



## Membership Goal Worksheet 2020-2021

Andrews

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 listed below

My club's **Annual Attrition Rate** (3-year average): 7.7%  
 My club's **Annual Attraction Rate** (3-year average): 12.8%  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	13
2019-2020	15
2018-2019	11
2017-2018	11
2016-2017	12
2015-2016	11
2014-2015	12
2013-2014	11

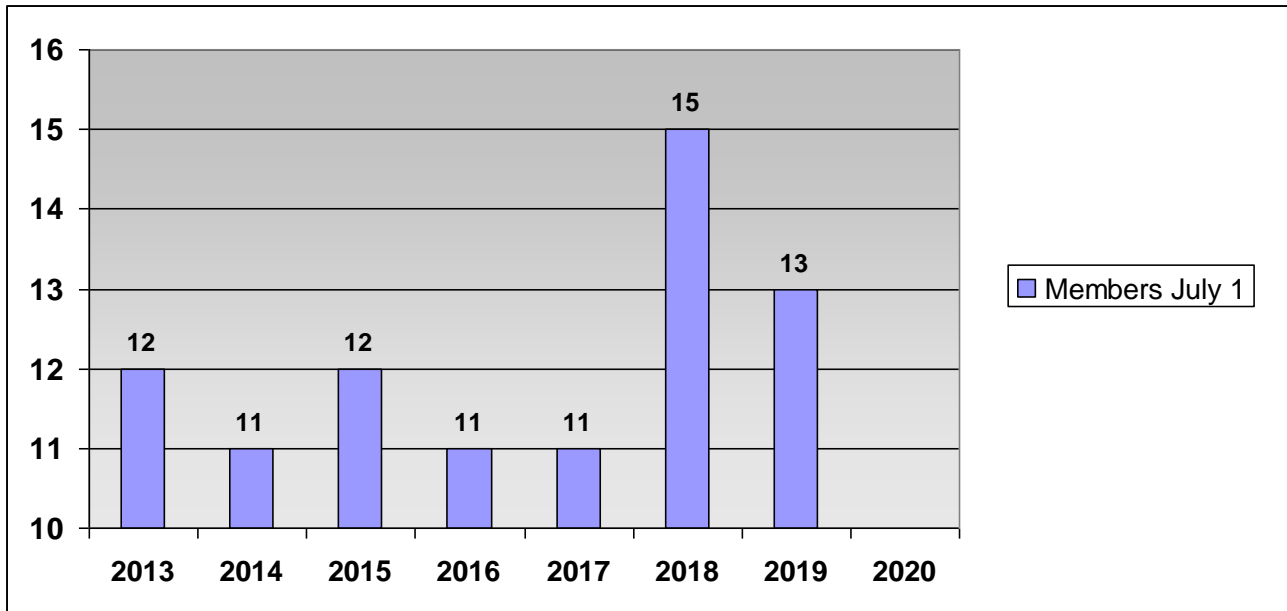
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	13	(a)
<b>Current Membership (8/3/2020)</b>	<b>13</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	2	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Andrews





## Membership Goal Worksheet 2020-2021

Barnwell 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 listed below

My club's **Annual Attrition Rate** (3-year average): **20.3%**

My club's **Annual Attraction Rate** (3-year average): **23.4%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	23
2019-2020	21
2018-2019	20
2017-2018	21
2016-2017	27
2015-2016	30
2014-2015	26
2013-2014	23

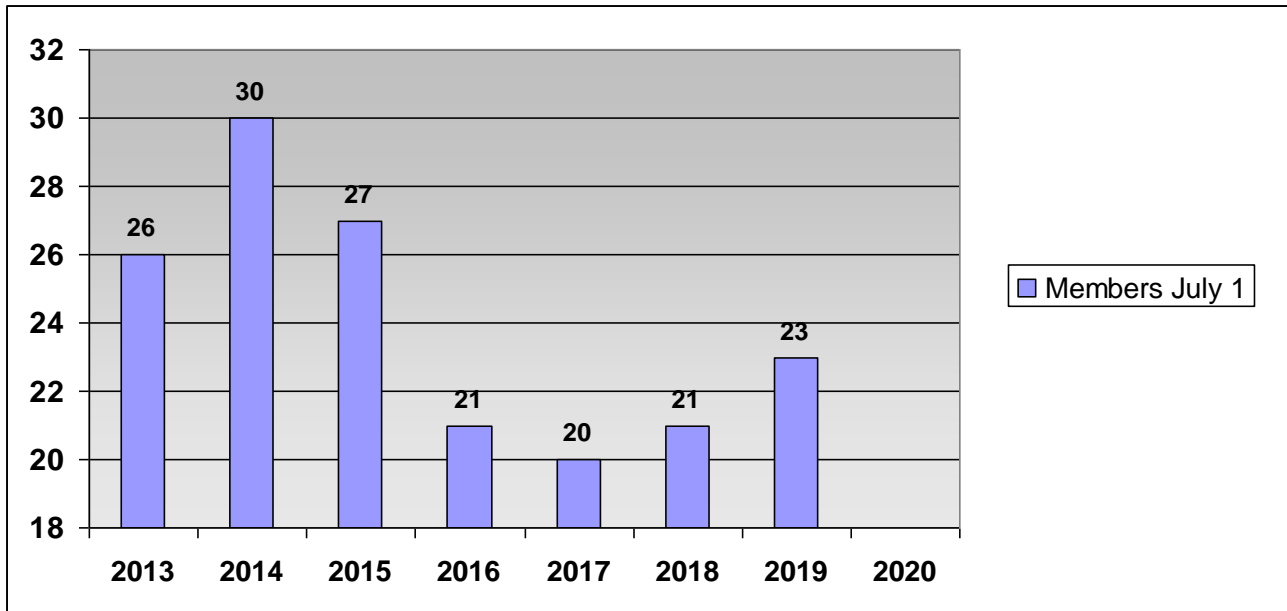
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	23	(a)
<b>Current Membership (8/3/2020)</b>	<b>23</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	5	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Barnwell County





## Membership Goal Worksheet 2020-2021

Beaufort

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 listed below

My club's **Annual Attrition Rate** (3-year average): **17.1%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	79
2019-2020	89
2018-2019	89
2017-2018	98
2016-2017	101
2015-2016	99
2014-2015	99
2013-2014	97

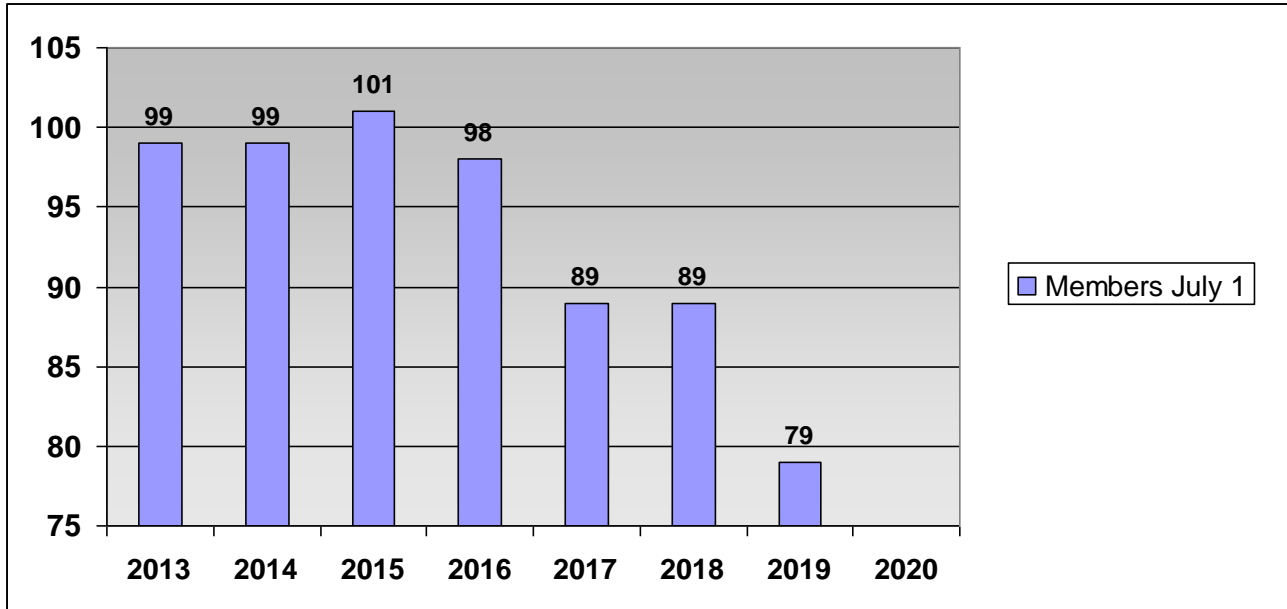
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	79	(a)
<b>Current Membership (8/3/2020)</b>	<b>79</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	15	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Beaufort





## Membership Goal Worksheet 2020-2021

Bennettsville

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 listed below

My club's **Annual Attrition Rate** (3-year average): **12.1%**  
 My club's **Annual Attraction Rate** (3-year average): **5.2%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	36
2019-2020	39
2018-2019	41
2017-2018	44
2016-2017	43
2015-2016	52
2014-2015	53
2013-2014	52

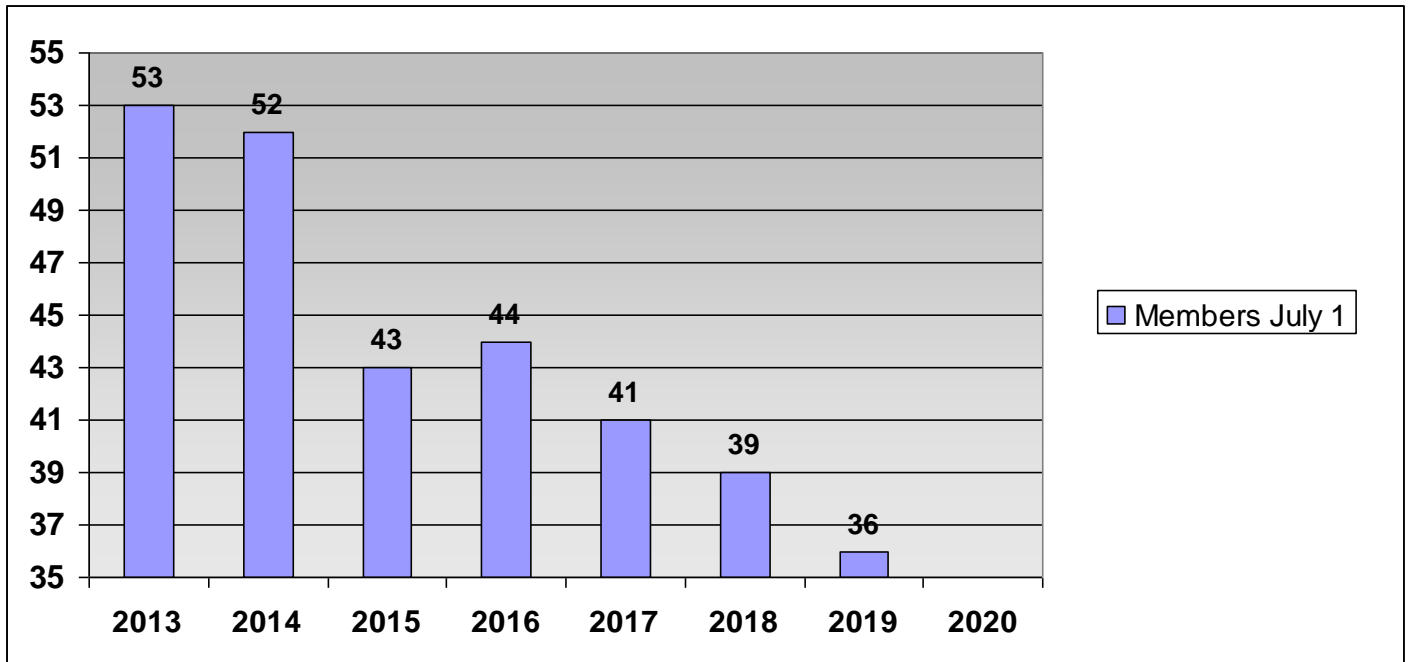
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	36	(a)
<b>Current Membership (8/3/2020)</b>	<b>36</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>5</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Bennettsville







## Membership Goal Worksheet 2020-2021

Bluffton

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 listed below

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

My club's **Annual Attraction Rate** (3-year average): **13.5%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	80
2019-2020	77
2018-2019	73
2017-2018	82
2016-2017	83
2015-2016	81
2014-2015	83
2013-2014	84

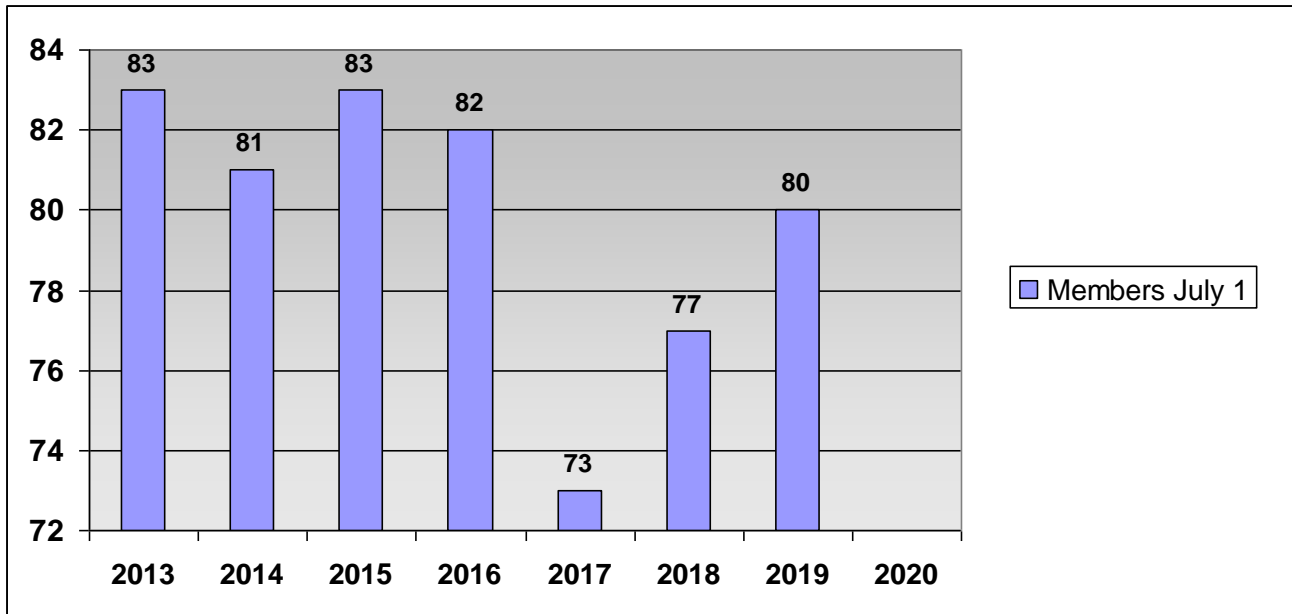
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	80	(a)
<b>Current Membership (8/3/2020)</b>	<b>82</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	11	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Bluffton





## Membership Goal Worksheet 2020-2021

Blythewood

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 listed below

My club's **Annual Attrition Rate** (3-year average): **14.8%**

My club's **Annual Attraction Rate** (3-year average): **9.9%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	46
2019-2020	49
2018-2019	47
2017-2018	53
2016-2017	54
2015-2016	53
2014-2015	47
2013-2014	37

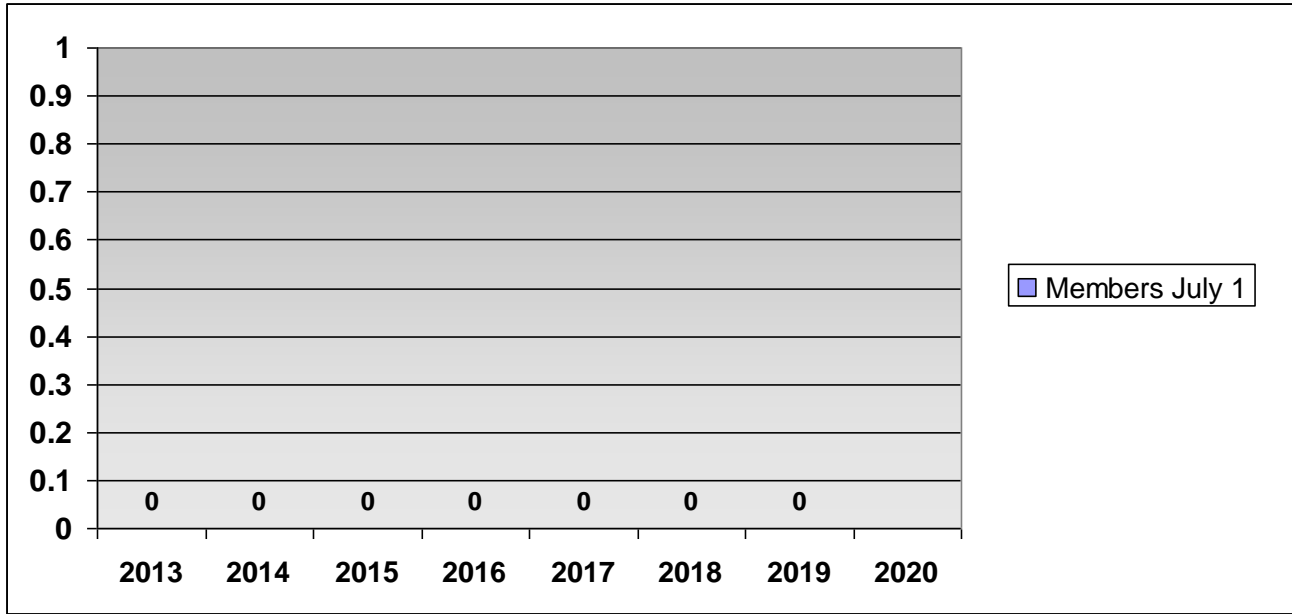
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	46	(a)
<b>Current Membership (8/3/2020)</b>	<b>46</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>7</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Blythewood





## Membership Goal Worksheet 2020-2021

Camden

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 listed below

My club's **Annual Attrition Rate** (3-year average): **7.6%**

My club's **Annual Attraction Rate** (3-year average): **6.7%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	80
2019-2020	79
2018-2019	79
2017-2018	82
2016-2017	81
2015-2016	80
2014-2015	85
2013-2014	85

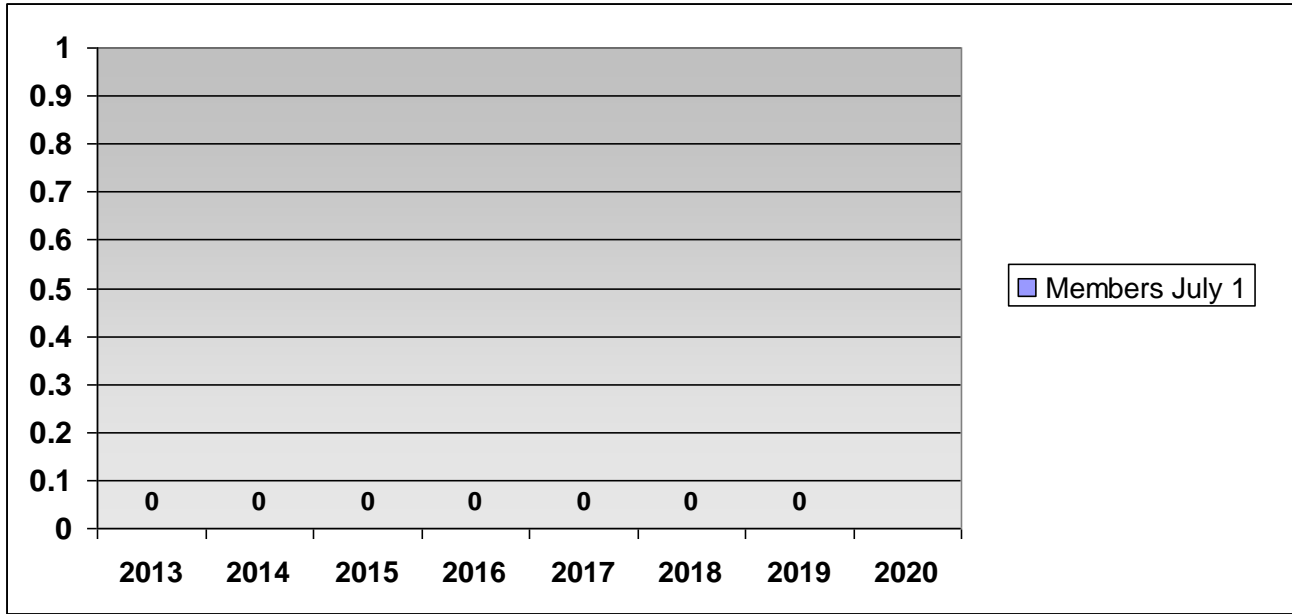
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	80	(a)
<b>Current Membership (8/3/2020)</b>	<b>80</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Camden





## Membership Goal Worksheet 2020-2021

Carolina Forest 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 listed below

My club's **Annual Attrition Rate** (3-year average): 14.7%

My club's **Annual Attraction Rate** (3-year average): 22.7%

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	27
2019-2020	25
2018-2019	23
2017-2018	21
2016-2017	19
2015-2016	22
2014-2015	25
2013-2014	23

