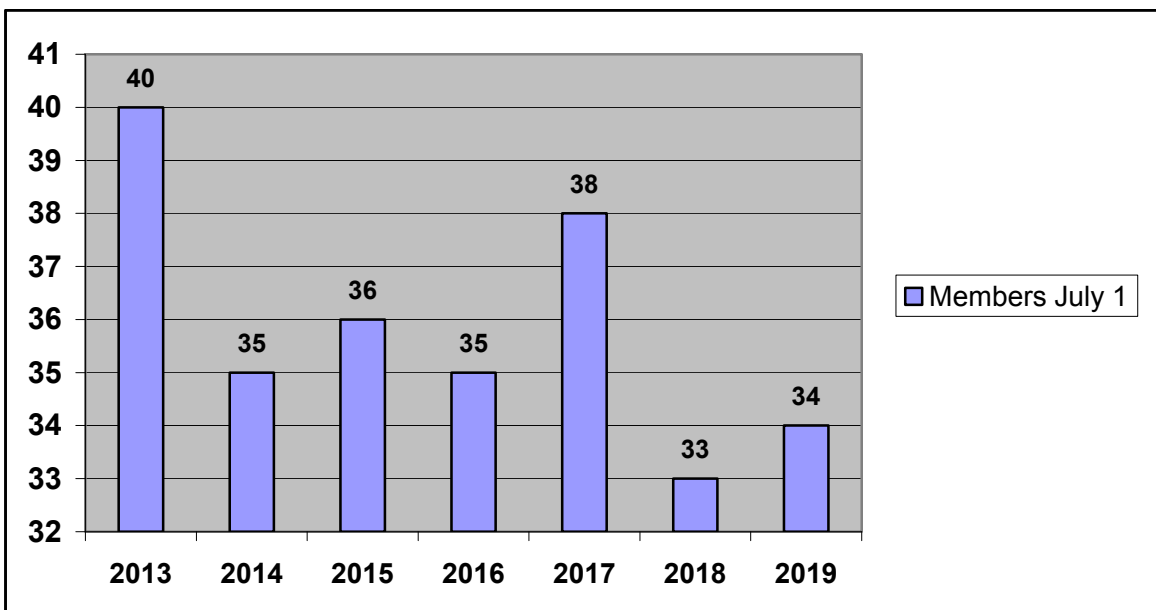
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	34
2018-2019	33
2017-2018	38
2016-2017	35
2015-2016	36
2014-2015	35
2013-2014	40

Starting Membership July 1, 2019	34	(a)
Current Membership (as of 9/27/2019)	33	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	6	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Milford

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

My club's **Annual Attrition Rate** (3-year average): **10.7%**
 My club's **Annual Attraction Rate** (3-year average): **14.3%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

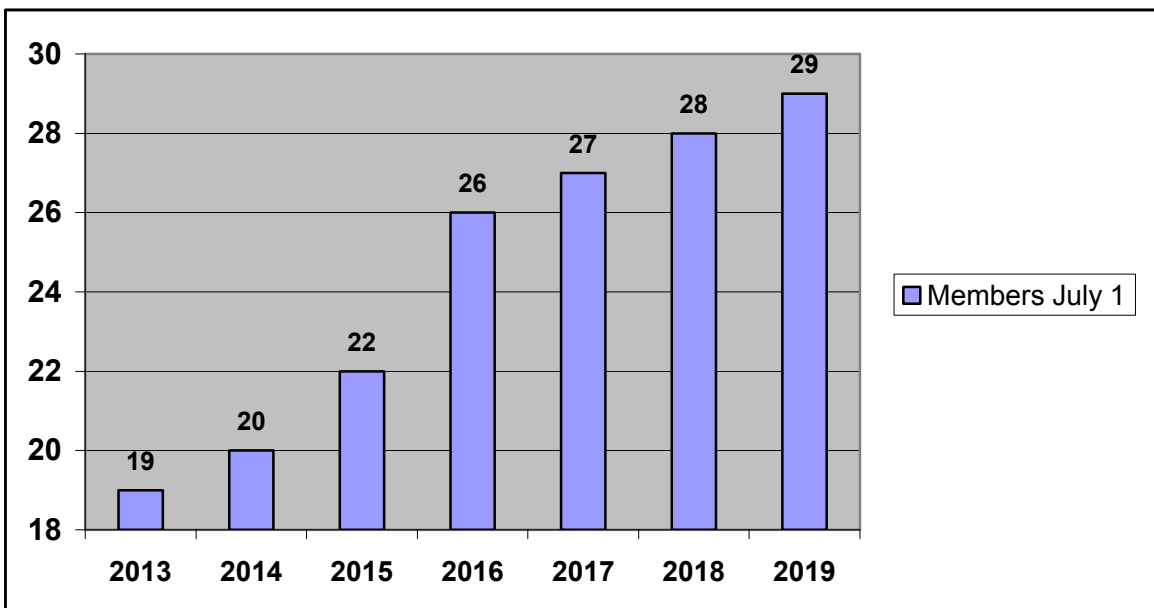
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	29
2018-2019	28
2017-2018	27
2016-2017	26
2015-2016	22
2014-2015	20
2013-2014	19

Starting Membership July 1, 2019	29	(a)
Current Membership (as of 9/27/2019)	29	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Nanticoke/Seaford

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

My club's **Annual Attrition Rate** (3-year average): **10.5%**
 My club's **Annual Attraction Rate** (3-year average): **5.3%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

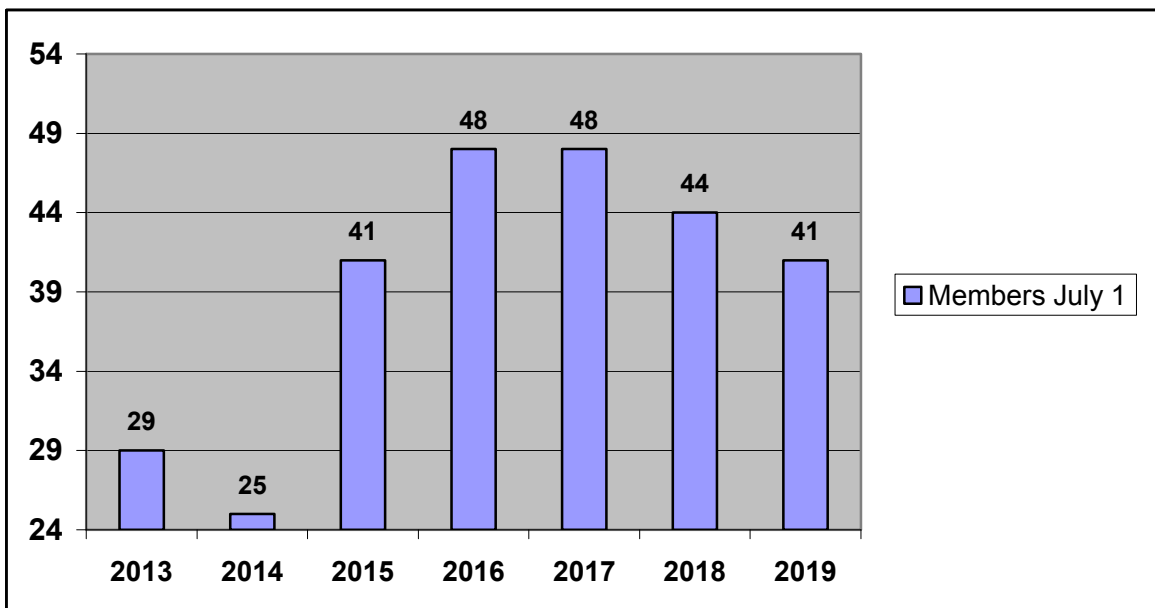
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	41
2018-2019	44
2017-2018	48
2016-2017	48
2015-2016	41
2014-2015	25
2013-2014	29