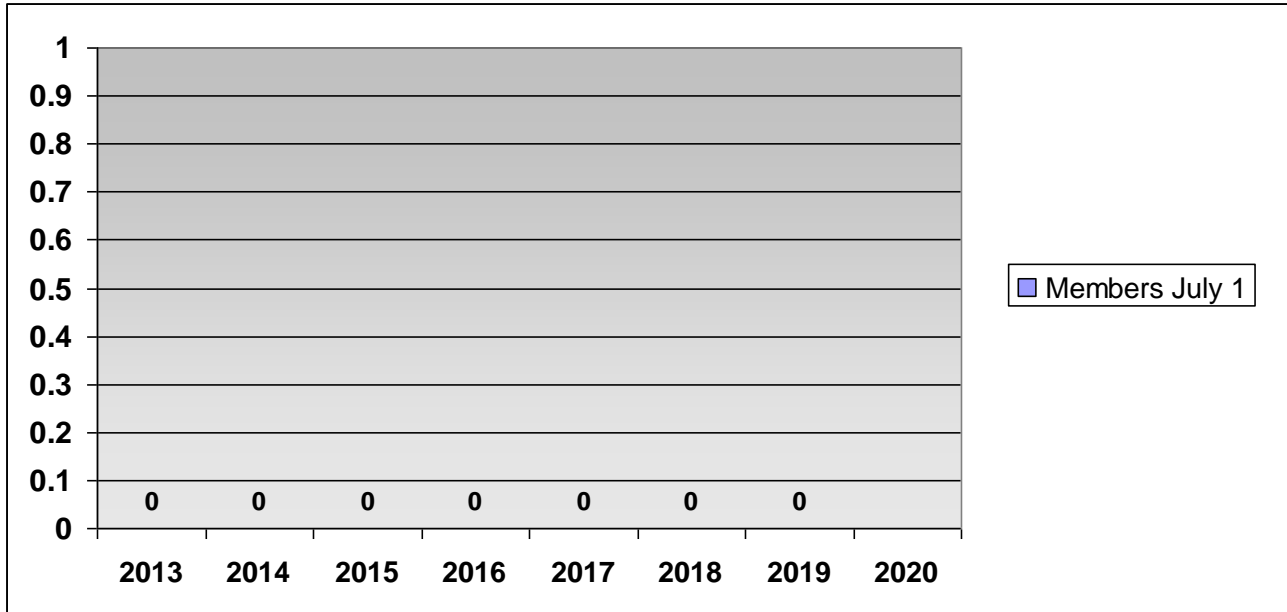
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	27	(a)
<b>Current Membership (8/3/2020)</b>	27	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Carolina Forest Sunrise







## Membership Goal Worksheet 2020-2021

Cayce-West Columbia

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 listed below

My club's **Annual Attrition Rate** (3-year average): **14.8%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	27
2019-2020	27
2018-2019	27
2017-2018	30
2016-2017	40
2015-2016	40
2014-2015	38
2013-2014	49

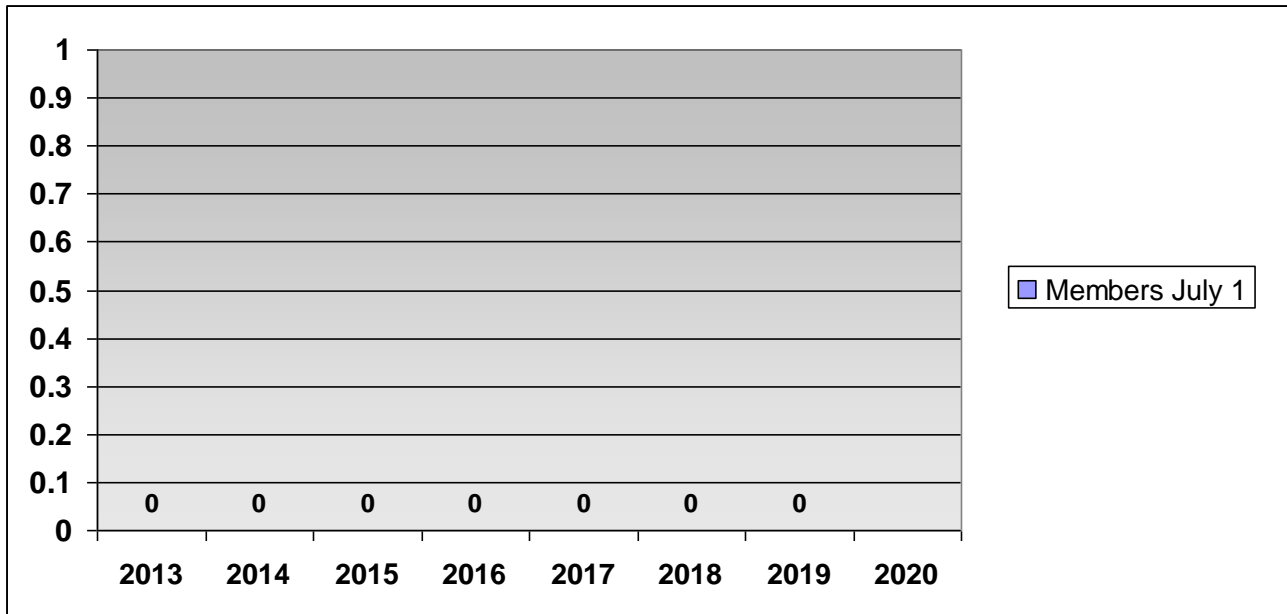
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	27	(a)
<b>Current Membership (8/3/2020)</b>	<b>27</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>4</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Cayce-West Columbia





## Membership Goal Worksheet 2020-2021

Chapin 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 listed below

My club's **Annual Attrition Rate** (3-year average): **8.8%**  
 My club's **Annual Attraction Rate** (3-year average): **13.5%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	55
2019-2020	46
2018-2019	47
2017-2018	48
2016-2017	47
2015-2016	48
2014-2015	47
2013-2014	46

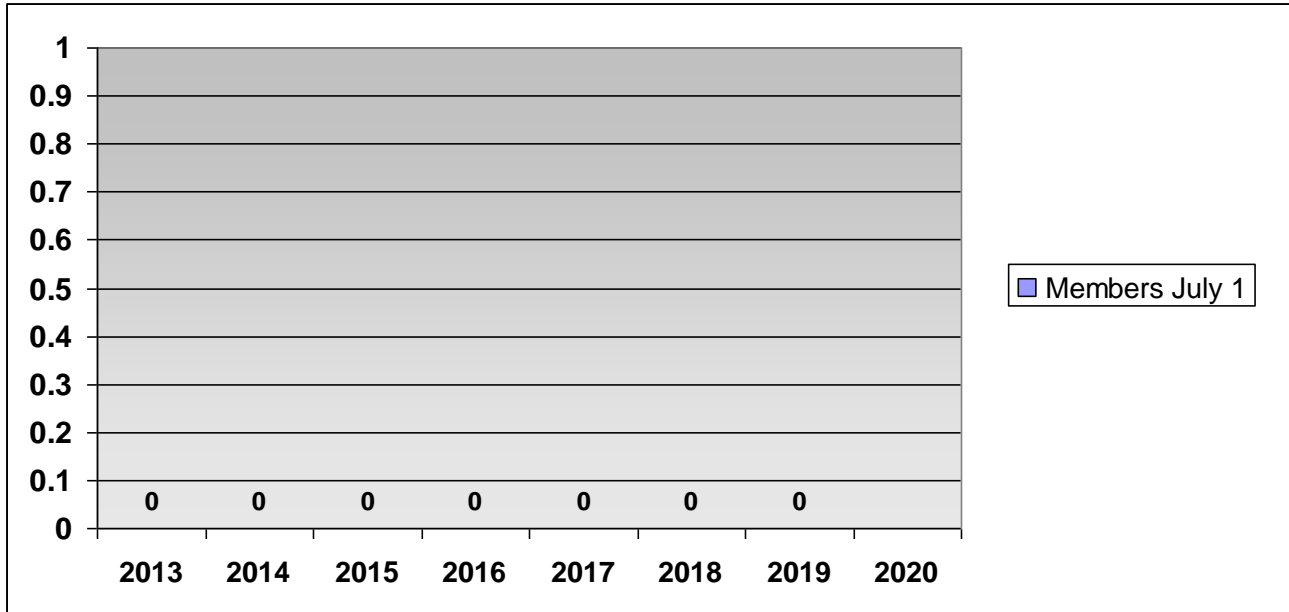
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	55	(a)
<b>Current Membership (8/3/2020)</b>	<b>55</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>5</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Chapin Sunrise





## Membership Goal Worksheet 2020-2021

Charleston

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 listed below

My club's **Annual Attrition Rate** (3-year average): **22.4%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	125
2019-2020	130
2018-2019	152
2017-2018	158
2016-2017	161
2015-2016	166
2014-2015	181
2013-2014	177

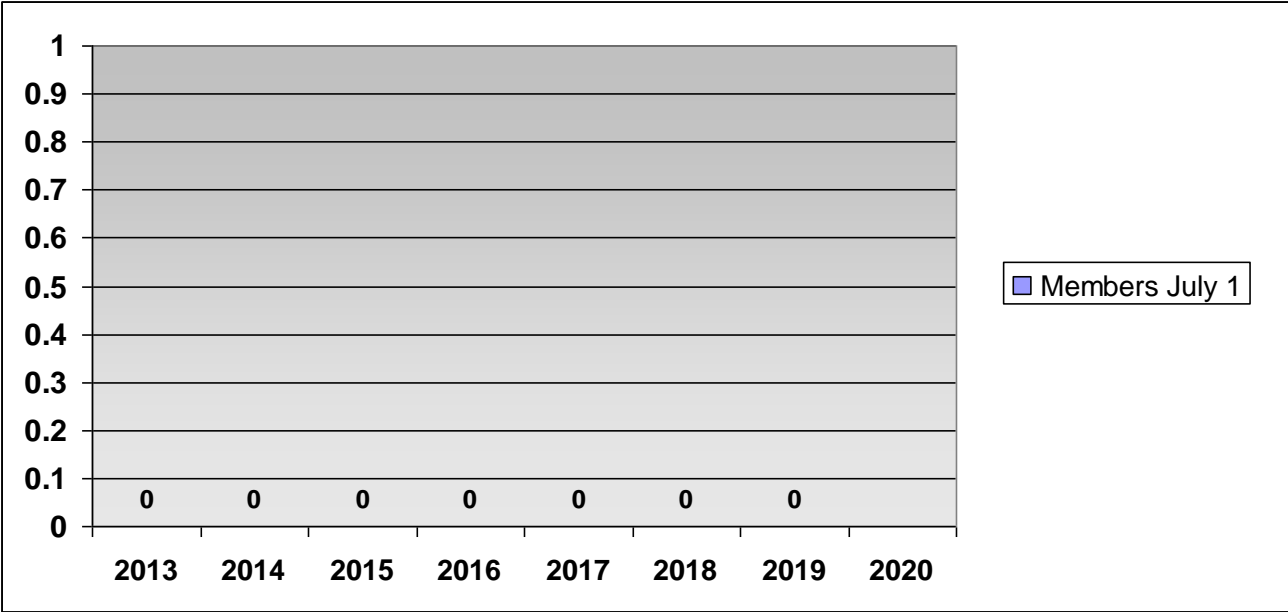
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	125	(a)
<b>Current Membership (8/3/2020)</b>	<b>127</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>31</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Charleston





## Membership Goal Worksheet 2020-2021

Charleston Breakfast

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 listed below

My club's **Annual Attrition Rate** (3-year average): **10.6%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	74
2019-2020	75
2018-2019	77
2017-2018	75
2016-2017	70
2015-2016	70
2014-2015	72
2013-2014	72

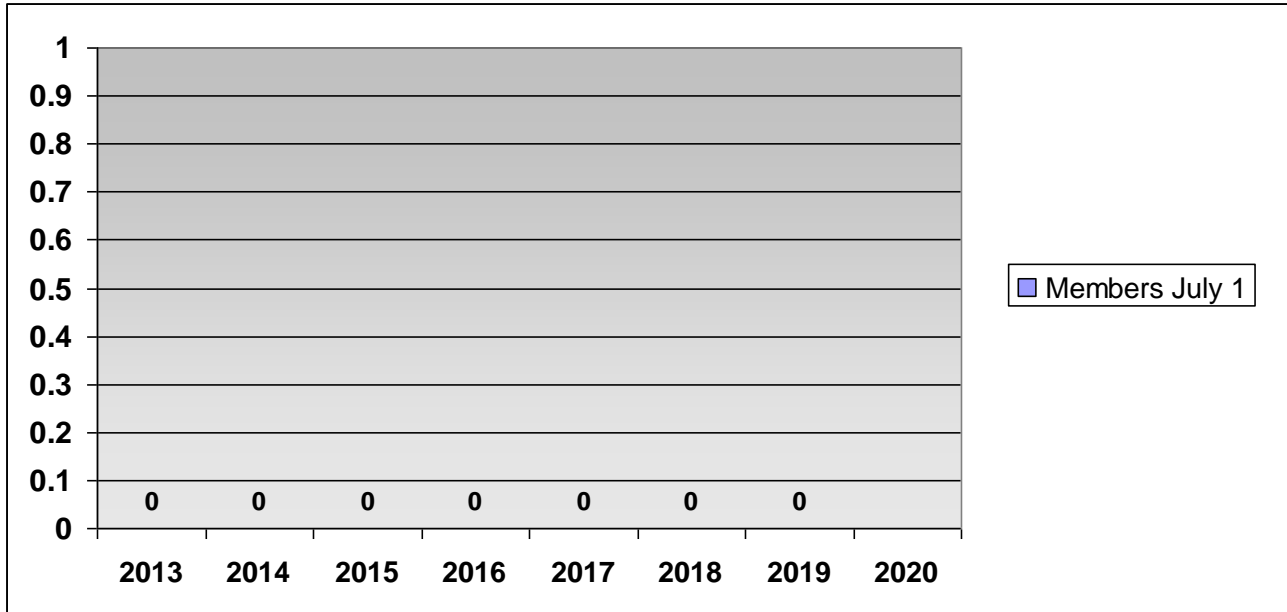
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	74	(a)
<b>Current Membership (8/3/2020)</b>	74	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	8	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Charleston Breakfast







## Membership Goal Worksheet 2020-2021

Cheraw

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 listed below

My club's **Annual Attrition Rate** (3-year average): **9.1%**

My club's **Annual Attraction Rate** (3-year average): **17.0%**

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)
2020-2021 (Current Year)	31
2019-2020	30
2018-2019	27
2017-2018	24
2016-2017	21
2015-2016	23
2014-2015	29
2013-2014	34

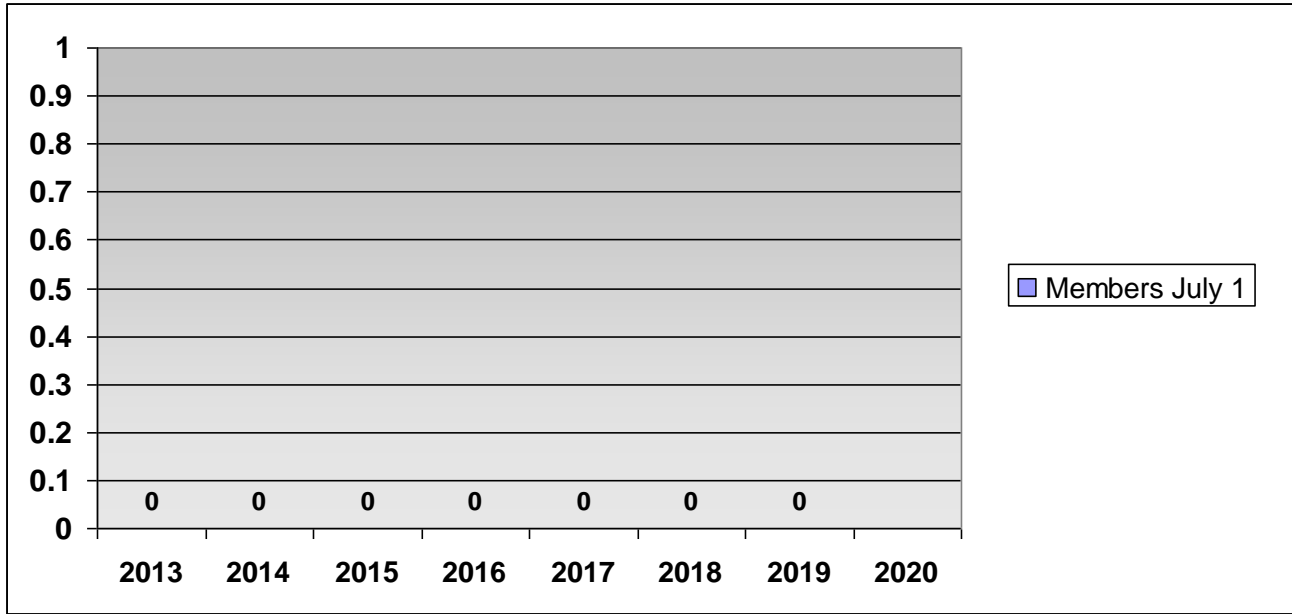
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	31	(a)
<b>Current Membership (8/3/2020)</b>	<b>32</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	3	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Cheraw





## Membership Goal Worksheet 2020-2021

Columbia

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 listed below

My club's **Annual Attrition Rate** (3-year average): **12.6%**

My club's **Annual Attraction Rate** (3-year average): **7.6%**

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)
2020-2021 (Current Year)	206
2019-2020	212
2018-2019	216
2017-2018	238
2016-2017	263
2015-2016	250
2014-2015	247
2013-2014	278

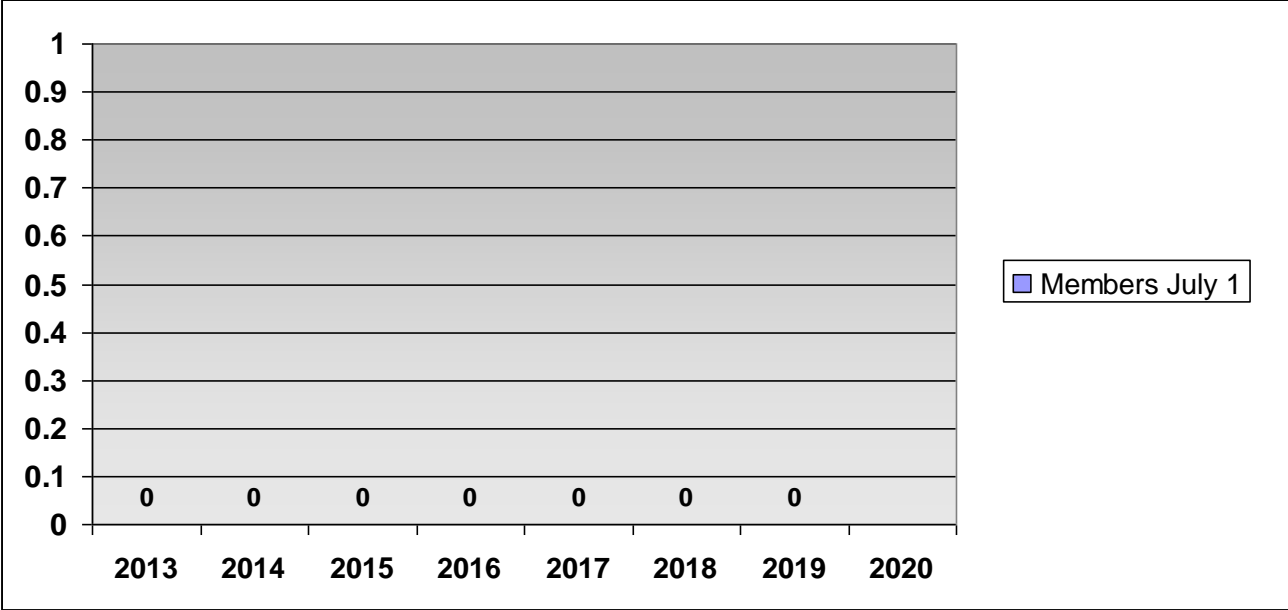
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	206	(a)
<b>Current Membership (8/3/2020)</b>	<b>206</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>27</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Columbia





## Membership Goal Worksheet 2020-2021

Columbia Capital

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 listed below

My club's **Annual Attrition Rate** (3-year average): **13.5%**

My club's **Annual Attraction Rate** (3-year average): **11.2%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	55
2019-2020	57
2018-2019	58
2017-2018	59
2016-2017	58
2015-2016	57
2014-2015	49
2013-2014	54

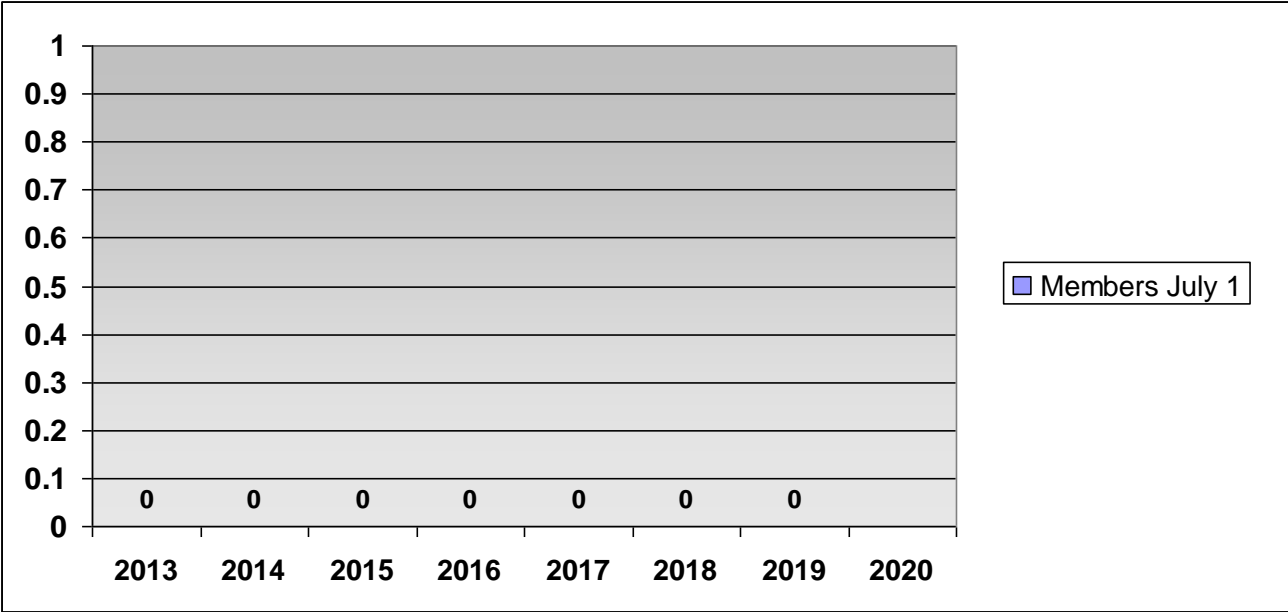
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	55	(a)
<b>Current Membership (8/3/2020)</b>	<b>55</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Columbia Capital