Starting Membership July 1, 2019	41	(a)
Current Membership (as of 9/27/2019)	41	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Newark

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

My club's **Annual Attrition Rate** (3-year average): **7.7%**
 My club's **Annual Attraction Rate** (3-year average): **3.8%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

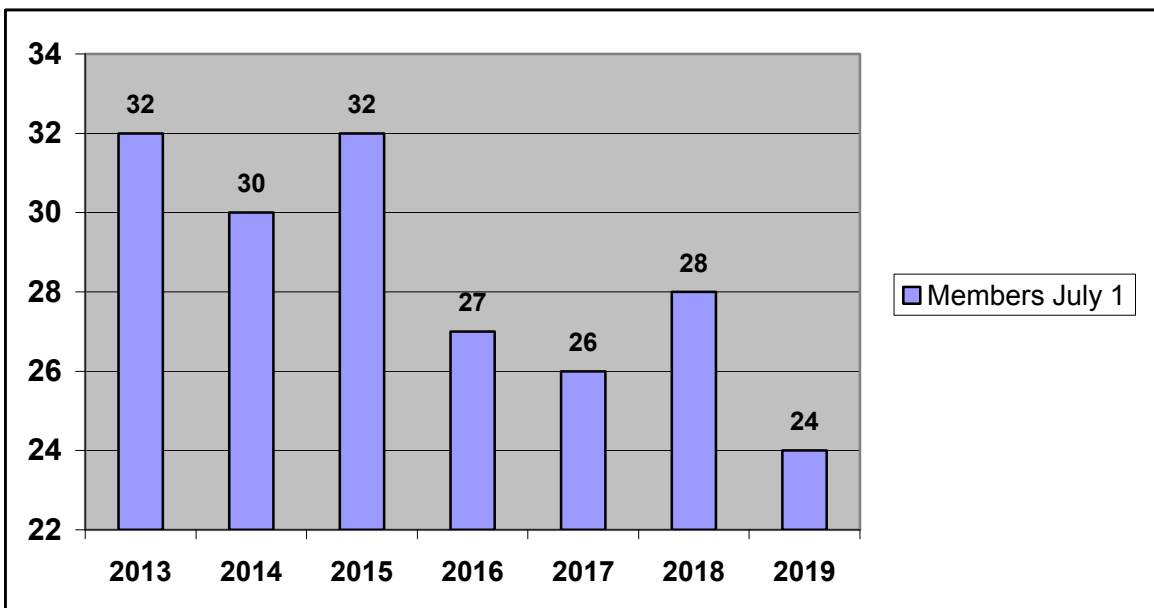
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	24
2018-2019	28
2017-2018	26
2016-2017	27
2015-2016	32
2014-2015	30
2013-2014	32

Starting Membership July 1, 2019	24	(a)
Current Membership (as of 9/27/2019)	24	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Newark-Morning

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

My club's **Annual Attrition Rate** (3-year average): **9.9%**
 My club's **Annual Attraction Rate** (3-year average): **14.5%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

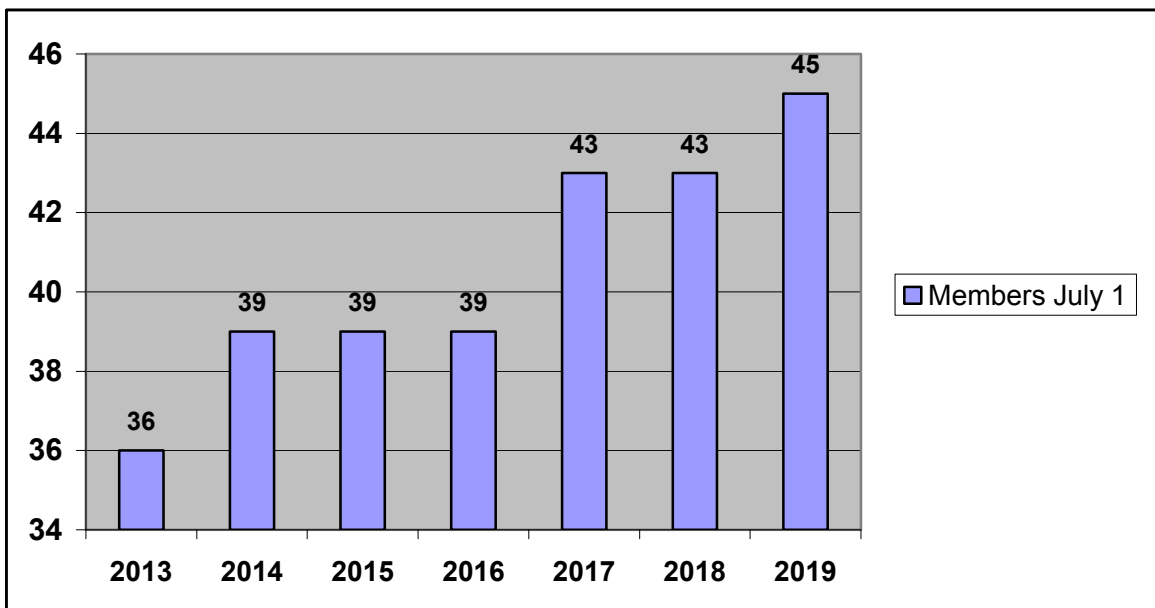
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	45
2018-2019	43
2017-2018	43
2016-2017	39
2015-2016	39
2014-2015	39
2013-2014	36

Starting Membership July 1, 2019	45	(a)
Current Membership (as of 9/27/2019)	46	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

North East

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

My club's **Annual Attrition Rate** (3-year average): **10.8%**
 My club's **Annual Attraction Rate** (3-year average): **16.2%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

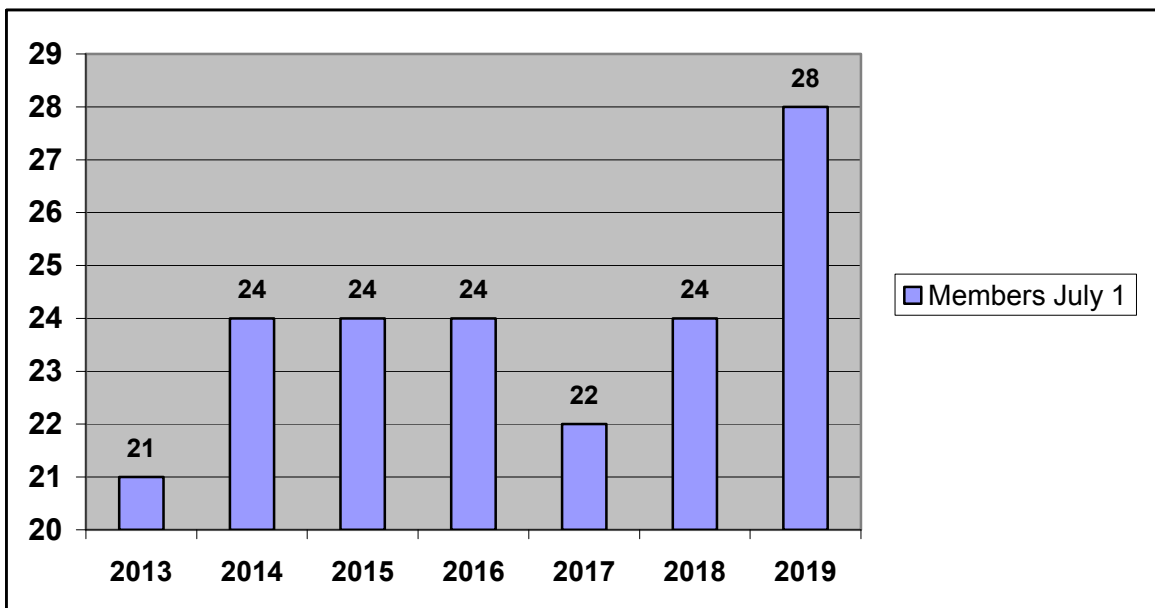
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	28
2018-2019	24
2017-2018	22
2016-2017	24
2015-2016	24
2014-2015	24
2013-2014	21

Starting Membership July 1, 2019	28	(a)
Current Membership (as of 9/27/2019)	30	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	3	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Ocean City-Berlin

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

My club's **Annual Attrition Rate** (3-year average): **9.3%**
 My club's **Annual Attraction Rate** (3-year average): **14.0%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

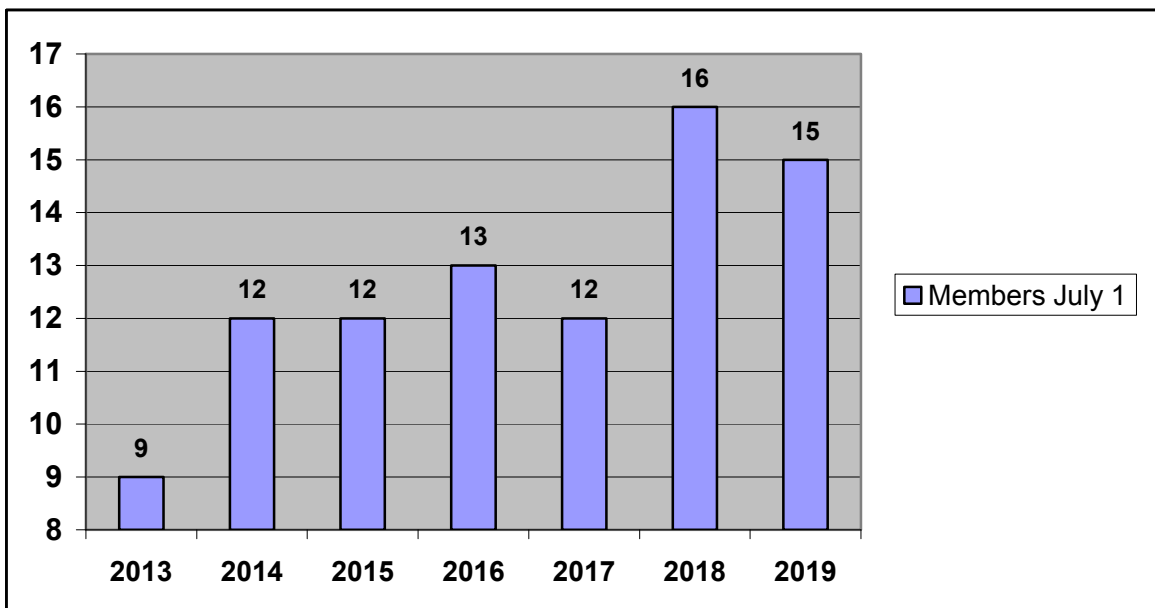
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	15
2018-2019	16
2017-2018	12
2016-2017	13
2015-2016	12
2014-2015	12
2013-2014	9

2019-2020 Membership Goal Setting

Starting Membership July 1, 2019	15	(a)
Current Membership (as of 9/27/2019)	14	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	2	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Pocomoke City

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

My club's **Annual Attrition Rate** (3-year average): 17.2%

My club's **Annual Attraction Rate** (3-year average): 6.9%

My club's **Annual Net Growth Rate**: - %

Success Targets

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

Attraction greater than 20%
(July 1 membership x .20)

The problem we need to solve is:

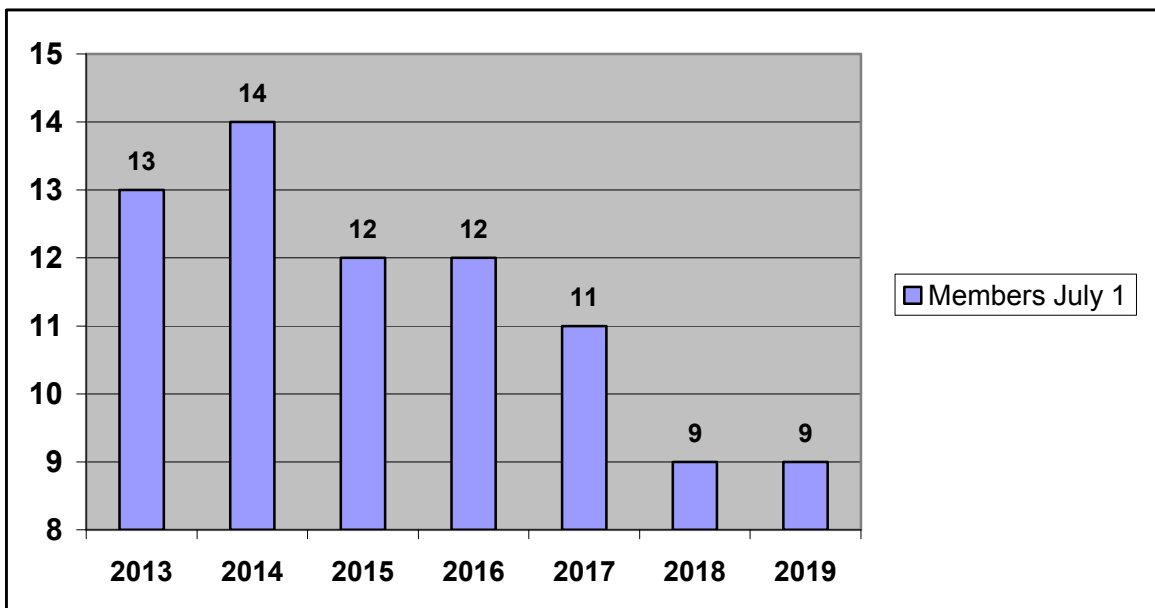
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	9
2018-2019	9
2017-2018	11
2016-2017	12
2015-2016	12
2014-2015	14
2013-2014	13

Starting Membership July 1, 2019	9	(a)
Current Membership (as of 9/27/2019)	9	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	2	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Rehoboth Beach Sunrise

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

My club's **Annual Attrition Rate** (3-year average): **26.4%**
 My club's **Annual Attraction Rate** (3-year average): **20.7%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

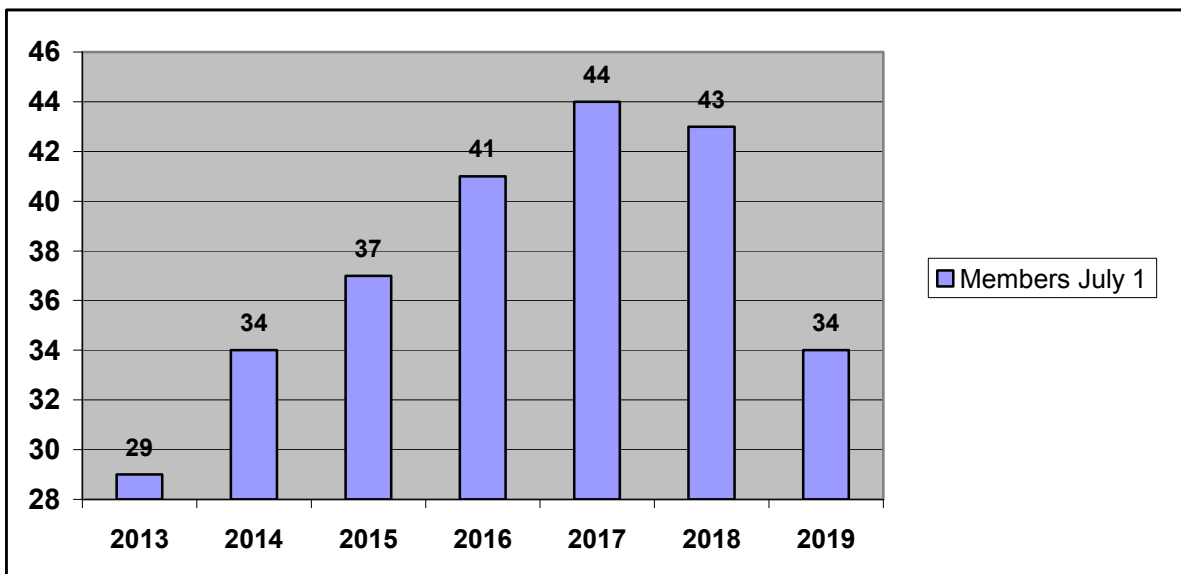
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	34
2018-2019	43
2017-2018	44
2016-2017	41
2015-2016	37
2014-2015	34
2013-2014	29

Starting Membership July 1, 2019	34	(a)
Current Membership (as of 9/27/2019)	37	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	11	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Salisbury

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

My club's **Annual Attrition Rate** (3-year average): **8.2%**

My club's **Annual Attraction Rate** (3-year average): **9.7%**

My club's **Annual Net Growth Rate**: **+ %**

Success Targets

Attrition less than 15%

(July 1 membership x .15)

Attraction greater than 20%

(July 1 membership x .20)

The problem we need to solve is:

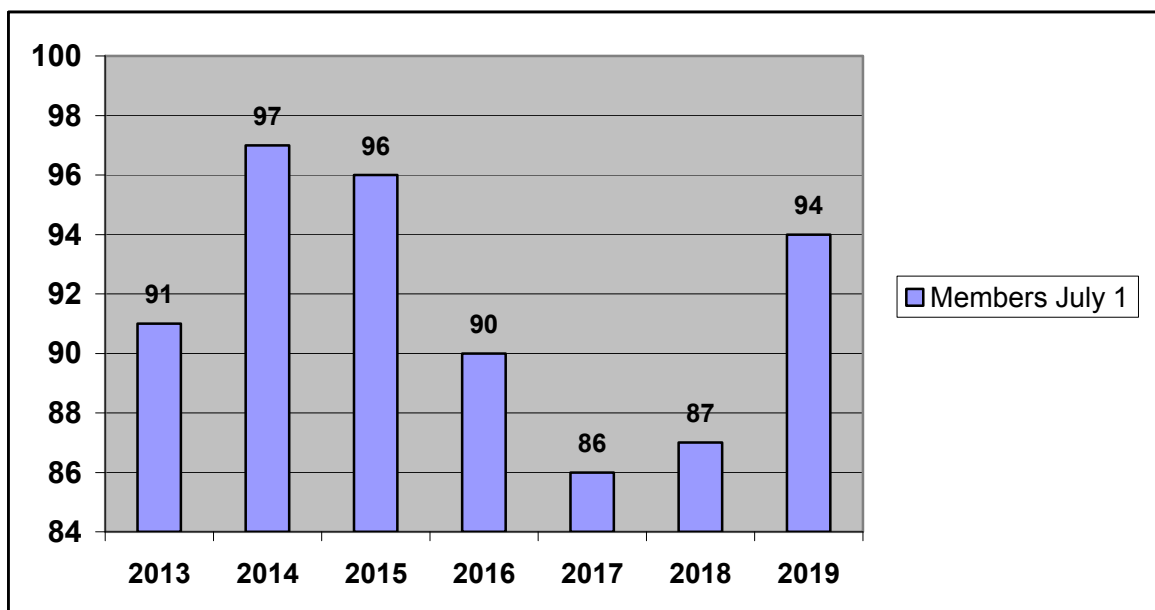
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	94
2018-2019	87
2017-2018	86
2016-2017	90
2015-2016	96
2014-2015	97
2013-2014	91