## Membership Goal Worksheet 2020-2021

Columbia 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 listed below

My club's **Annual Attrition Rate** (3-year average): **8.6%**

My club's **Annual Attraction Rate** (3-year average): **7.8%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	41
2019-2020	37
2018-2019	38
2017-2018	42
2016-2017	39
2015-2016	38
2014-2015	44
2013-2014	44

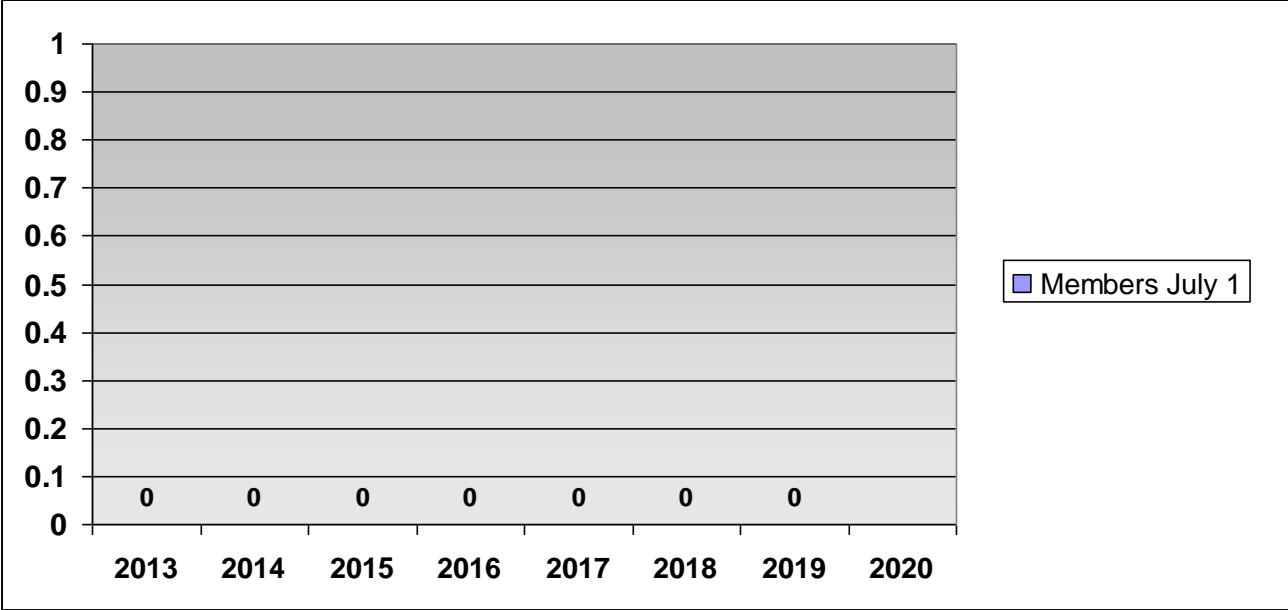
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	41	(a)
<b>Current Membership (8/3/2020)</b>	<b>41</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Columbia East







## Membership Goal Worksheet 2020-2021

Conway

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 listed below

My club's **Annual Attrition Rate** (3-year average): **16.0%**  
 My club's **Annual Attraction Rate** (3-year average): **12.0%**  
 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)
2020-2021 (Current Year)	24
2019-2020	24
2018-2019	27
2017-2018	27
2016-2017	31
2015-2016	31
2014-2015	31
2013-2014	35

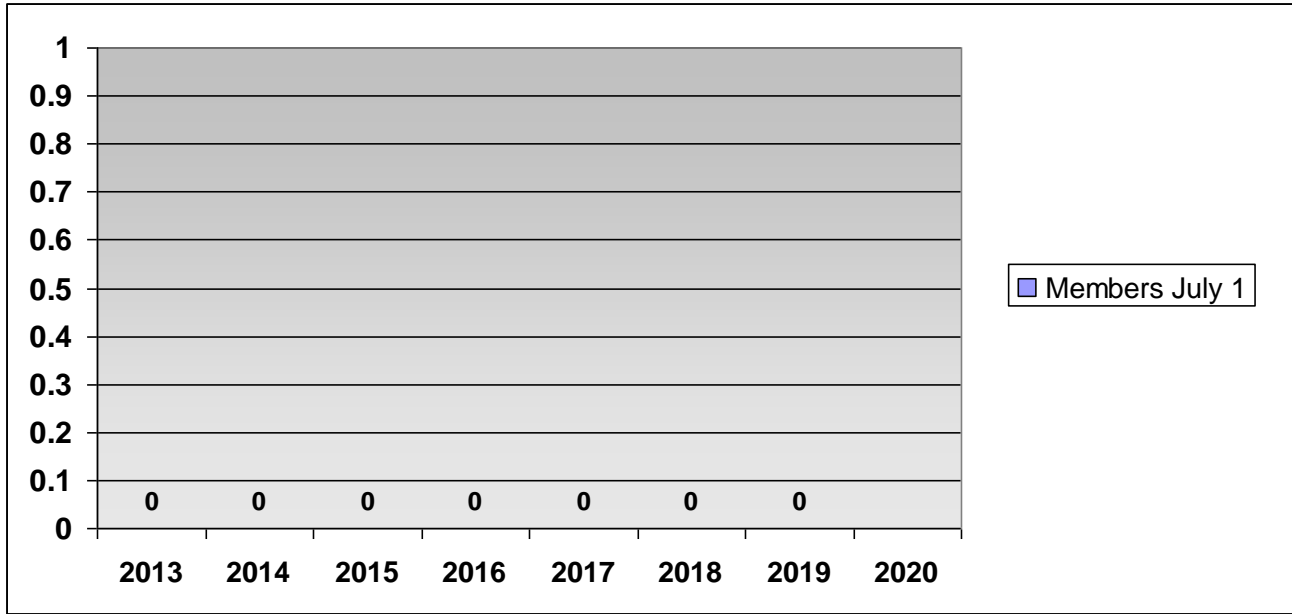
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	24	(a)
<b>Current Membership (8/3/2020)</b>	<b>24</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Conway





## Membership Goal Worksheet 2020-2021

Daniel 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 listed below

My club's **Annual Attrition Rate** (3-year average): **13.3%**

My club's **Annual Attraction Rate** (3-year average): **14.7%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	75
2019-2020	75
2018-2019	75
2017-2018	72
2016-2017	65
2015-2016	66
2014-2015	62
2013-2014	49

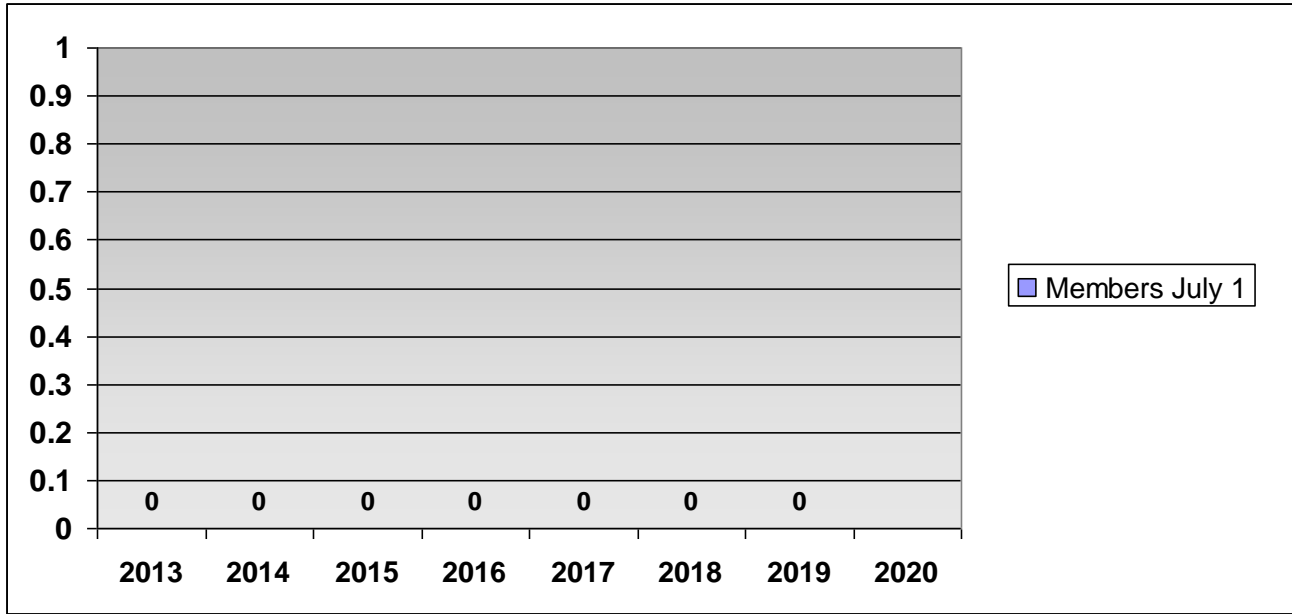
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	75	(a)
<b>Current Membership (8/3/2020)</b>	<b>75</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>10</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Daniel Island





## Membership Goal Worksheet 2020-2021

Darlington

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 listed below

My club's **Annual Attrition Rate** (3-year average): 38.9%  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	9
2019-2020	11
2018-2019	16
2017-2018	19
2016-2017	20
2015-2016	15
2014-2015	6
2013-2014	7

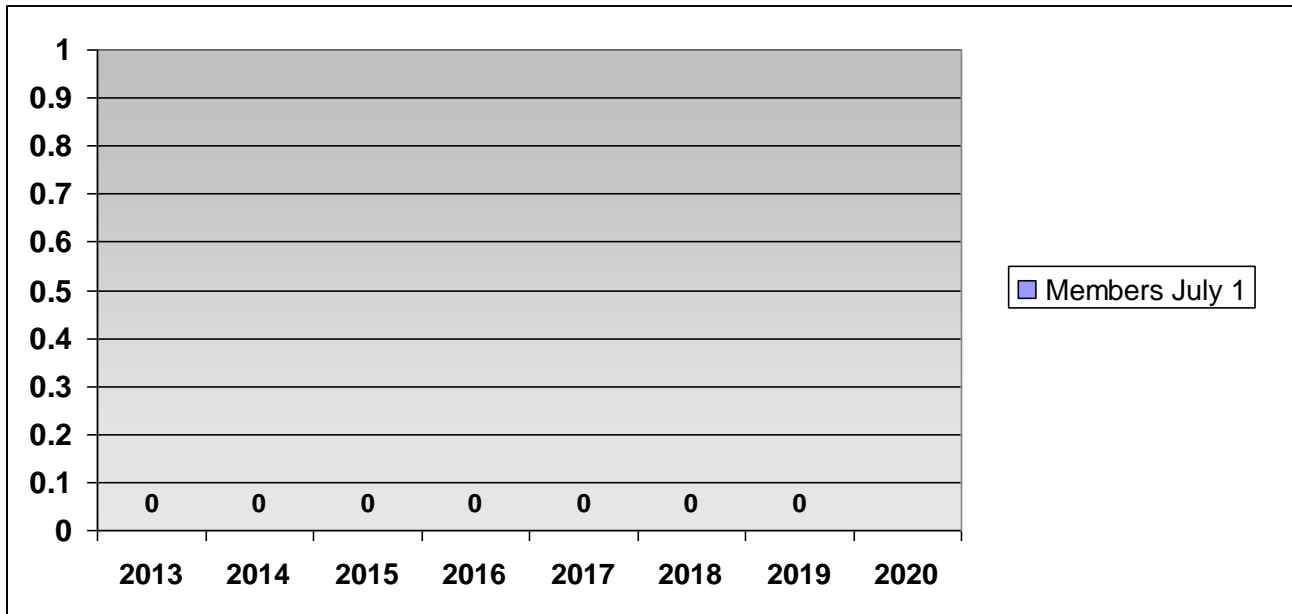
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	9	(a)
<b>Current Membership (8/3/2020)</b>	9	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	5	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Darlington





## Membership Goal Worksheet 2020-2021

Dillon

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 listed below

My club's **Annual Attrition Rate** (3-year average): **16.7%**  
 My club's **Annual Attraction Rate** (3-year average): **21.1%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	30
2019-2020	31
2018-2019	29
2017-2018	26
2016-2017	25
2015-2016	31
2014-2015	29
2013-2014	28

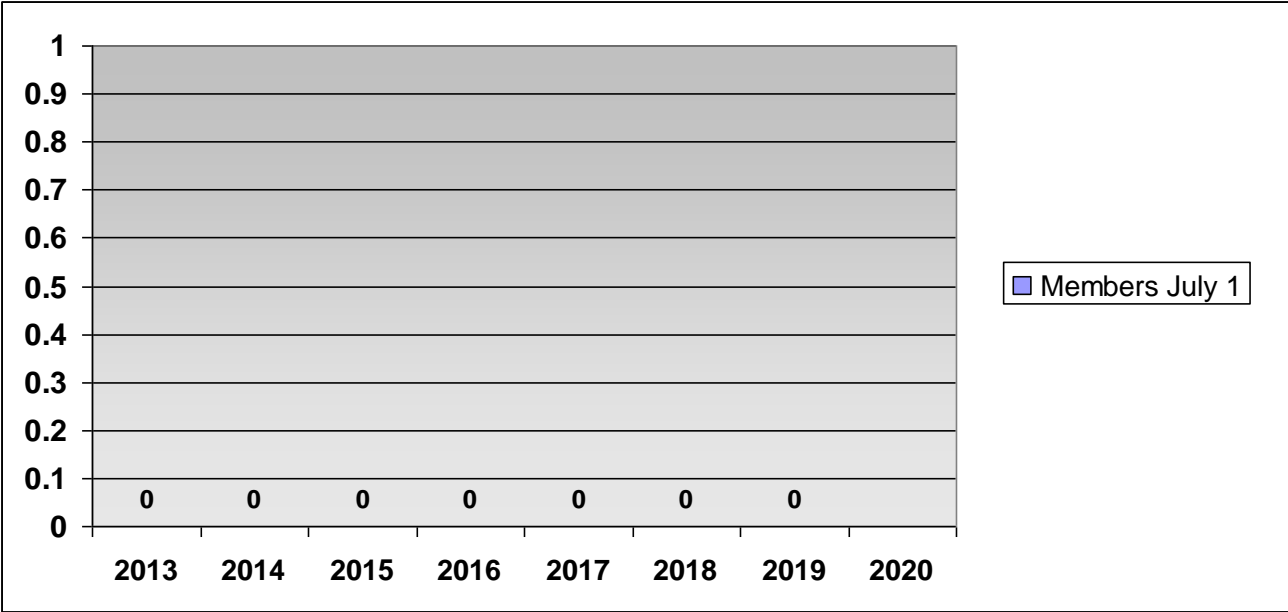
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	30	(a)
<b>Current Membership (8/3/2020)</b>	<b>29</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	5	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Dillon







## Membership Goal Worksheet 2020-2021

**East Cooper Breakfast  
(Mount Pleasant)**

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 listed below

My club's **Annual Attrition Rate** (3-year average): **21.1%**  
 My club's **Annual Attraction Rate** (3-year average): **10.9%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	39
2019-2020	43
2018-2019	46
2017-2018	52
2016-2017	52
2015-2016	55
2014-2015	57
2013-2014	54

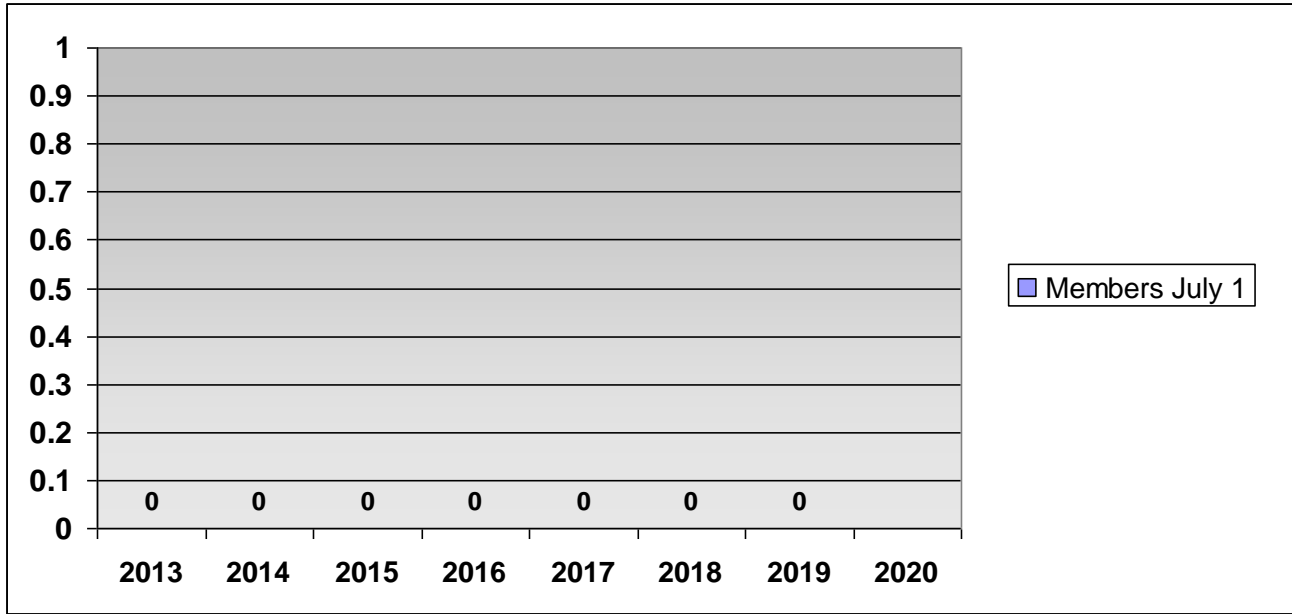
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	39	(a)
<b>Current Membership (8/3/2020)</b>	<b>39</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	9	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

East Cooper Breakfast  
(Mount Pleasant)





## Membership Goal Worksheet 2020-2021

Eau Claire/North Columbia

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 listed below

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

My club's **Annual Attraction Rate** (3-year average): **17.5%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	14
2019-2020	13
2018-2019	13
2017-2018	13
2016-2017	19
2015-2016	16
2014-2015	15
2013-2014	18

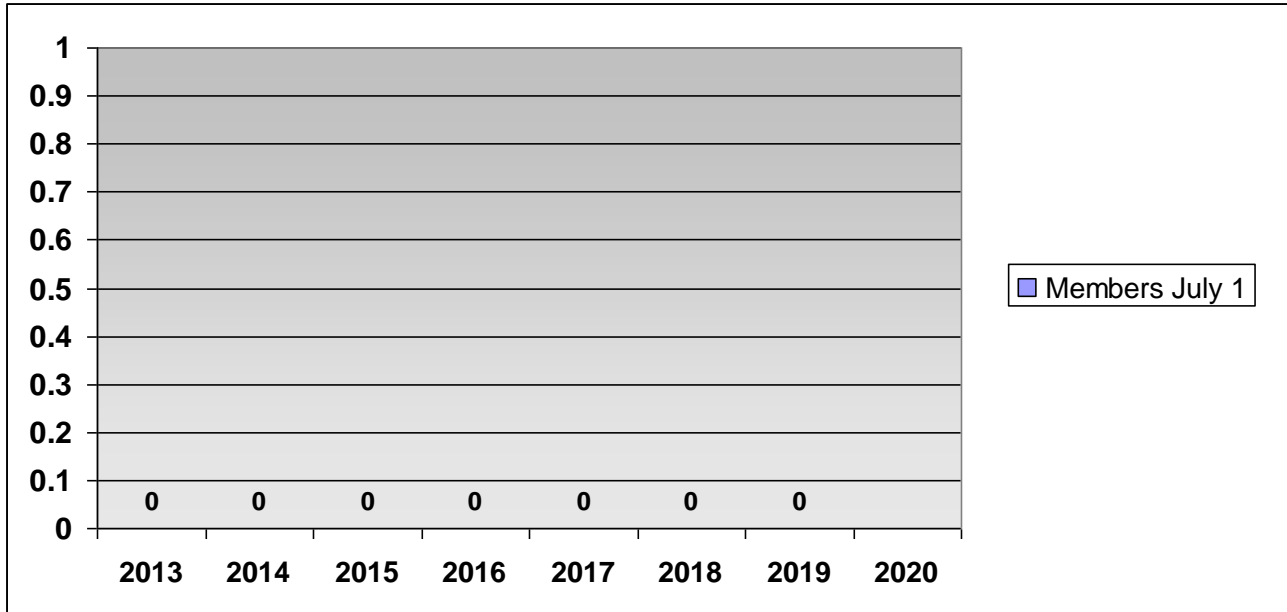
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	14	(a)
<b>Current Membership (8/3/2020)</b>	<b>14</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>2</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Eau Claire/North Columbia





## Membership Goal Worksheet 2020-2021

Five Points (Columbia)