Starting Membership July 1, 2019	94	(a)
Current Membership (as of 9/27/2019)	93	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	9	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Salisbury-Sunrise

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

My club's **Annual Attrition Rate** (3-year average): 19.4%
 My club's **Annual Attraction Rate** (3-year average): 15.3%
 My club's **Annual Net Growth Rate**: - %

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

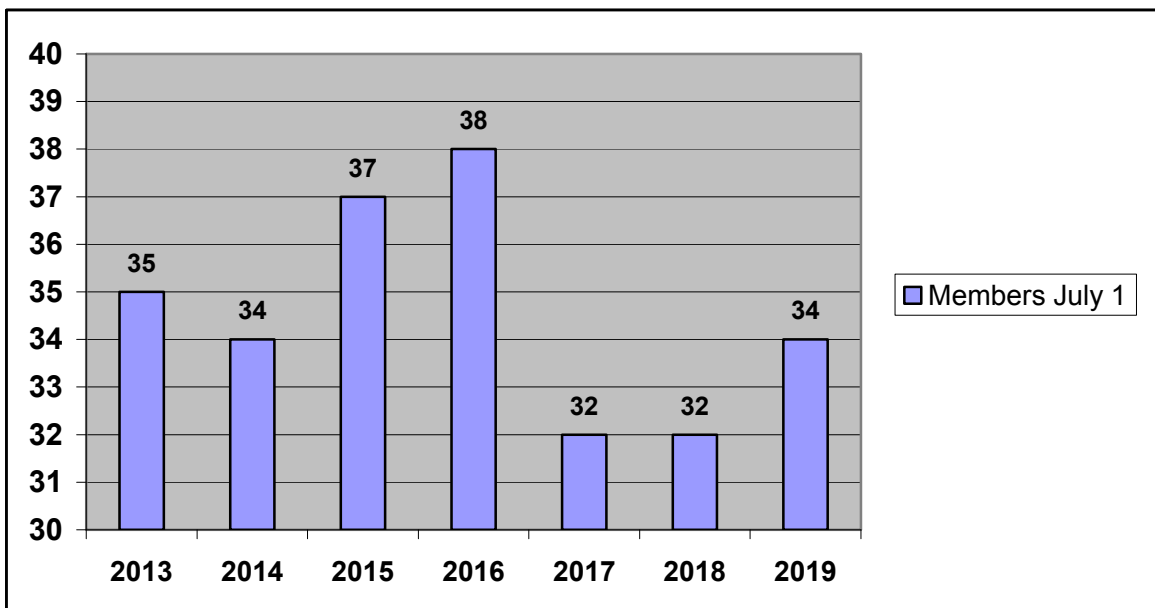
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	34
2018-2019	32
2017-2018	32
2016-2017	38
2015-2016	37
2014-2015	34
2013-2014	35

Starting Membership July 1, 2019	34	(a)
Current Membership (as of 9/27/2019)	33	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	7	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Smyrna-Clayton

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

My club's **Annual Attrition Rate** (3-year average): **8.4%**
 My club's **Annual Attraction Rate** (3-year average): **15.8%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

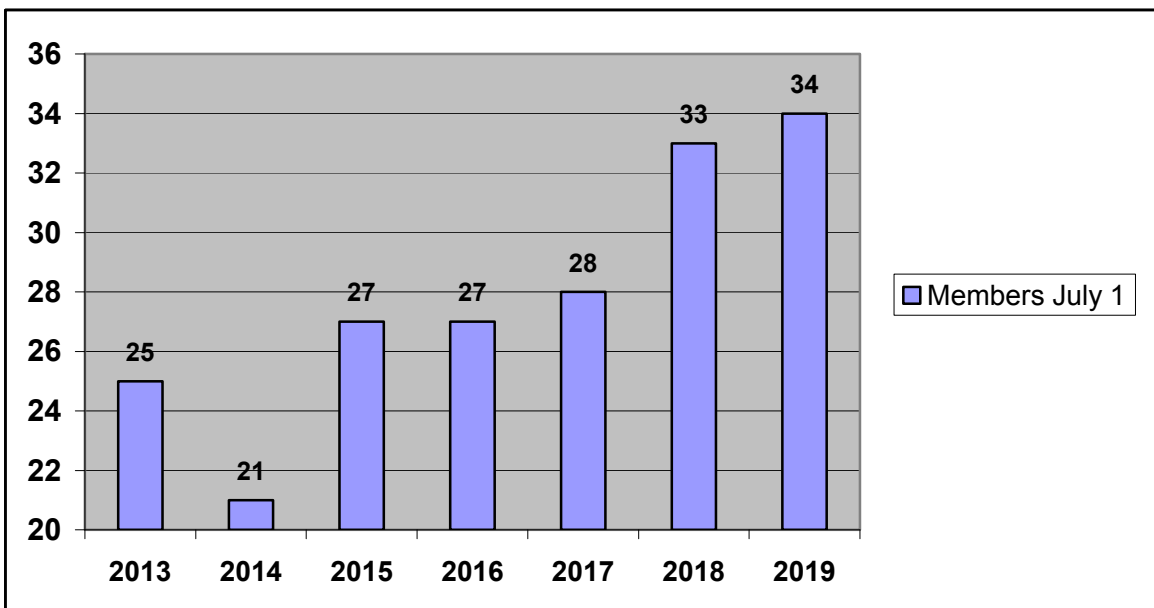
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	34
2018-2019	33
2017-2018	28
2016-2017	27
2015-2016	27
2014-2015	21
2013-2014	25

Starting Membership July 1, 2019	34	(a)
Current Membership (as of 9/27/2019)	34	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	4	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Snow Hill

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

My club's **Annual Attrition Rate** (3-year average): **11.1%**
 My club's **Annual Attraction Rate** (3-year average): **17.8%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