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 listed below

My club's **Annual Attrition Rate** (3-year average): **7.4%**

My club's **Annual Attraction Rate** (3-year average): **6.5%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	71
2019-2020	68
2018-2019	76
2017-2018	73
2016-2017	77
2015-2016	79
2014-2015	80
2013-2014	78

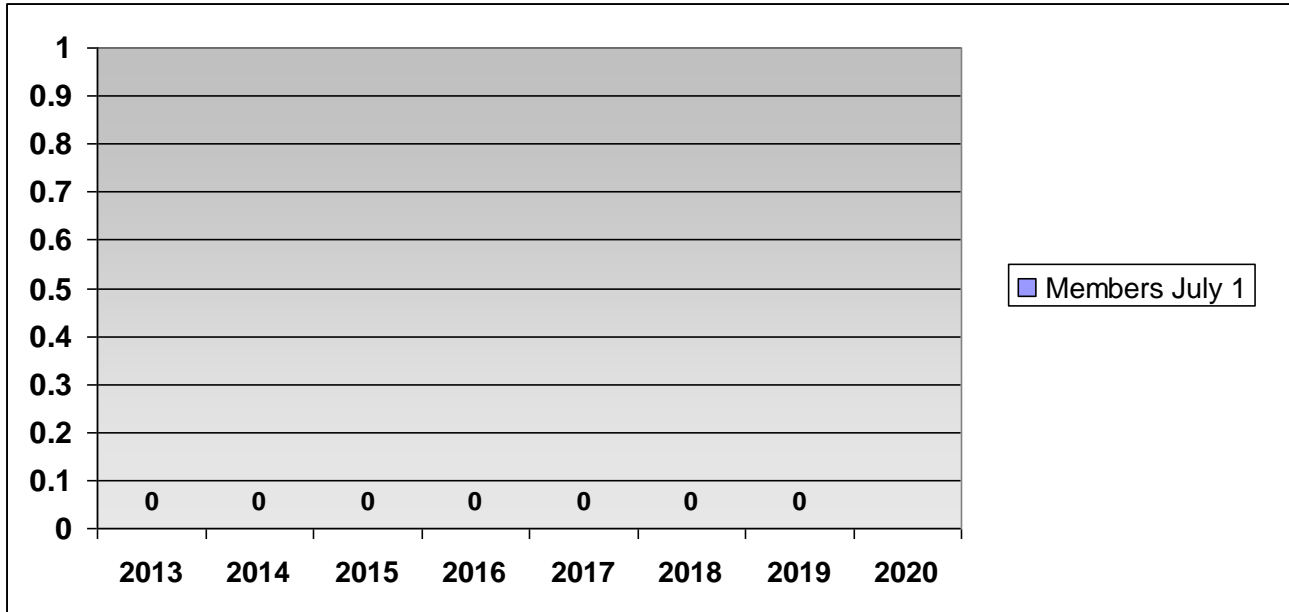
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	71	(a)
<b>Current Membership (8/3/2020)</b>	<b>71</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Five Points (Columbia)





## Membership Goal Worksheet 2020-2021

Florence

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 listed below

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

My club's **Annual Attraction Rate** (3-year average): **7.6%**

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)
2020-2021 (Current Year)	122
2019-2020	130
2018-2019	129
2017-2018	143
2016-2017	146
2015-2016	150
2014-2015	143
2013-2014	143

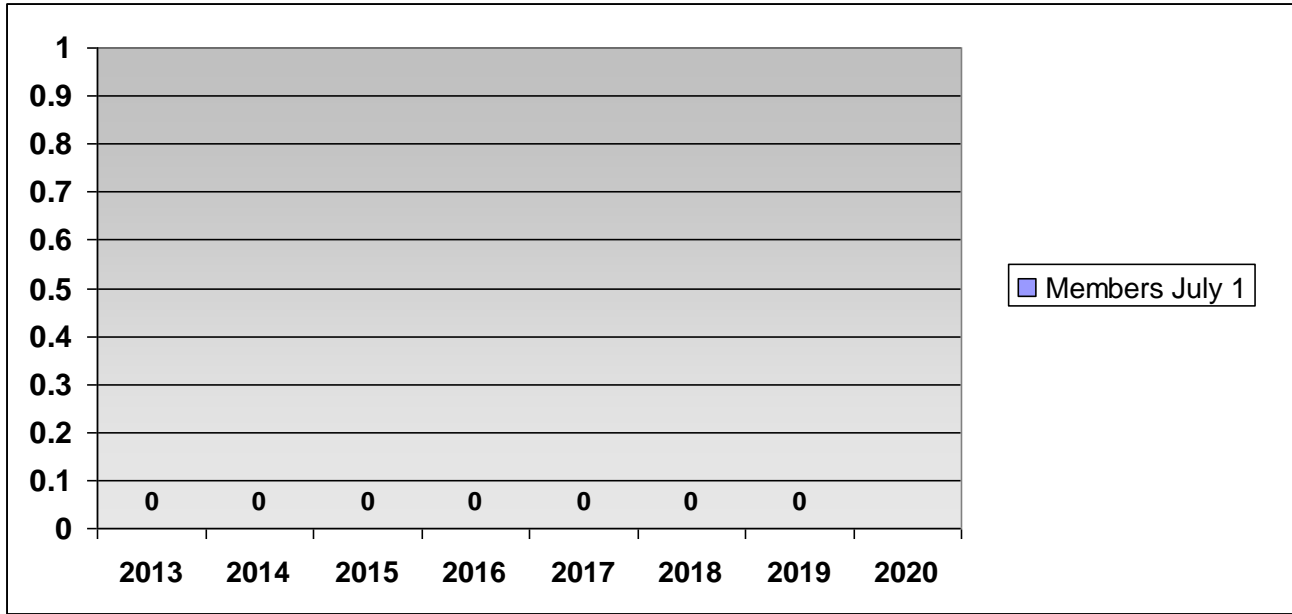
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	122	(a)
<b>Current Membership (8/3/2020)</b>	<b>122</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	17	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Florence







## Membership Goal Worksheet 2020-2021

Florence Breakfast

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 listed below

My club's **Annual Attrition Rate** (3-year average): 28.2%  
 My club's **Annual Attraction Rate** (3-year average): 26.9%  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	25
2019-2020	26
2018-2019	27
2017-2018	26
2016-2017	24
2015-2016	23
2014-2015	28
2013-2014	25

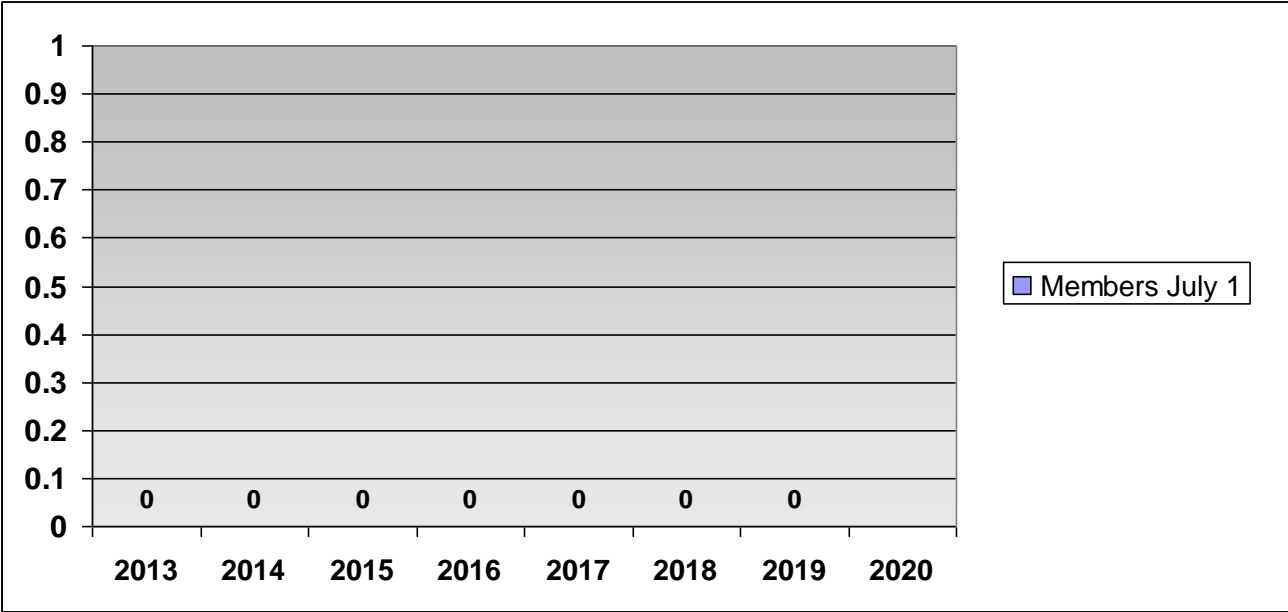
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	<b>25</b>	(a)
<b>Current Membership (8/3/2020)</b>	<b>22</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Florence Breakfast





## Membership Goal Worksheet 2020-2021

Florence 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 listed below

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

My club's **Annual Attraction Rate** (3-year average): **11.2%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	37
2019-2020	36
2018-2019	34
2017-2018	30
2016-2017	31
2015-2016	35
2014-2015	33
2013-2014	35

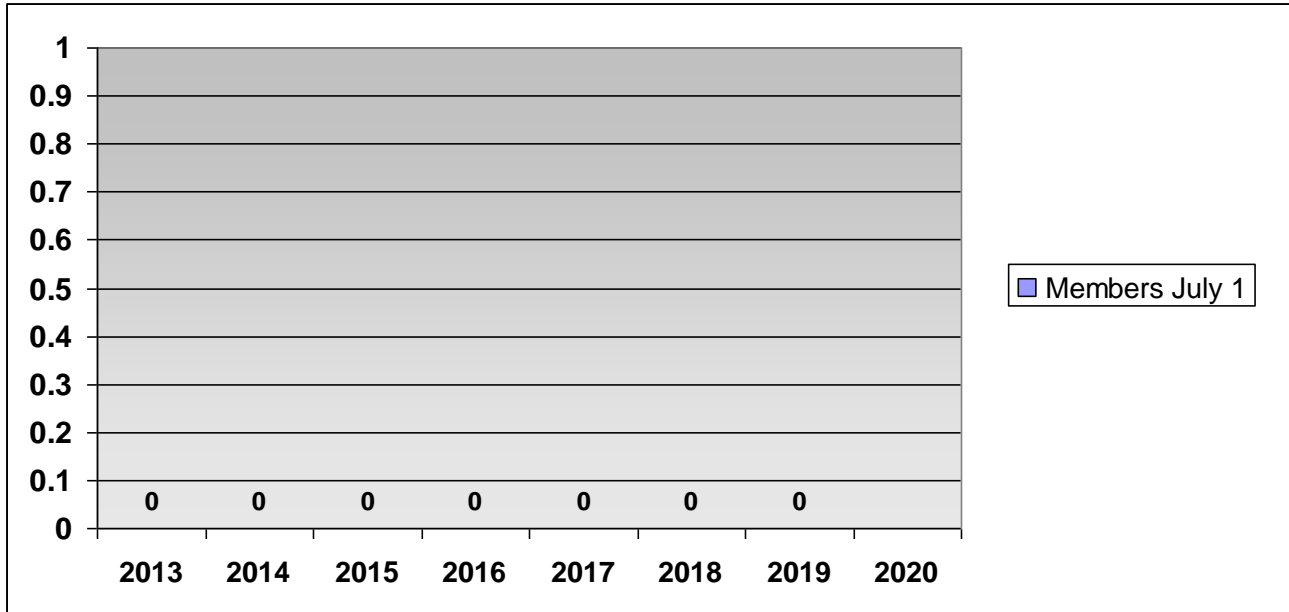
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	37	(a)
<b>Current Membership (8/3/2020)</b>	<b>37</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Florence West





## Membership Goal Worksheet 2020-2021

Forest Acres (Columbia)

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 listed below

My club's **Annual Attrition Rate** (3-year average): **18.8%**

My club's **Annual Attraction Rate** (3-year average): **25.8%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	44
2019-2020	42
2018-2019	42
2017-2018	35
2016-2017	33
2015-2016	34
2014-2015	36
2013-2014	38

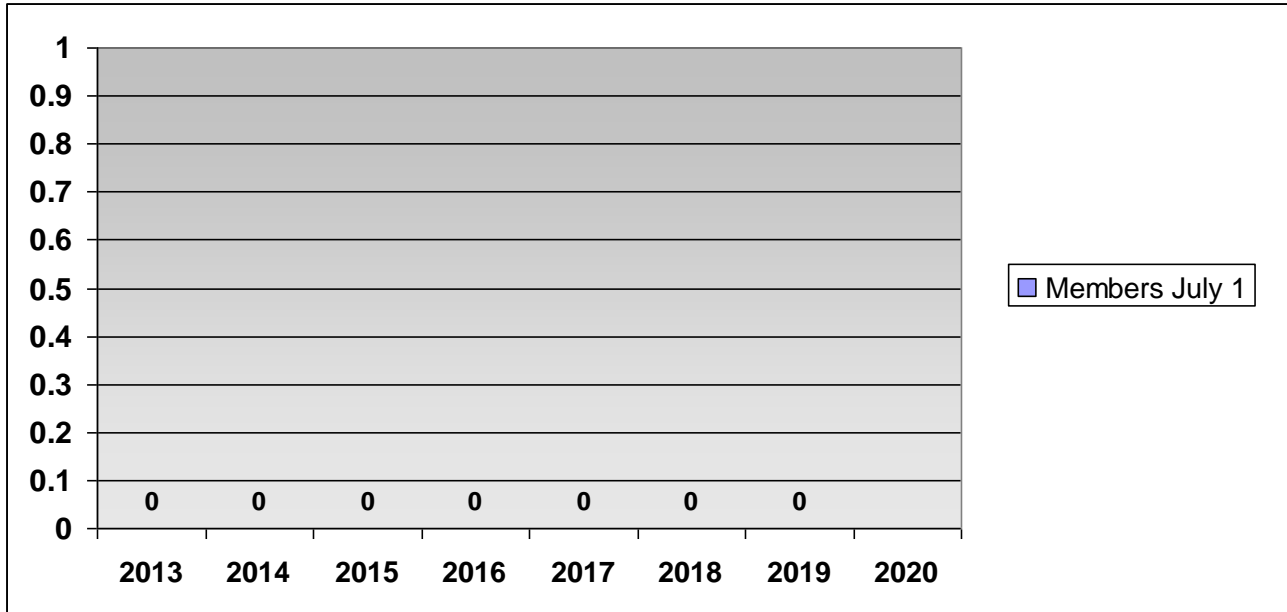
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	44	(a)
<b>Current Membership (8/3/2020)</b>	<b>45</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Forest Acres (Columbia)





## Membership Goal Worksheet 2020-2021

Georgetown

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 listed below

My club's **Annual Attrition Rate** (3-year average): **8.8%**

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

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	57
2019-2020	57
2018-2019	56
2017-2018	58
2016-2017	61
2015-2016	63
2014-2015	56
2013-2014	51

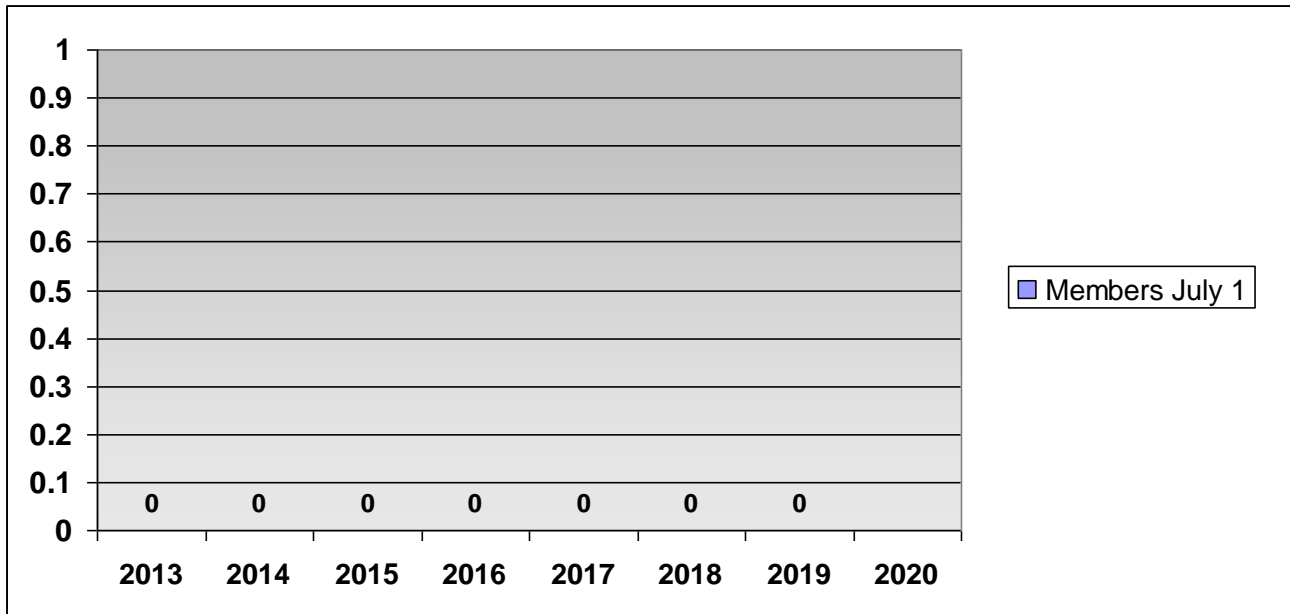
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	57	(a)
<b>Current Membership (8/3/2020)</b>	<b>56</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>6</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Georgetown







## Membership Goal Worksheet 2020-2021

Georgetown Evening

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 listed below

My club's **Annual Attrition Rate** (3-year average): **82.4%**

My club's **Annual Attraction Rate** (3-year average): **38.2%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	0
2019-2020	17
2018-2019	17
2017-2018	15
2016-2017	18
2015-2016	20
2014-2015	22
2013-2014	21

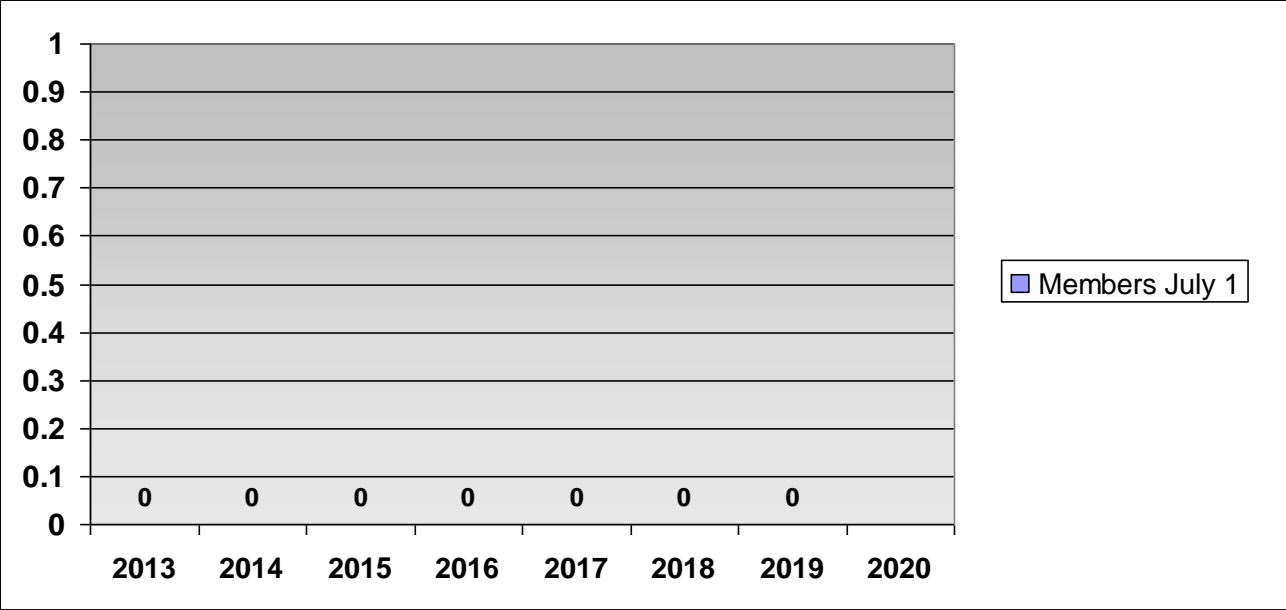
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	0	(a)
<b>Current Membership (8/3/2020)</b>	1	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	10	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Georgetown Evening





## Membership Goal Worksheet 2020-2021

Goose Creek

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 listed below

My club's **Annual Attrition Rate** (3-year average): **48.0%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	8
2019-2020	8
2018-2019	9
2017-2018	15
2016-2017	16
2015-2016	15
2014-2015	18
2013-2014	20

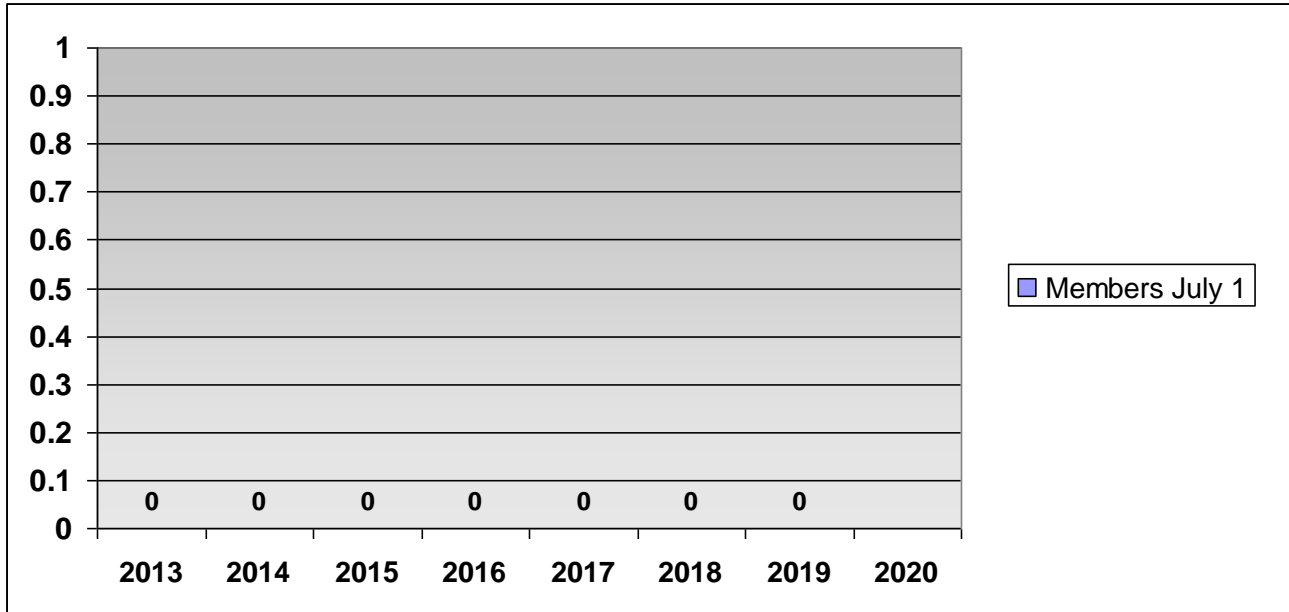
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	8	(a)
<b>Current Membership (8/3/2020)</b>	<b>8</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>4</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Goose Creek





## Membership Goal Worksheet 2020-2021

Hampton 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 listed below

My club's **Annual Attrition Rate** (3-year average): **8.3%**

My club's **Annual Attraction Rate** (3-year average): **11.7%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	21
2019-2020	20
2018-2019	19
2017-2018	19
2016-2017	19
2015-2016	18
2014-2015	21
2013-2014	26

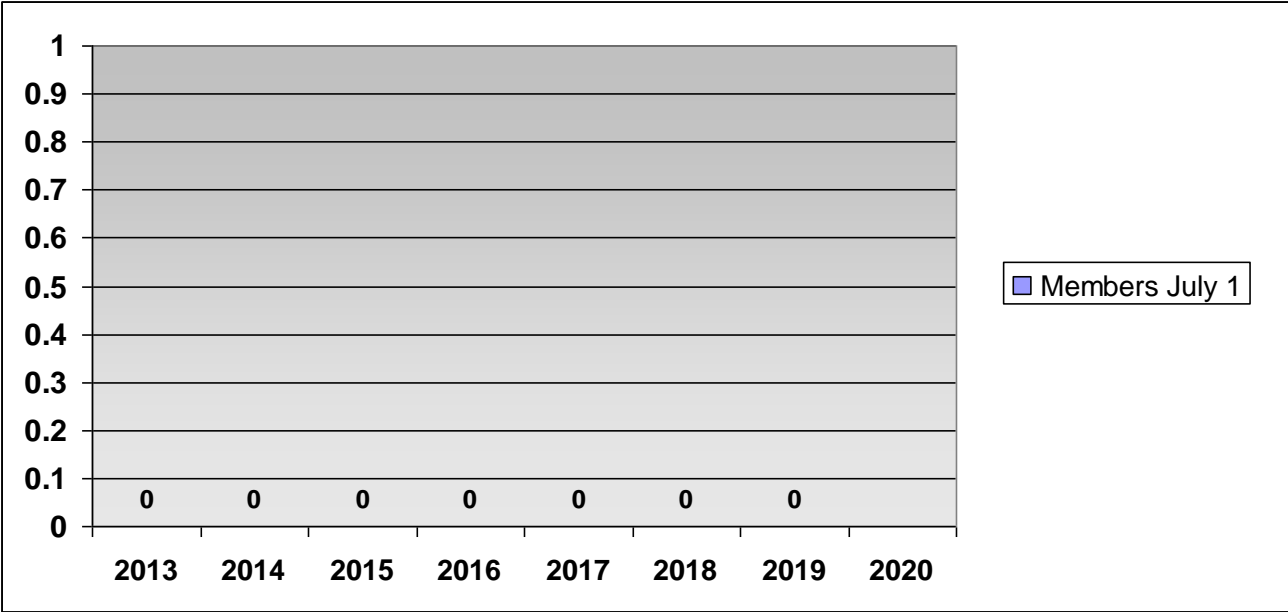
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	21	(a)
<b>Current Membership (8/3/2020)</b>	<b>21</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>2</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Hampton County





## Membership Goal Worksheet 2020-2021

Hartsville

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 listed below

My club's **Annual Attrition Rate** (3-year average): **26.0%**

My club's **Annual Attraction Rate** (3-year average): **26.0%**

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)
2020-2021 (Current Year)	57
2019-2020	63
2018-2019	84
2017-2018	57
2016-2017	63
2015-2016	56
2014-2015	60
2013-2014	57

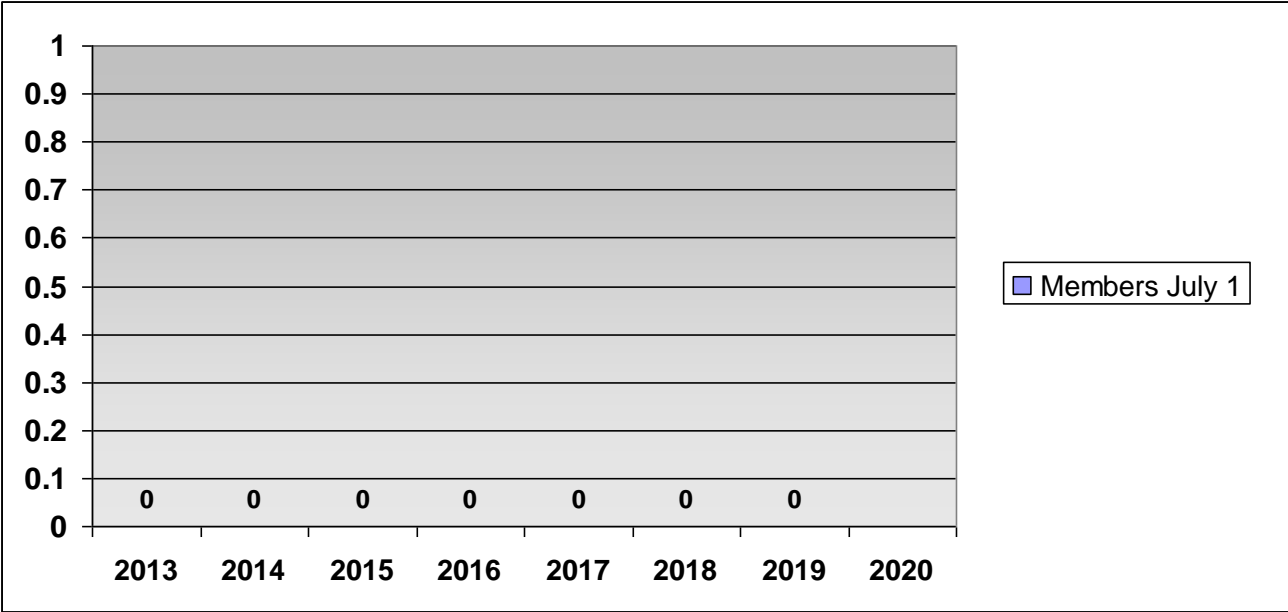
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	57	(a)
<b>Current Membership (8/3/2020)</b>	57	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	18	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Hartsville







## Membership Goal Worksheet 2020-2021

Hilton Head 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 listed below

My club's **Annual Attrition Rate** (3-year average): **13.8%**  
 My club's **Annual Attraction Rate** (3-year average): **9.1%**  
 My club's **Annual Net Growth Rate**: **- 4.7%**

**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)
2020-2021 (Current Year)	124
2019-2020	140
2018-2019	142
2017-2018	143
2016-2017	152
2015-2016	152
2014-2015	149
2013-2014	148

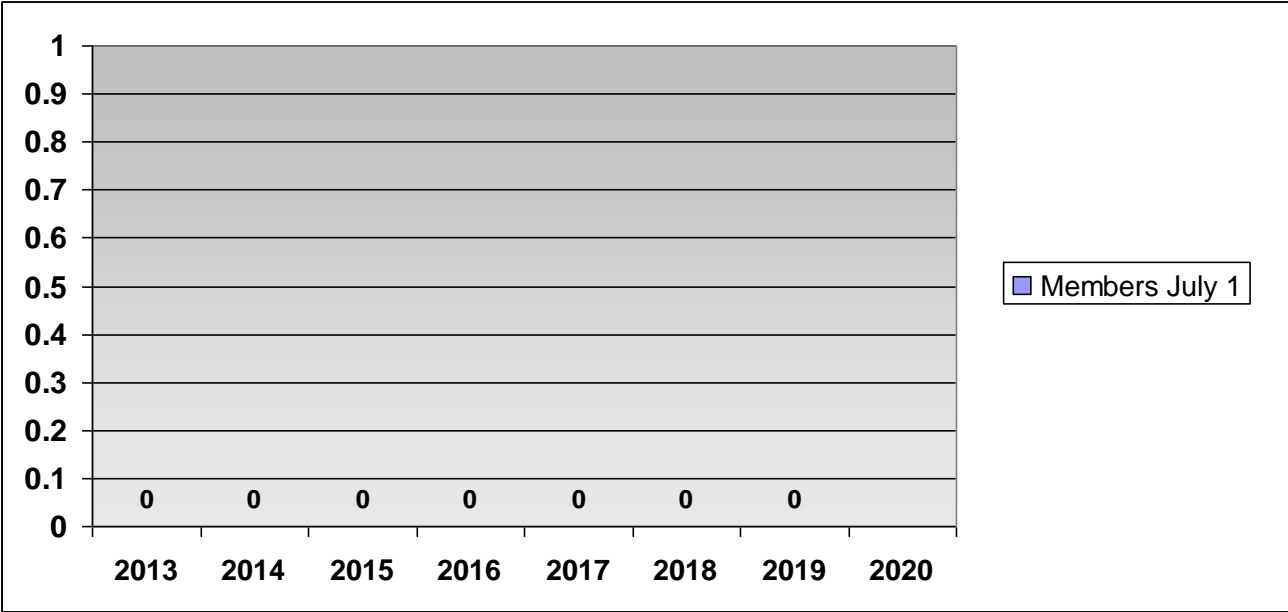
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	124	(a)
<b>Current Membership (8/3/2020)</b>	<b>123</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	19	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Hilton Head Island





## Membership Goal Worksheet 2020-2021

Hilton Head Island-Sunset

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 listed below

My club's **Annual Attrition Rate** (3-year average): **11.5%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	32
2019-2020	29
2018-2019	26
2017-2018	29
2016-2017	38
2015-2016	37
2014-2015	35
2013-2014	31

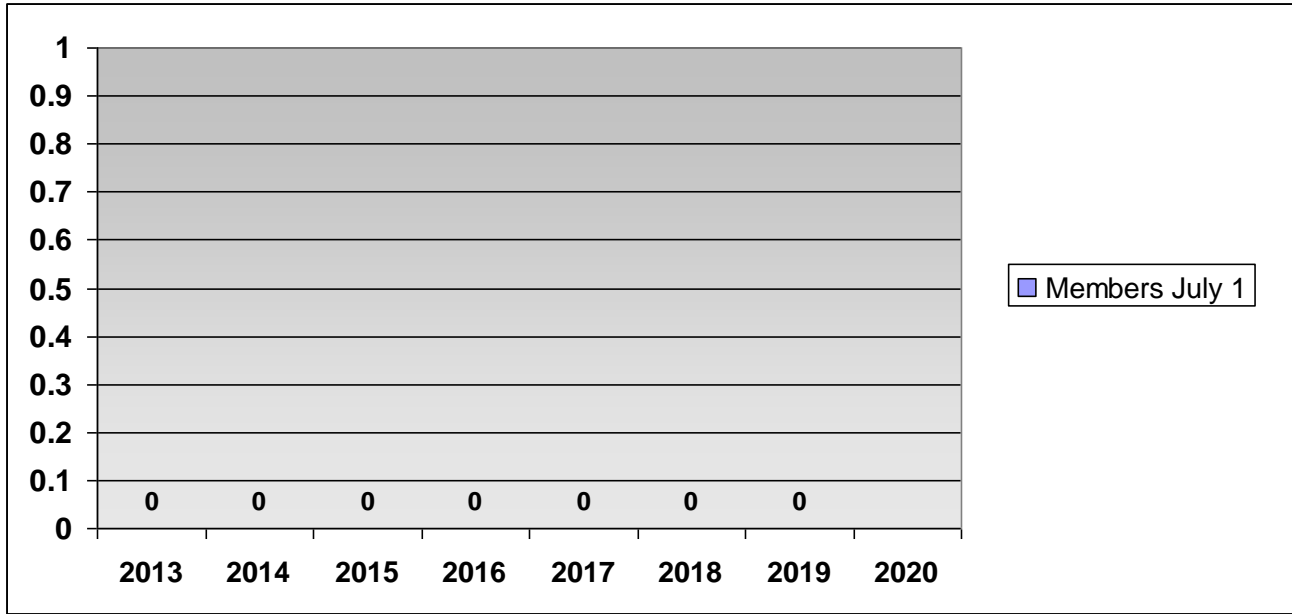
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	32	(a)
<b>Current Membership (8/3/2020)</b>	<b>32</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Hilton Head Island-Sunset





## Membership Goal Worksheet 2020-2021

Hilton Head Island-Van  
Landingham

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 listed below

My club's **Annual Attrition Rate** (3-year average): **25.9%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	44
2019-2020	61
2018-2019	57
2017-2018	66
2016-2017	56
2015-2016	60
2014-2015	54
2013-2014	47

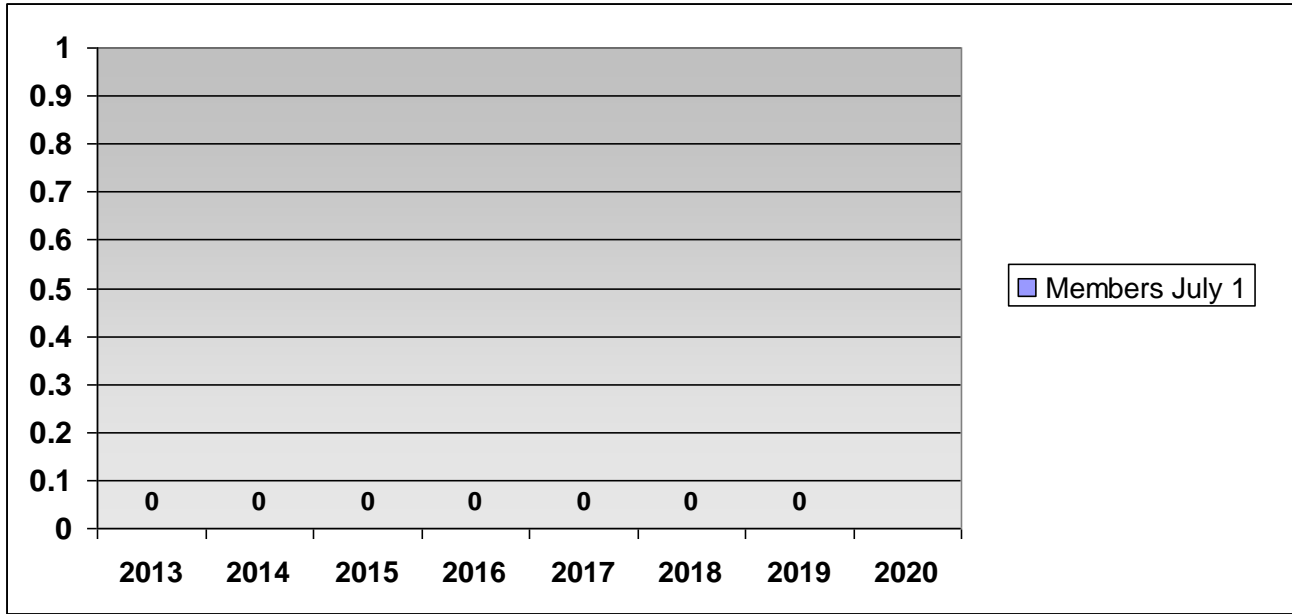
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	44	(a)
<b>Current Membership (8/3/2020)</b>	<b>44</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	14	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Hilton Head Island-Van  
Landingham





## Membership Goal Worksheet 2020-2021

Jasper 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 listed below

My club's **Annual Attrition Rate** (3-year average): **21.6%**

My club's **Annual Attraction Rate** (3-year average): **13.5%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	11
2019-2020	14
2018-2019	12
2017-2018	14
2016-2017	16
2015-2016	24
2014-2015	20
2013-2014	15

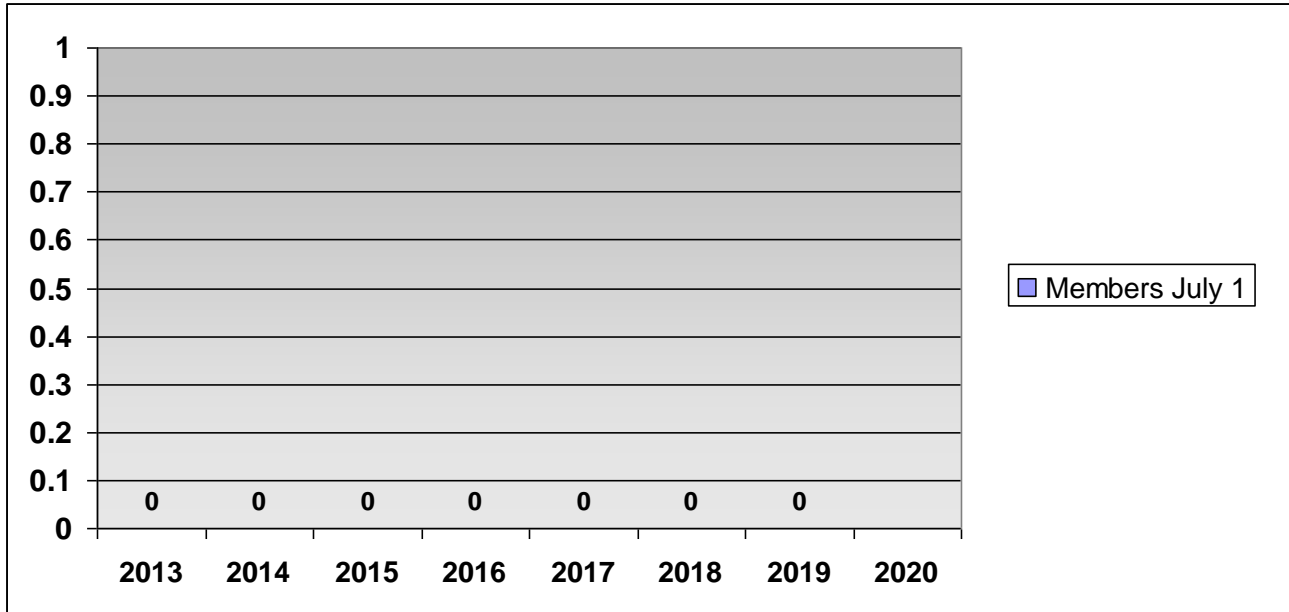
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	11	(a)
<b>Current Membership (8/3/2020)</b>	<b>11</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>3</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Jasper County







## Membership Goal Worksheet 2020-2021

Kingstree

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 listed below

My club's **Annual Attrition Rate** (3-year average): **18.4%**

My club's **Annual Attraction Rate** (3-year average): **21.1%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	25
2019-2020	29
2018-2019	22
2017-2018	23
2016-2017	23
2015-2016	23
2014-2015	25
2013-2014	29

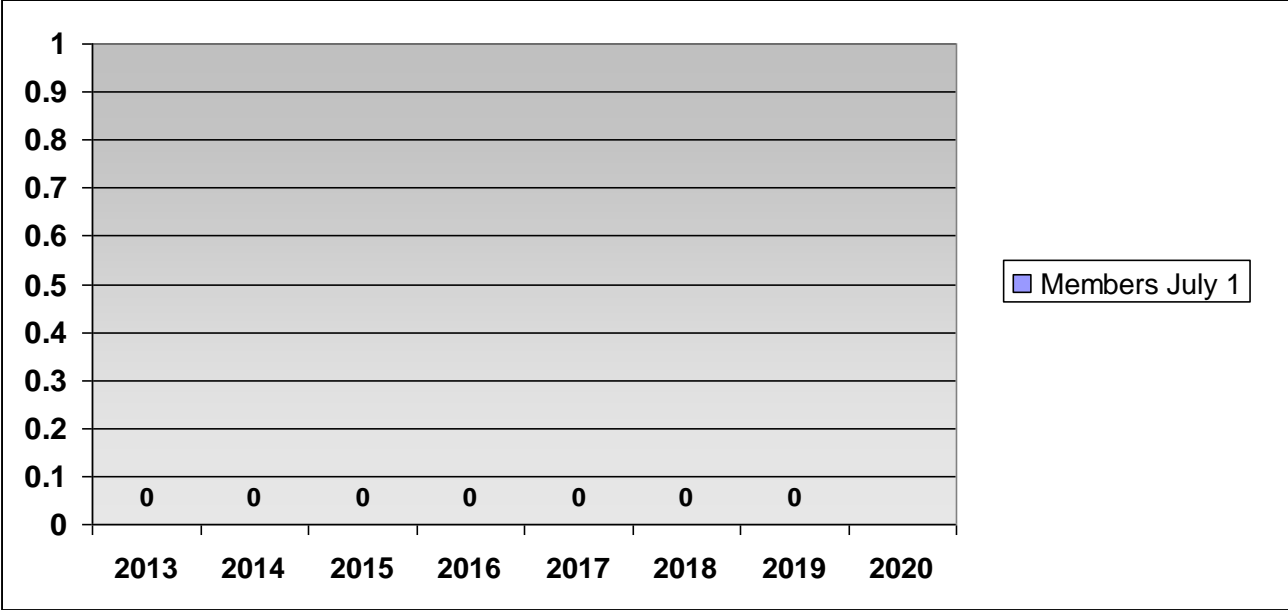
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	25	(a)
<b>Current Membership (8/3/2020)</b>	<b>24</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	5	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Kingstree