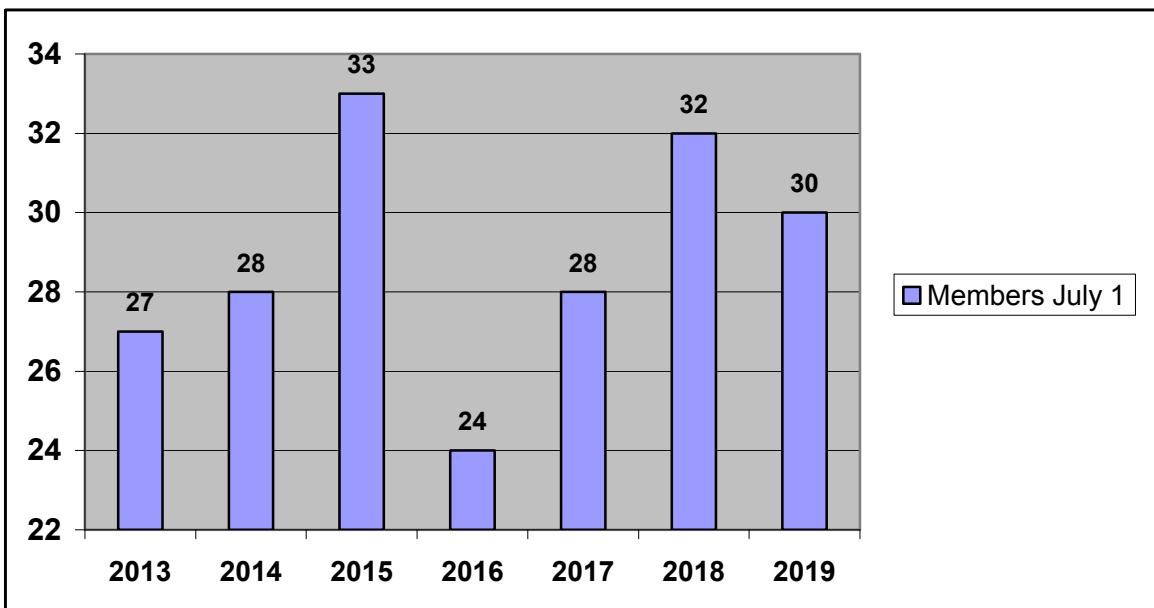
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	30
2018-2019	32
2017-2018	28
2016-2017	24
2015-2016	33
2014-2015	28
2013-2014	27

Starting Membership July 1, 2019	30	(a)
Current Membership (as of 9/27/2019)	32	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	4	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Southern New Castle
County (South St. George)

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

My club's **Annual Attrition Rate** (3-year average): **5.4%**
 My club's **Annual Attraction Rate** (3-year average): **8.1%**
 My club's **Annual Net Growth Rate**: **+ %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

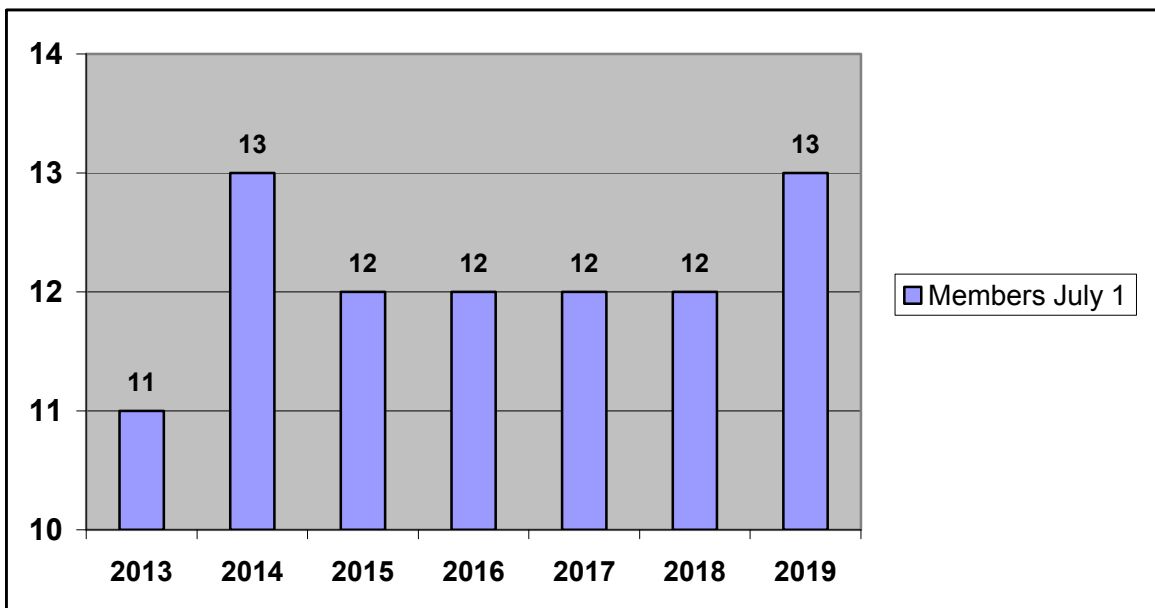
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	13
2018-2019	12
2017-2018	12
2016-2017	12
2015-2016	12
2014-2015	13
2013-2014	11

Starting Membership July 1, 2019	13	(a)
Current Membership (as of 9/27/2019)	12	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	2	(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

My club's **Annual Attrition Rate** (3-year average): 20.0%

My club's **Annual Attraction Rate** (3-year average): 22.0%

My club's **Annual Net Growth Rate**: + ___ %

Success Targets

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

Attraction greater than 20%
(July 1 membership x .20)

The problem we need to solve is:

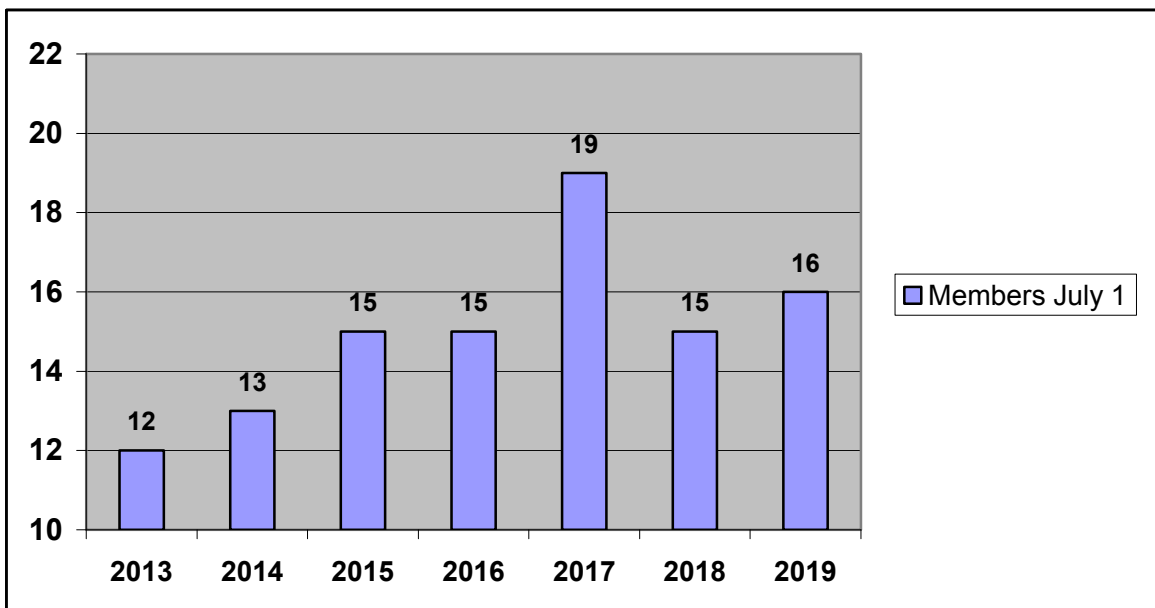
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	16
2018-2019	15
2017-2018	19
2016-2017	15
2015-2016	15
2014-2015	13
2013-2014	12