## Membership Goal Worksheet 2020-2021

Lake 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 listed below

My club's **Annual Attrition Rate** (3-year average): **20.2%**

My club's **Annual Attraction Rate** (3-year average): **2.2%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	23
2019-2020	31
2018-2019	35
2017-2018	39
2016-2017	40
2015-2016	40
2014-2015	47
2013-2014	39

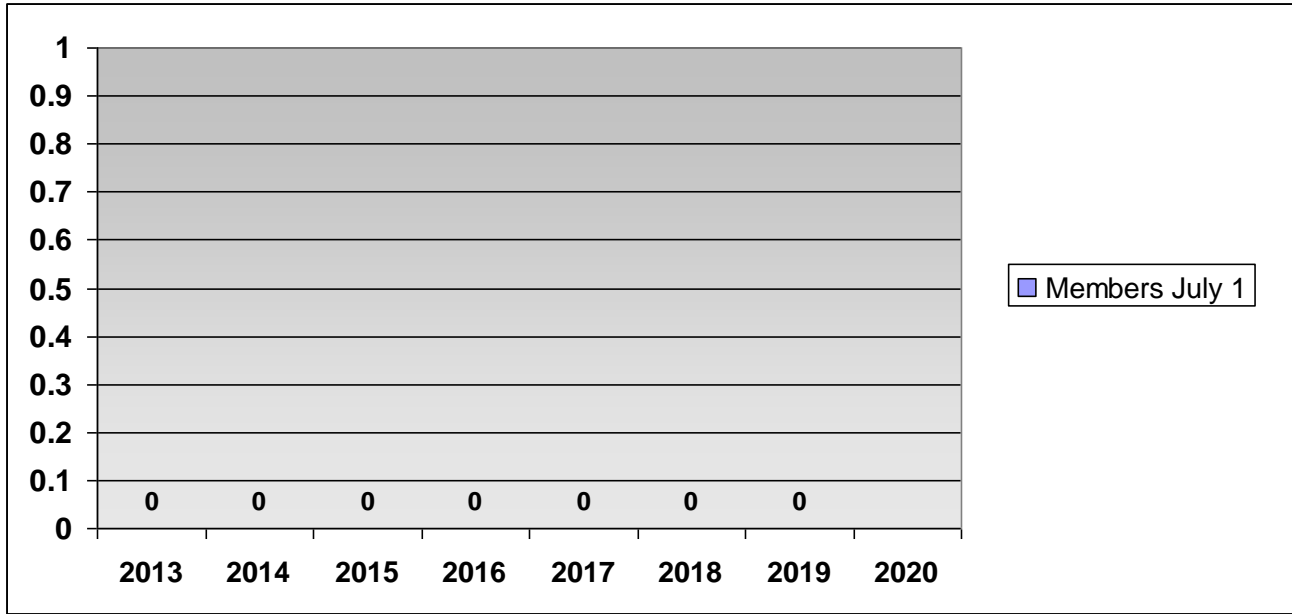
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	23	(a)
<b>Current Membership (8/3/2020)</b>	<b>23</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>6</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Lake City





## Membership Goal Worksheet 2020-2021

Lake Marion At Santee

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 listed below

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

My club's **Annual Attraction Rate** (3-year average): **22.7%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	15
2019-2020	17
2018-2019	12
2017-2018	12
2016-2017	13
2015-2016	13
2014-2015	11
2013-2014	11

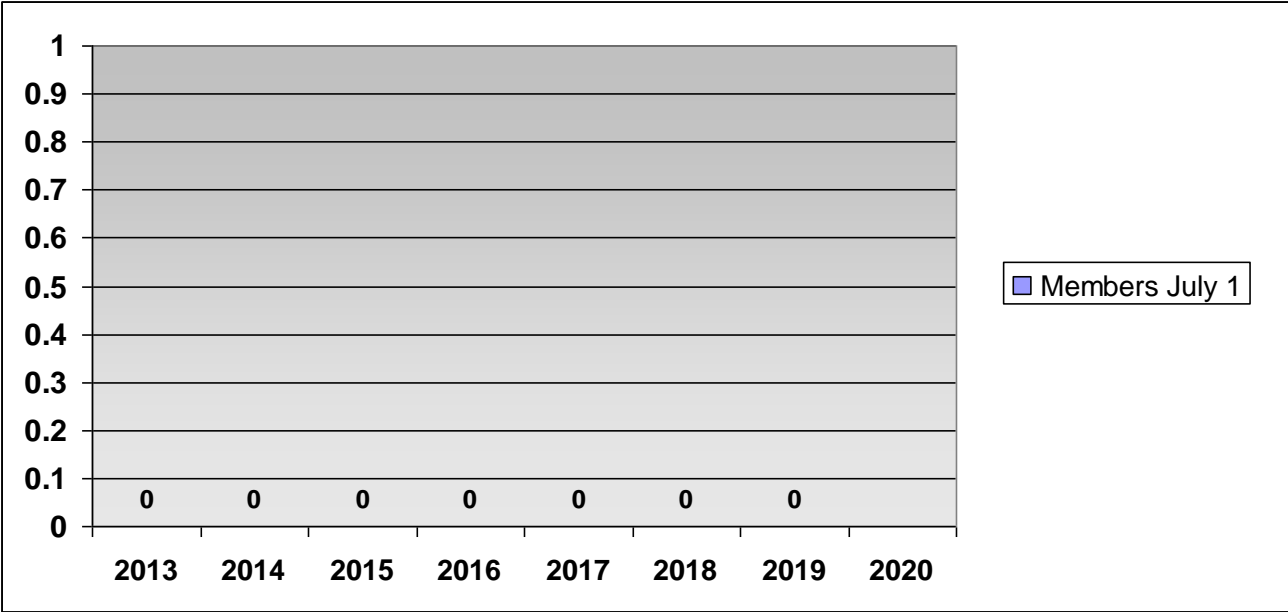
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	15	(a)
<b>Current Membership (8/3/2020)</b>	<b>15</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>3</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Lake Marion At Santee





## Membership Goal Worksheet 2020-2021

Lake Murray-Irmo

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 listed below

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

My club's **Annual Attraction Rate** (3-year average): **16.8%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	57
2019-2020	56
2018-2019	54
2017-2018	54
2016-2017	54
2015-2016	56
2014-2015	60
2013-2014	58

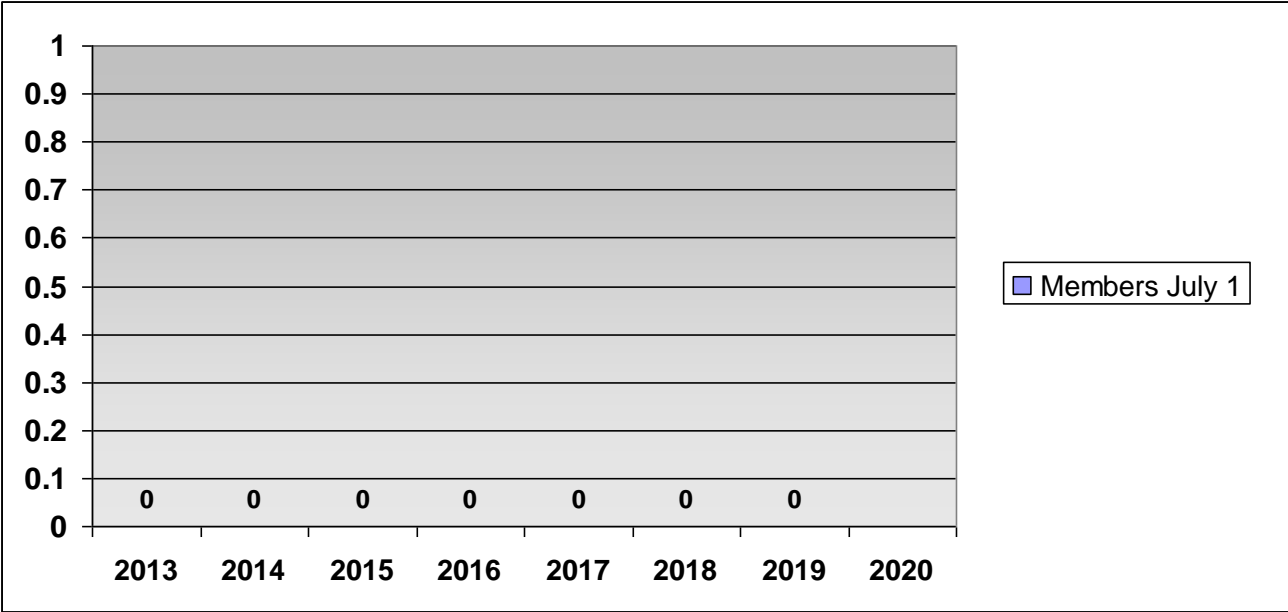
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	57	(a)
<b>Current Membership (8/3/2020)</b>	<b>57</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	9	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Lake Murray-Irmo







## Membership Goal Worksheet 2020-2021

Latta

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 listed below

My club's **Annual Attrition Rate** (3-year average): **17.2%**  
 My club's **Annual Attraction Rate** (3-year average): **11.8%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	29
2019-2020	31
2018-2019	33
2017-2018	34
2016-2017	31
2015-2016	32
2014-2015	32
2013-2014	20

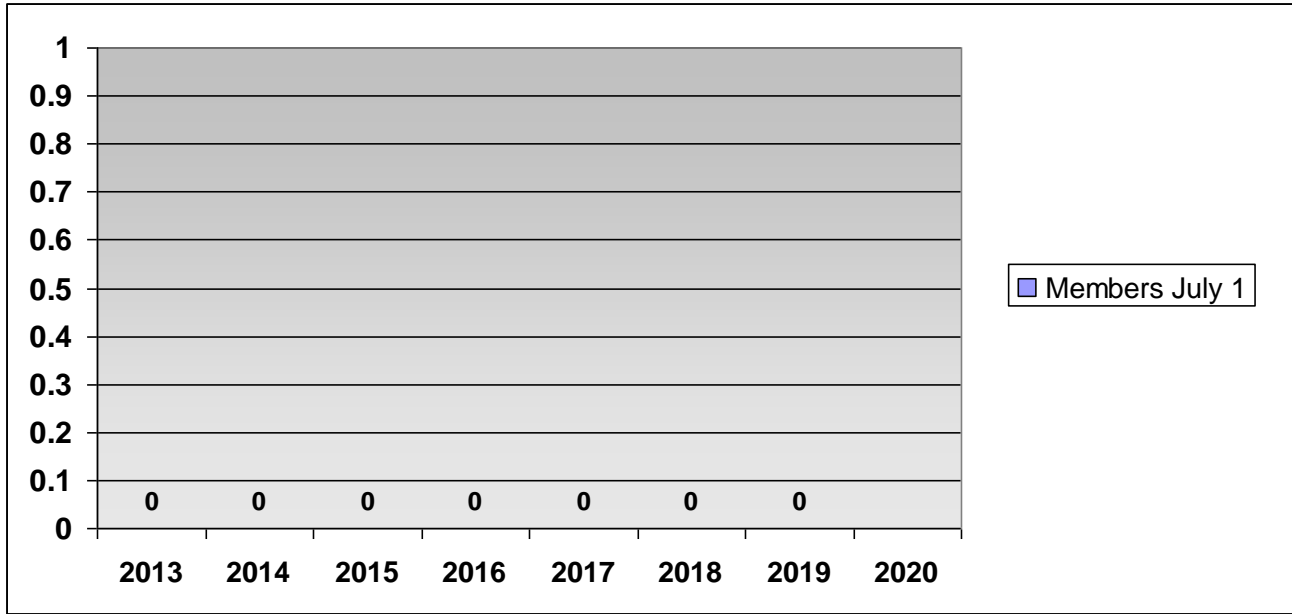
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	29	(a)
<b>Current Membership (8/3/2020)</b>	<b>28</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	6	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Latta





## Membership Goal Worksheet 2020-2021

Lexington

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 listed below

My club's **Annual Attrition Rate** (3-year average): **11.0%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	74
2019-2020	73
2018-2019	72
2017-2018	71
2016-2017	77
2015-2016	73
2014-2015	78
2013-2014	82

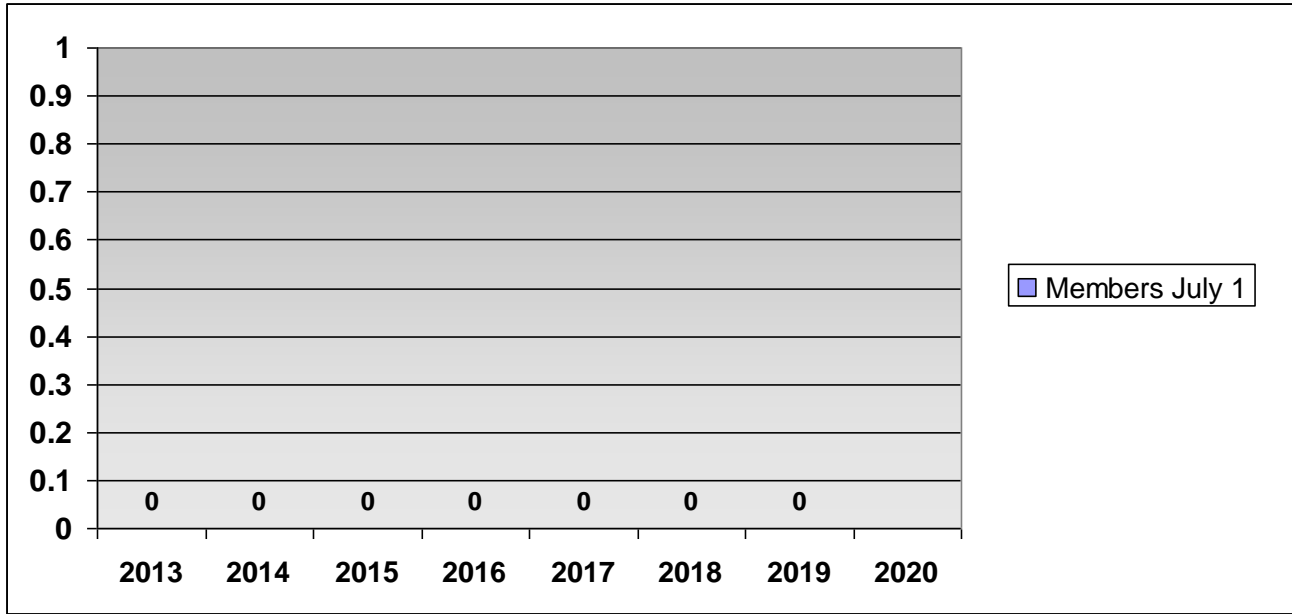
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	74	(a)
<b>Current Membership (8/3/2020)</b>	74	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	8	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Lexington





## Membership Goal Worksheet 2020-2021

Little River

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 listed below

My club's **Annual Attrition Rate** (3-year average): **26.7%**

My club's **Annual Attraction Rate** (3-year average): **33.3%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	33
2019-2020	27
2018-2019	30
2017-2018	27
2016-2017	28
2015-2016	29
2014-2015	27
2013-2014	25

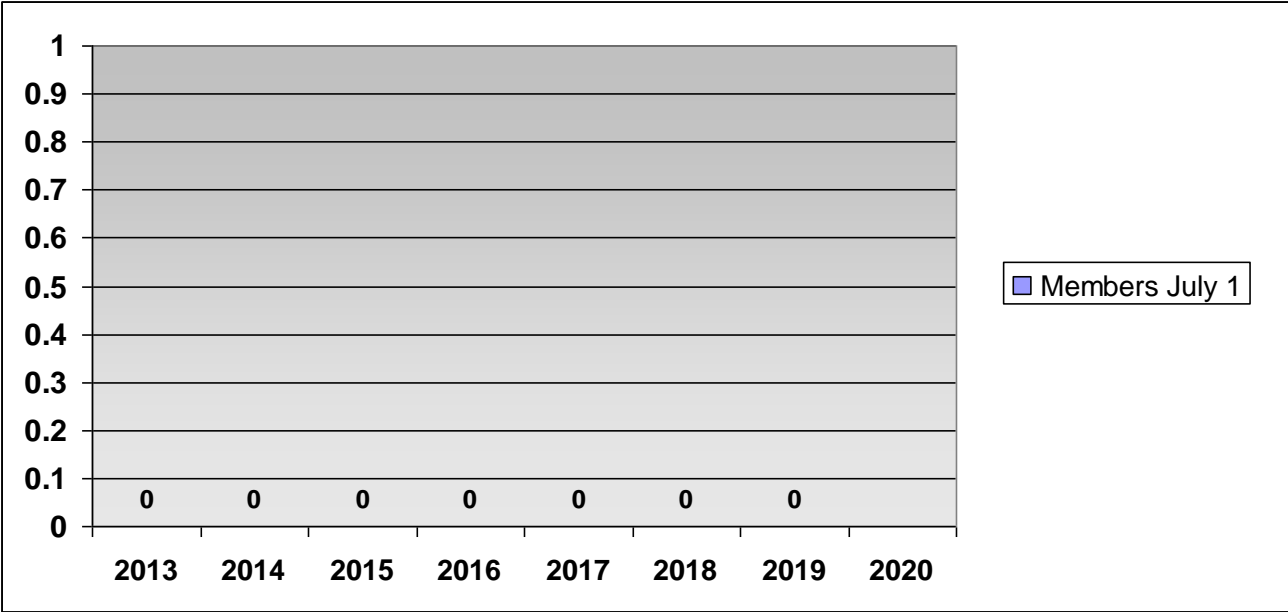
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	33	(a)
<b>Current Membership (8/3/2020)</b>	<b>33</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	8	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Little River





## Membership Goal Worksheet 2020-2021

Lowcountry-Beaufort

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 listed below

My club's **Annual Attrition Rate** (3-year average): **15.8%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	38
2019-2020	42
2018-2019	40
2017-2018	33
2016-2017	37
2015-2016	36
2014-2015	36
2013-2014	38

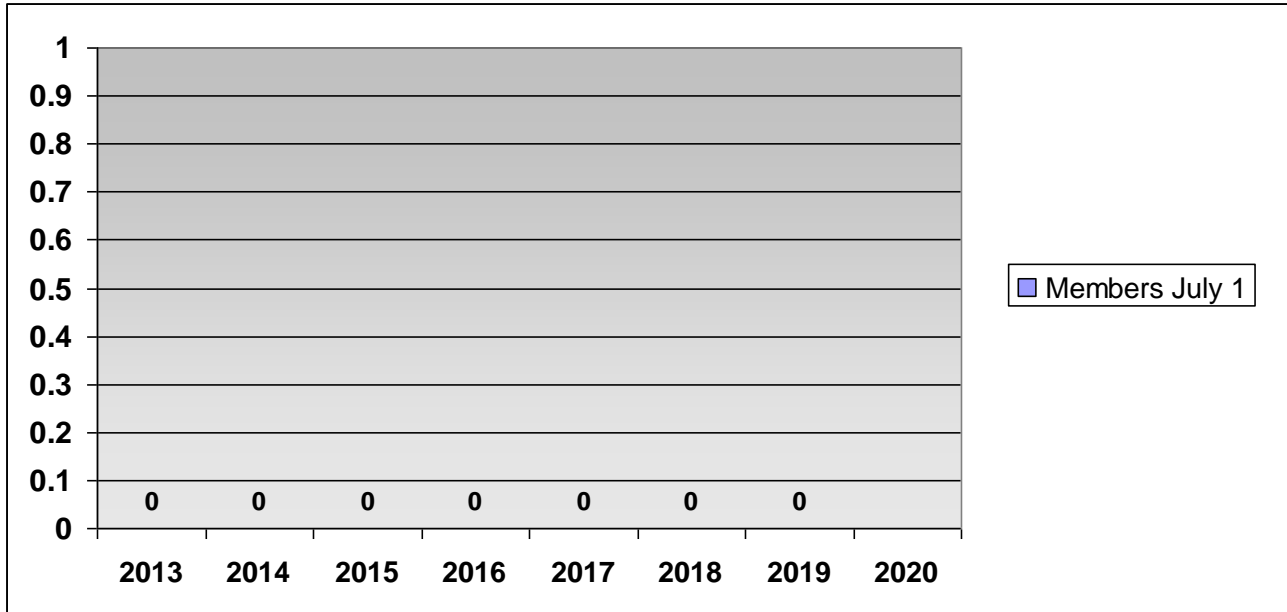
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	38	(a)
<b>Current Membership (8/3/2020)</b>	<b>38</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	7	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Lowcountry-Beaufort







## Membership Goal Worksheet 2020-2021

Main Street-Columbia

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 listed below

My club's **Annual Attrition Rate** (3-year average): **31.2%**

My club's **Annual Attraction Rate** (3-year average): **16.1%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	24
2019-2020	31
2018-2019	38
2017-2018	38
2016-2017	31
2015-2016	26
2014-2015	
2013-2014	

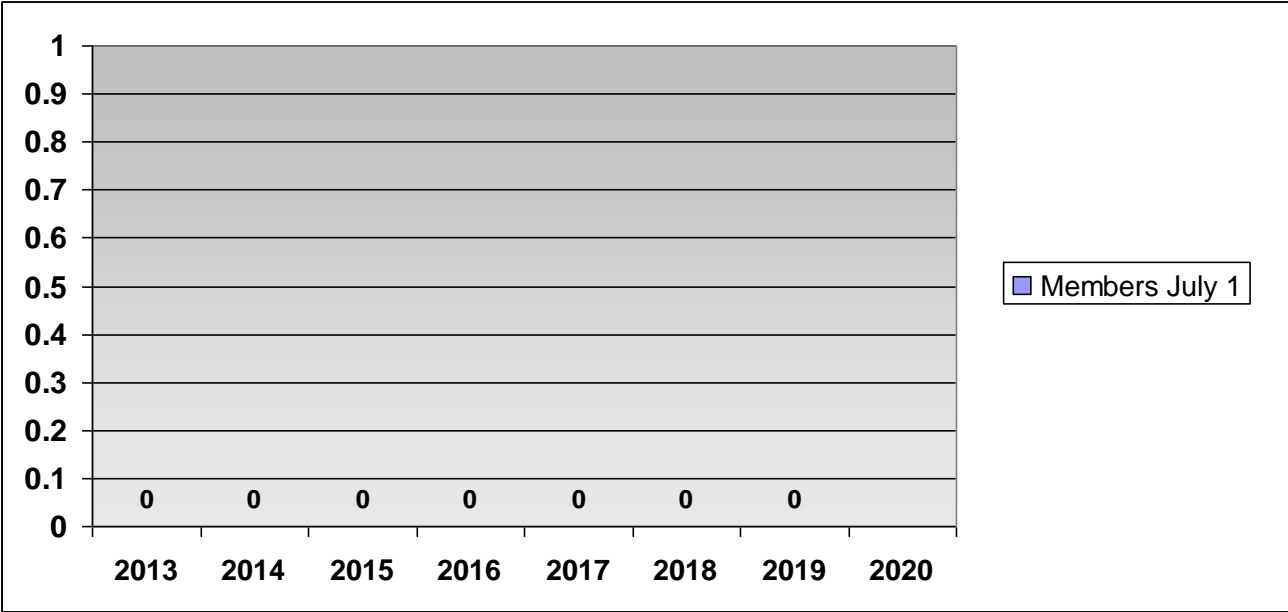
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	24	(a)
<b>Current Membership (8/3/2020)</b>	<b>24</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	10	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Main Street-Columbia





## Membership Goal Worksheet 2020-2021

Manning

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 listed below

My club's **Annual Attrition Rate** (3-year average): **9.2%**

My club's **Annual Attraction Rate** (3-year average): **18.4%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	54
2019-2020	50
2018-2019	37
2017-2018	41
2016-2017	44
2015-2016	47
2014-2015	47
2013-2014	56

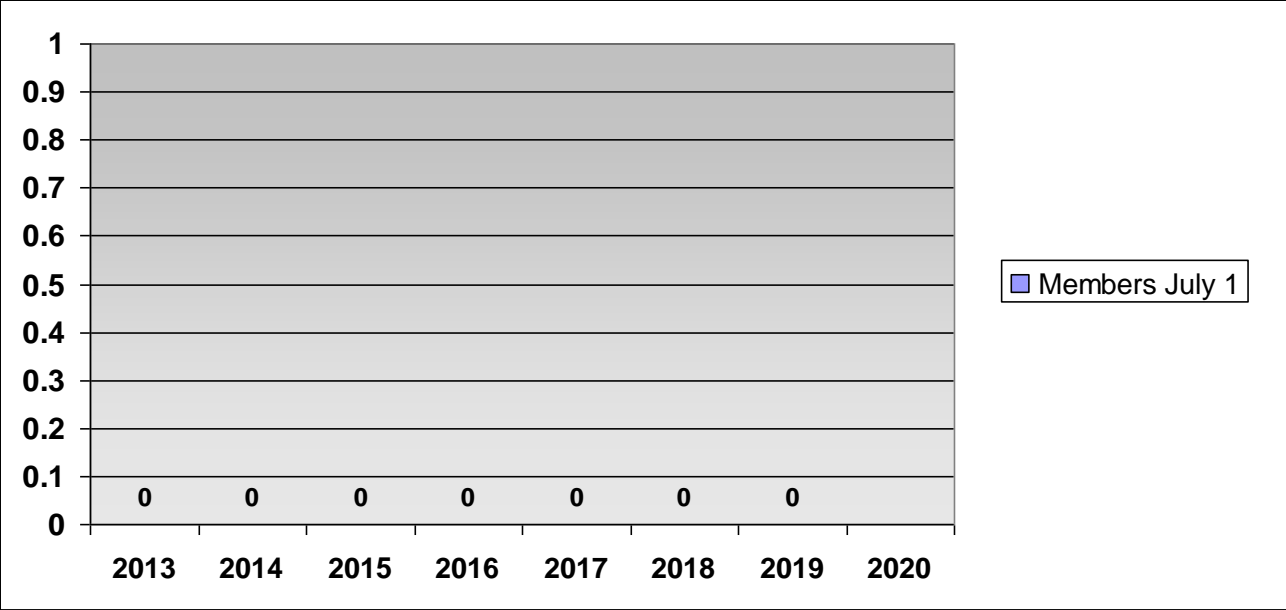
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	54	(a)
<b>Current Membership (8/3/2020)</b>	<b>54</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	5	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Manning





## Membership Goal Worksheet 2020-2021

Marion Mullins

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 listed below

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

My club's **Annual Attraction Rate** (3-year average): **27.7%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	43
2019-2020	46
2018-2019	41
2017-2018	16
2016-2017	22
2015-2016	23
2014-2015	25
2013-2014	21

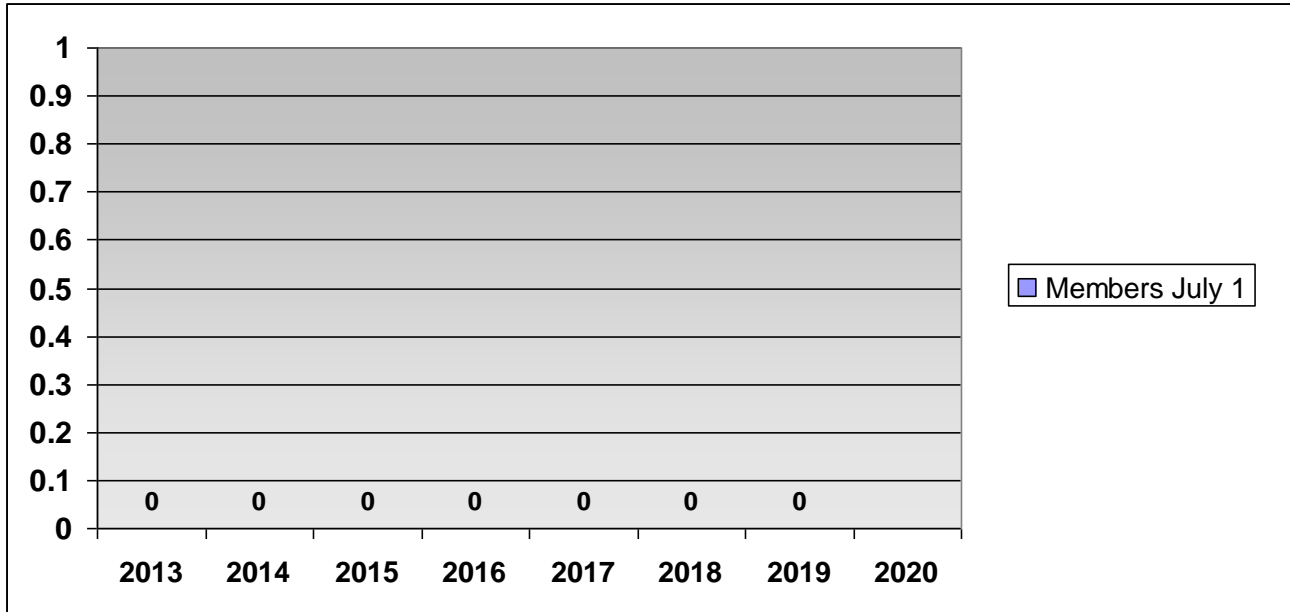
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	43	(a)
<b>Current Membership (8/3/2020)</b>	<b>43</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	5	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Marion Mullins





## Membership Goal Worksheet 2020-2021

Moncks Corner

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 listed below

My club's **Annual Attrition Rate** (3-year average): **12.5%**

My club's **Annual Attraction Rate** (3-year average): **11.5%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	30
2019-2020	33
2018-2019	33
2017-2018	31
2016-2017	33
2015-2016	35
2014-2015	32
2013-2014	29

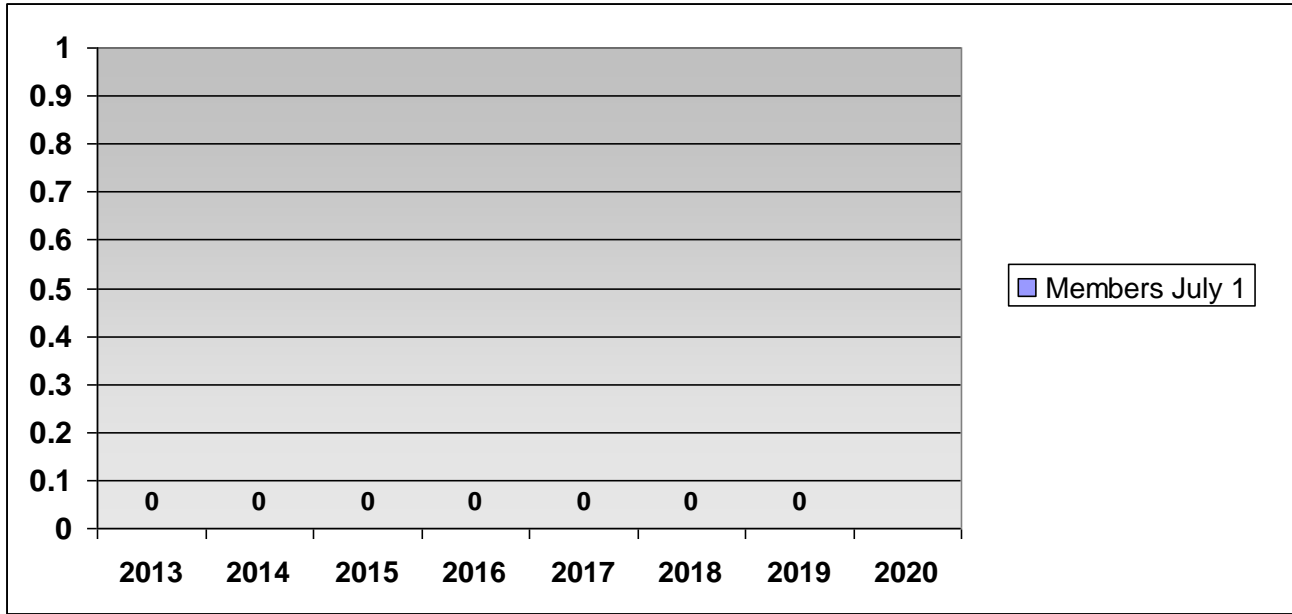
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	30	(a)
<b>Current Membership (8/3/2020)</b>	<b>30</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Moncks Corner







## Membership Goal Worksheet 2020-2021

Mt. Pleasant

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 listed below

My club's **Annual Attrition Rate** (3-year average): **15.0%**  
 My club's **Annual Attraction Rate** (3-year average): **15.4%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	78
2019-2020	76
2018-2019	73
2017-2018	77
2016-2017	78
2015-2016	74
2014-2015	71
2013-2014	69

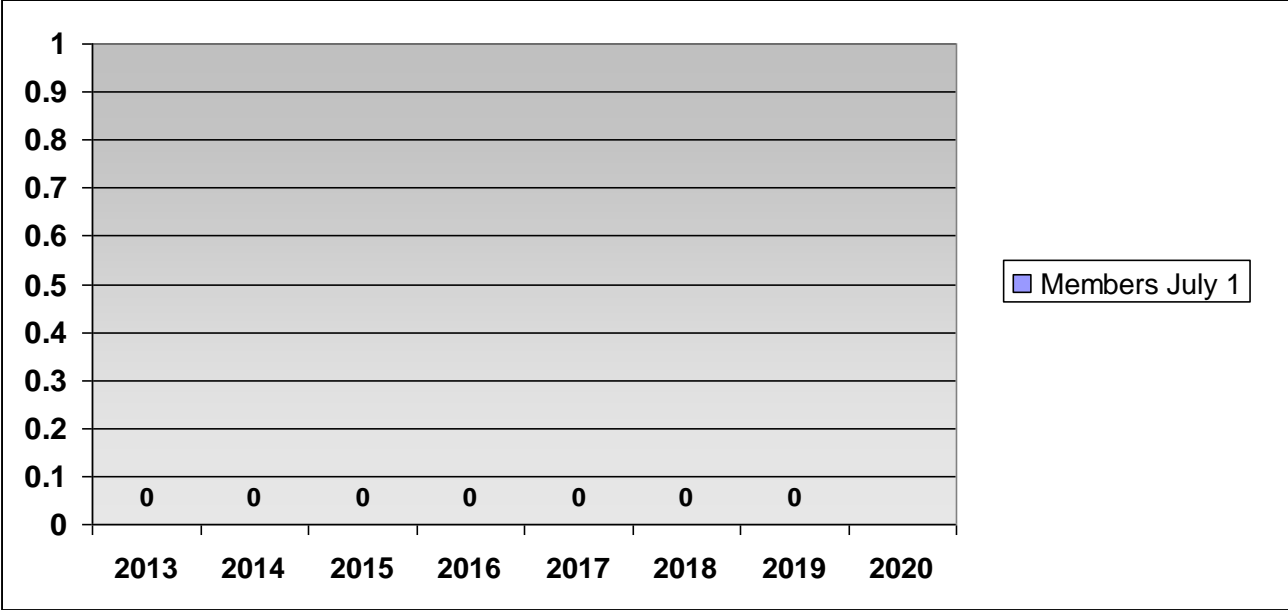
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	78	(a)
<b>Current Membership (8/3/2020)</b>	<b>78</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>12</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Mt. Pleasant





## Membership Goal Worksheet 2020-2021

Murrells Inlet

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 listed below

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

My club's **Annual Attraction Rate** (3-year average): **18.2%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	52
2019-2020	46
2018-2019	50
2017-2018	47
2016-2017	48
2015-2016	58
2014-2015	48
2013-2014	42

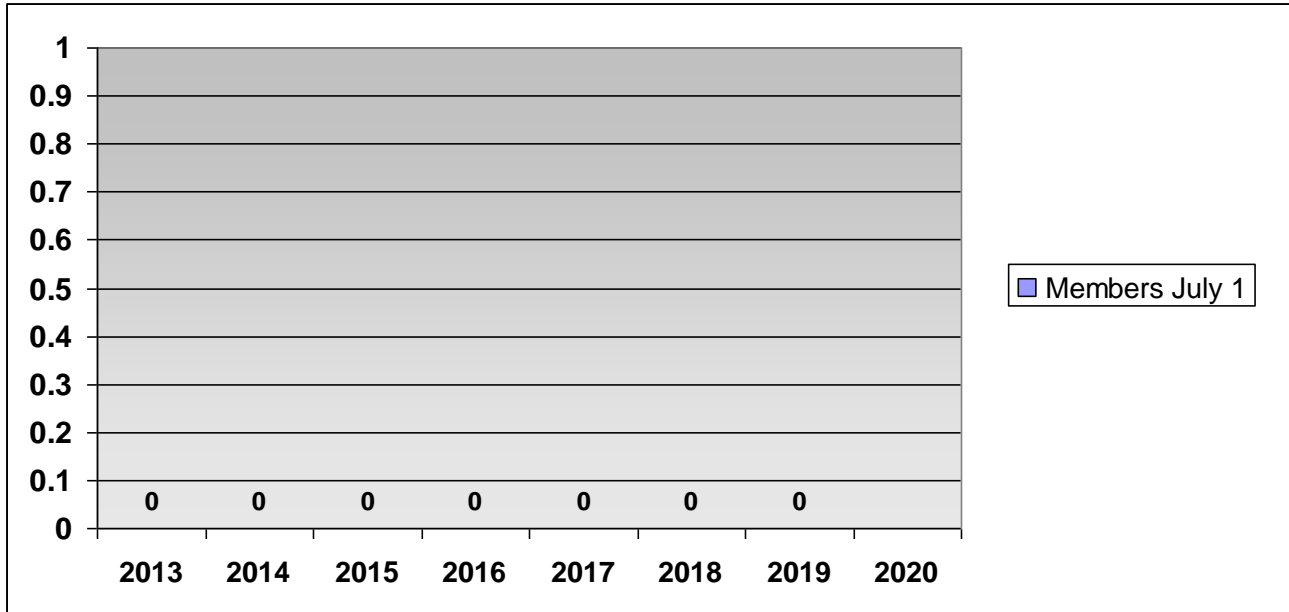
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	52	(a)
<b>Current Membership (8/3/2020)</b>	<b>52</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Murrells Inlet





## Membership Goal Worksheet 2020-2021

Myrtle 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 listed below

My club's **Annual Attrition Rate** (3-year average): **13.7%**  
 My club's **Annual Attraction Rate** (3-year average): **12.8%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	108
2019-2020	114
2018-2019	99
2017-2018	111
2016-2017	115
2015-2016	114
2014-2015	111
2013-2014	110

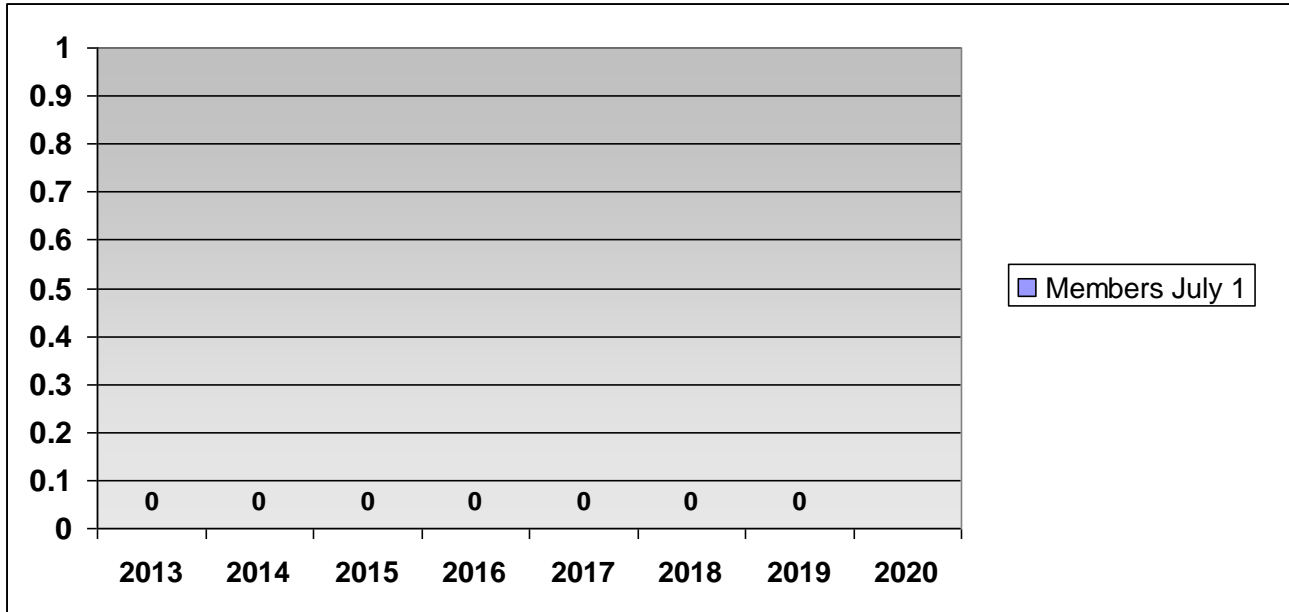
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	108	(a)
<b>Current Membership (8/3/2020)</b>	<b>108</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	15	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Myrtle Beach





## Membership Goal Worksheet 2020-2021

Myrtle Beach-Chicora

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 listed below

My club's **Annual Attrition Rate** (3-year average): **12.4%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	60
2019-2020	50
2018-2019	51
2017-2018	57
2016-2017	58
2015-2016	61
2014-2015	53
2013-2014	52

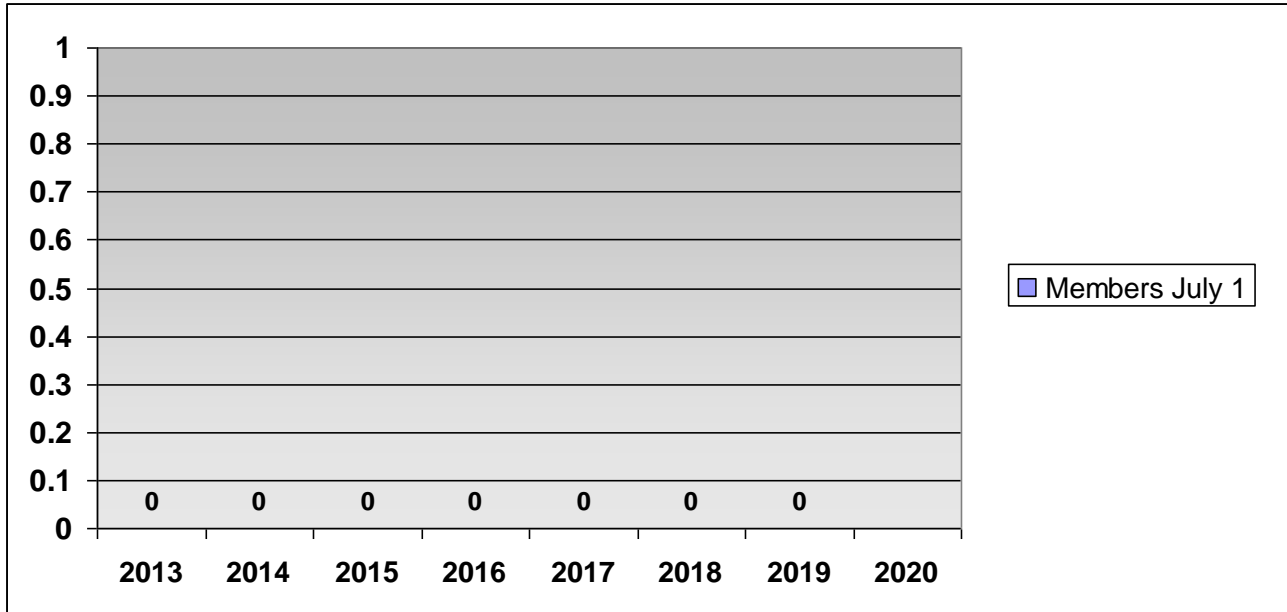
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	60	(a)
<b>Current Membership (8/3/2020)</b>	<b>60</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>7</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Myrtle Beach-Chicora