Starting Membership July 1, 2019	16	(a)
Current Membership (as of 9/27/2019)	16	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	4	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

St. Michaels

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

My club's **Annual Attrition Rate** (3-year average): 15.9%
 My club's **Annual Attraction Rate** (3-year average): 12.3%
 My club's **Annual Net Growth Rate**: - %

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

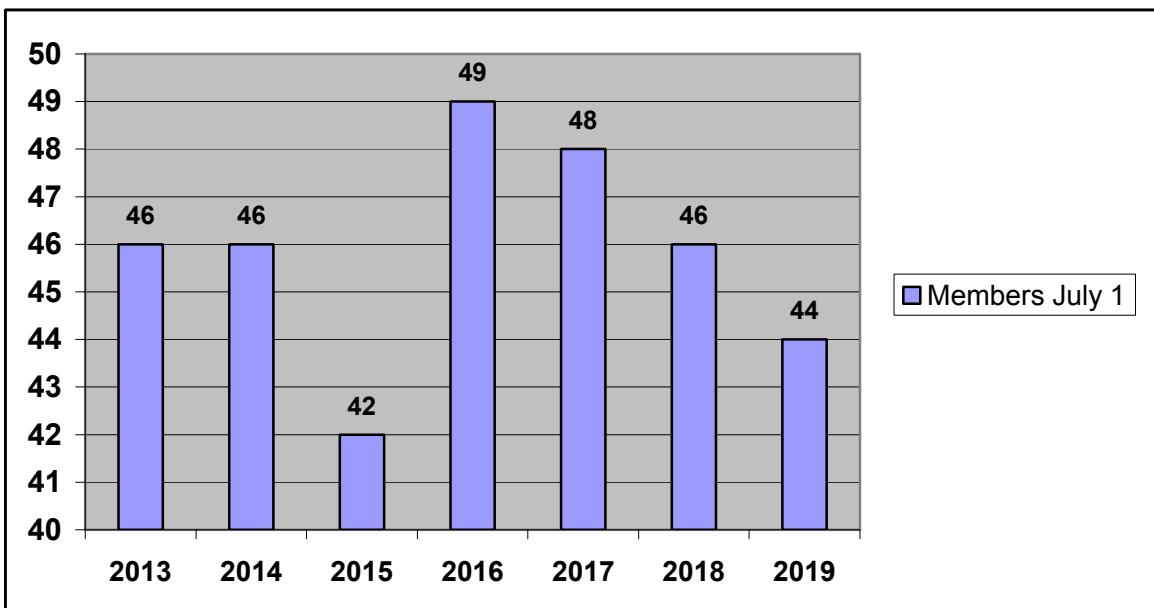
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	44
2018-2019	46
2017-2018	48
2016-2017	49
2015-2016	42
2014-2015	46
2013-2014	46

Starting Membership July 1, 2019	44	(a)
Current Membership (as of 9/27/2019)	45	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	8	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Tidewater-Easton

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

My club's **Annual Attrition Rate** (3-year average): 31.3%
 My club's **Annual Attraction Rate** (3-year average): 13.8%
 My club's **Annual Net Growth Rate**: - %

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

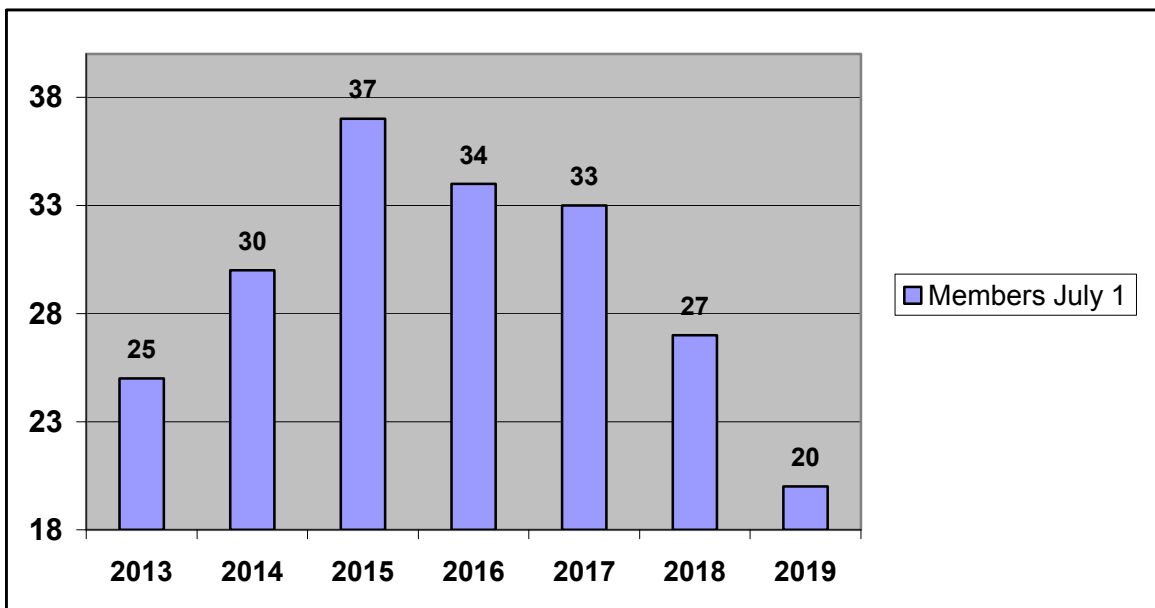
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	20
2018-2019	27
2017-2018	33
2016-2017	34
2015-2016	37
2014-2015	30
2013-2014	25

Starting Membership July 1, 2019	20	(a)
Current Membership (as of 9/27/2019)	21	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	9	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Wicomico County

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

My club's **Annual Attrition Rate** (3-year average): **11.9%**
 My club's **Annual Attraction Rate** (3-year average): **11.3%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

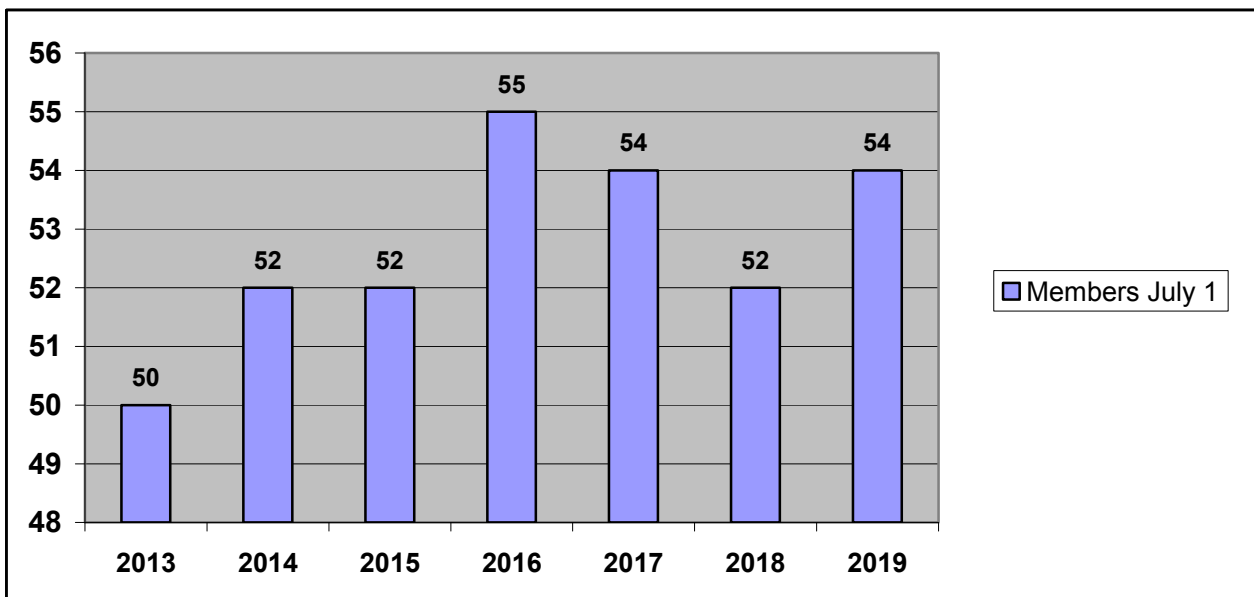
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	54
2018-2019	52
2017-2018	54
2016-2017	55
2015-2016	52
2014-2015	52
2013-2014	50

Starting Membership July 1, 2019	54	(a)
Current Membership (as of 9/27/2019)	56	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	7	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Wilmington

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

My club's **Annual Attrition Rate** (3-year average): **11.6%**
 My club's **Annual Attraction Rate** (3-year average): **7.9%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
(July 1 membership x .20)

The problem we need to solve is:

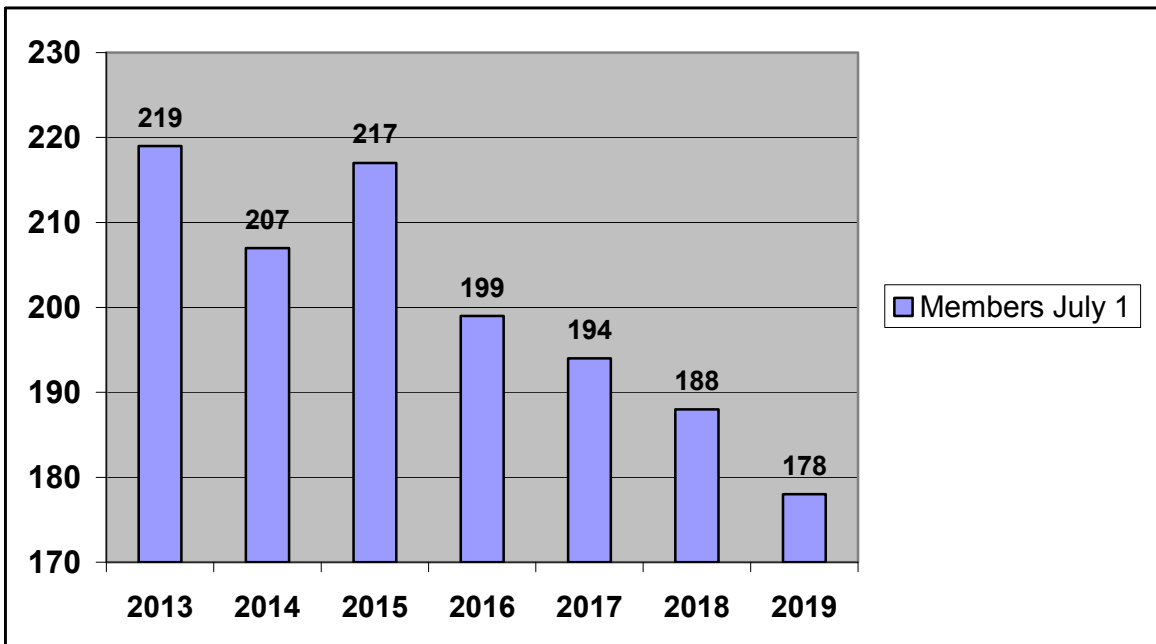
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	178
2018-2019	188
2017-2018	194
2016-2017	199
2015-2016	217
2014-2015	207
2013-2014	219

Starting Membership July 1, 2019	178	(a)
Current Membership (as of 9/27/2019)	178	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	22	(d)
New Members Needed (Growth + Attrition)		(c+d)





Membership Goal Worksheet 2019-2020

Wilmington West

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

My club's **Annual Attrition Rate** (3-year average): **14.3%**
 My club's **Annual Attraction Rate** (3-year average): **10.2%**
 My club's **Annual Net Growth Rate**: **- %**

Success Targets

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

Attraction greater than 20%
 (July 1 membership x .20)

The problem we need to solve is:

- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is lower than our Attrition Rate OR Below 20%
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

2019-2020 Membership Goal Setting

Club Year	Members at start of year (July 1)
2019-2020 (Current Year)	32
2018-2019	30
2017-2018	36
2016-2017	36
2015-2016	31
2014-2015	31
2013-2014	31

Starting Membership July 1, 2019	32	(a)
Current Membership (as of 9/27/2019)	26	
Membership Goal July 1, 2020 (July 1, 2019 Start + Growth)		(b)
Net Membership Growth Challenge = 10% or 10 members		(c=b-a)
Average Annual Attrition to Replace (Greater of <u>Actual</u> or 10% = World Class)	5	(d)
New Members Needed (Growth + Attrition)		(c+d)