## Membership Goal Worksheet 2020-2021

Myrtle 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 listed below

My club's **Annual Attrition Rate** (3-year average): **8.9%**

My club's **Annual Attraction Rate** (3-year average): **6.7%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	15
2019-2020	14
2018-2019	16
2017-2018	16
2016-2017	16
2015-2016	16
2014-2015	15
2013-2014	15

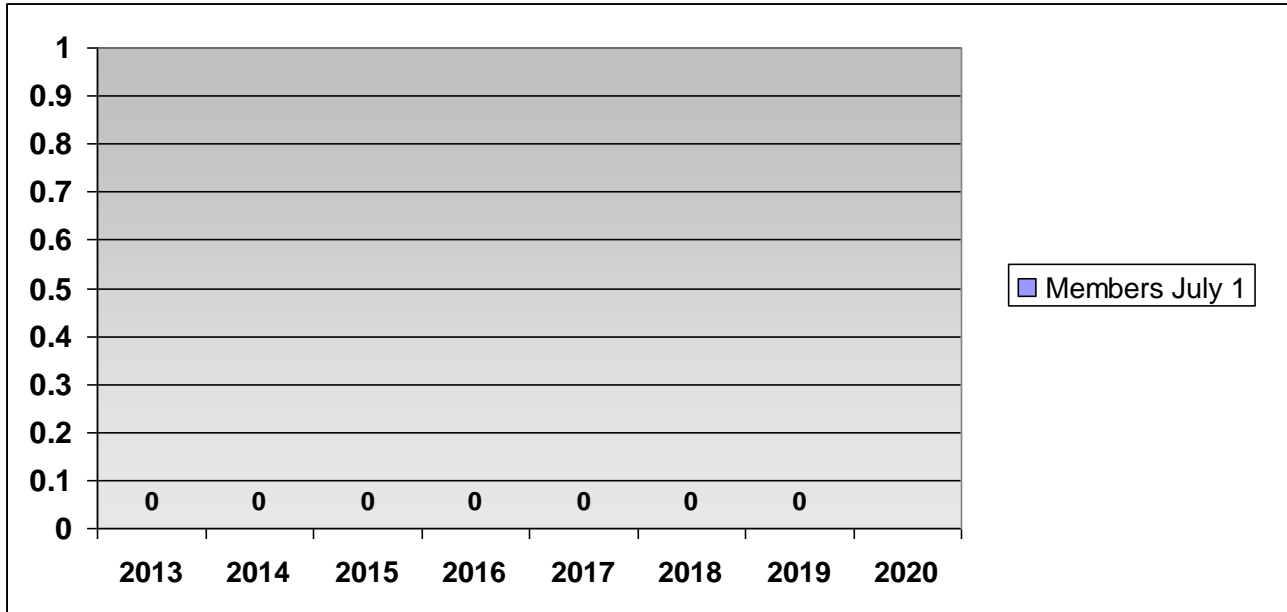
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	15	(a)
<b>Current Membership (8/3/2020)</b>	<b>15</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>2</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Myrtle Beach Sunrise





## Membership Goal Worksheet 2020-2021

North Charleston

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 listed below

My club's **Annual Attrition Rate** (3-year average): **10.1%**  
 My club's **Annual Attraction Rate** (3-year average): **2.4%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	54
2019-2020	57
2018-2019	58
2017-2018	67
2016-2017	71
2015-2016	78
2014-2015	76
2013-2014	78

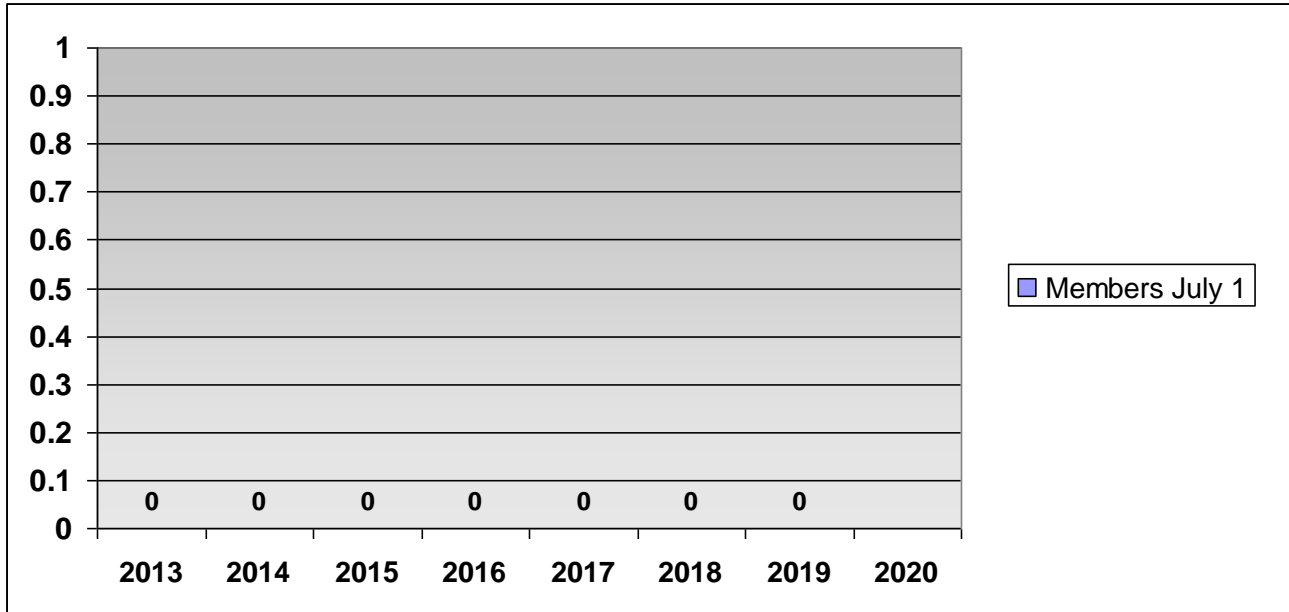
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	54	(a)
<b>Current Membership (8/3/2020)</b>	<b>54</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>6</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

North Charleston





# Membership Goal Worksheet 2020-2021

North Charleston-Breakfast

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 listed below

My club's **Annual Attrition Rate** (3-year average): **34.5%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	26
2019-2020	38
2018-2019	49
2017-2018	49
2016-2017	47
2015-2016	45
2014-2015	48
2013-2014	41

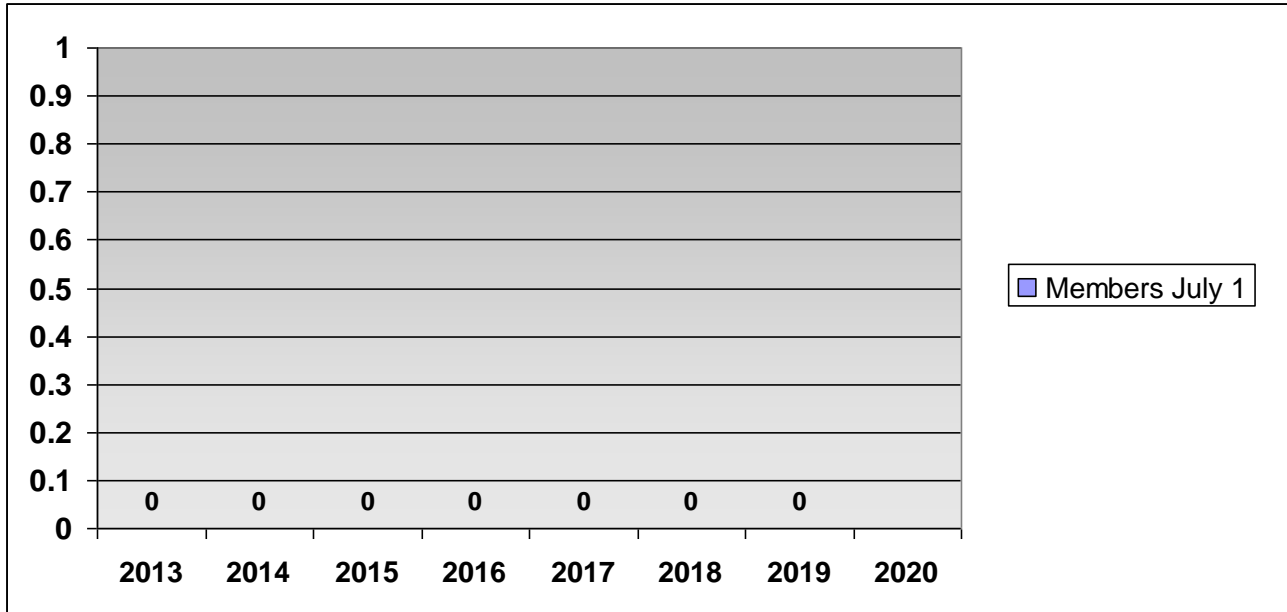
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	26	(a)
<b>Current Membership (8/3/2020)</b>	<b>26</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>13</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

North Charleston-Breakfast





## Membership Goal Worksheet 2020-2021

North Myrtle 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 listed below

My club's **Annual Attrition Rate** (3-year average): **19.3%**  
 My club's **Annual Attraction Rate** (3-year average): **22.2%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	48
2019-2020	49
2018-2019	38
2017-2018	44
2016-2017	49
2015-2016	48
2014-2015	49
2013-2014	38

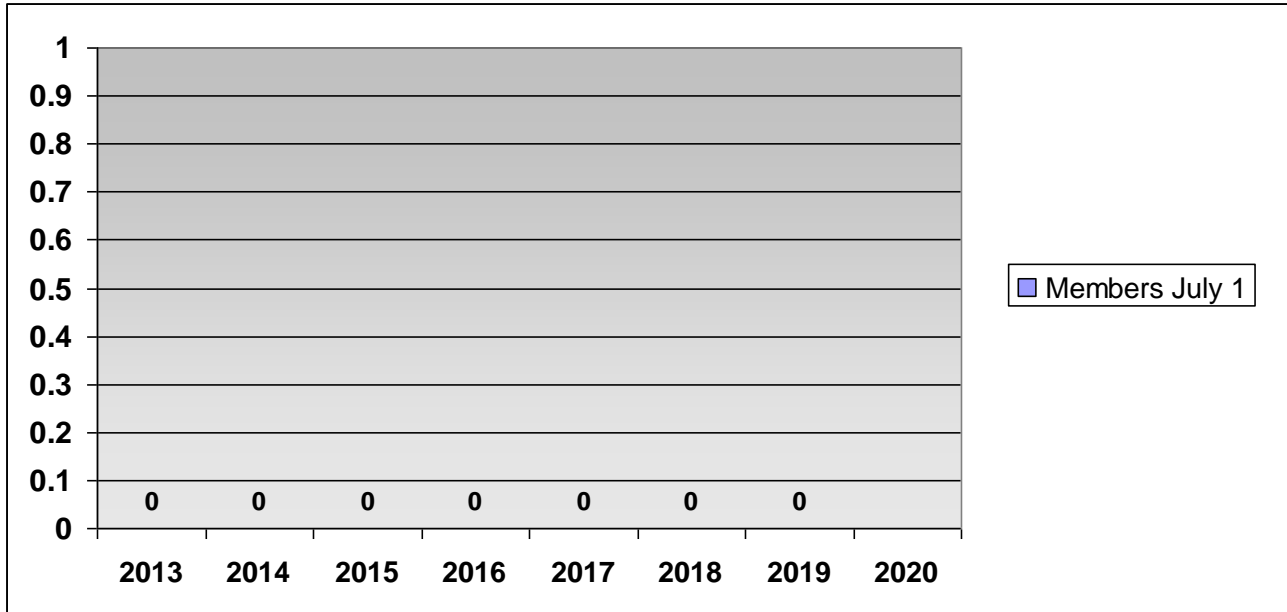
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	48	(a)
<b>Current Membership (8/3/2020)</b>	<b>48</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	9	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

North Myrtle Beach







## Membership Goal Worksheet 2020-2021

Okatie-Bluffton

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 listed below

My club's **Annual Attrition Rate** (3-year average): **62.2%**

My club's **Annual Attraction Rate** (3-year average): **2.7%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	0
2019-2020	16
2018-2019	21
2017-2018	22
2016-2017	20
2015-2016	22
2014-2015	21
2013-2014	19

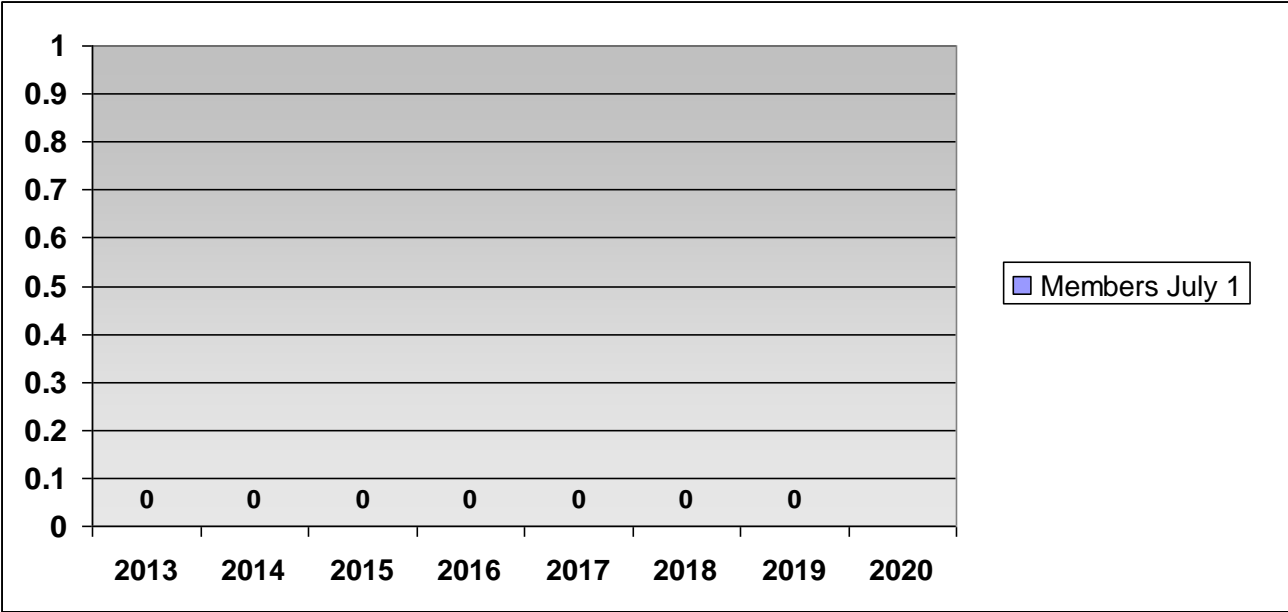
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	0	(a)
<b>Current Membership (8/3/2020)</b>	<b>0</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Okatie-Bluffton





## Membership Goal Worksheet 2020-2021

Orangeburg

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 listed below

My club's **Annual Attrition Rate** (3-year average): **17.9%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	39
2019-2020	49
2018-2019	46
2017-2018	51
2016-2017	52
2015-2016	55
2014-2015	62
2013-2014	68

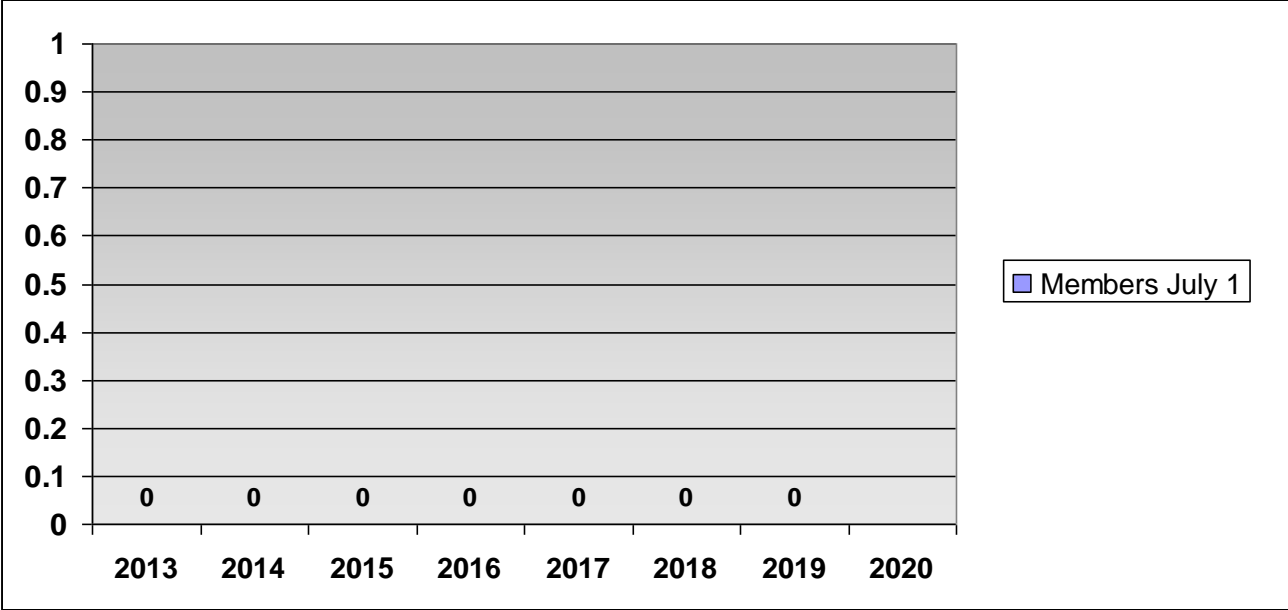
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	39	(a)
<b>Current Membership (8/3/2020)</b>	<b>38</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Orangeburg





## Membership Goal Worksheet 2020-2021

Orangeburg-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 listed below

My club's **Annual Attrition Rate** (3-year average): **17.1%**

My club's **Annual Attraction Rate** (3-year average): **9.2%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	22
2019-2020	26
2018-2019	28
2017-2018	28
2016-2017	33
2015-2016	35
2014-2015	35
2013-2014	38

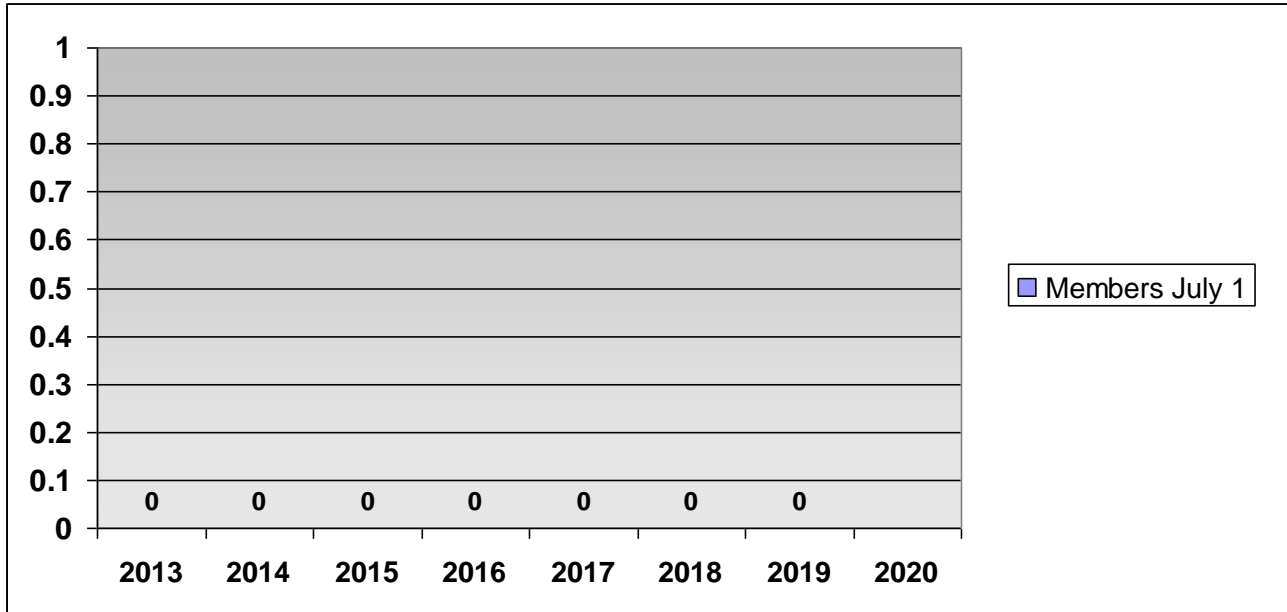
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	22	(a)
<b>Current Membership (8/3/2020)</b>	<b>23</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	5	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Orangeburg-Morning





## Membership Goal Worksheet 2020-2021

Pawleys 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 listed below

My club's **Annual Attrition Rate** (3-year average): **22.5%**

My club's **Annual Attraction Rate** (3-year average): **18.0%**

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)
2020-2021 (Current Year)	28
2019-2020	28
2018-2019	33
2017-2018	32
2016-2017	29
2015-2016	38
2014-2015	43
2013-2014	37

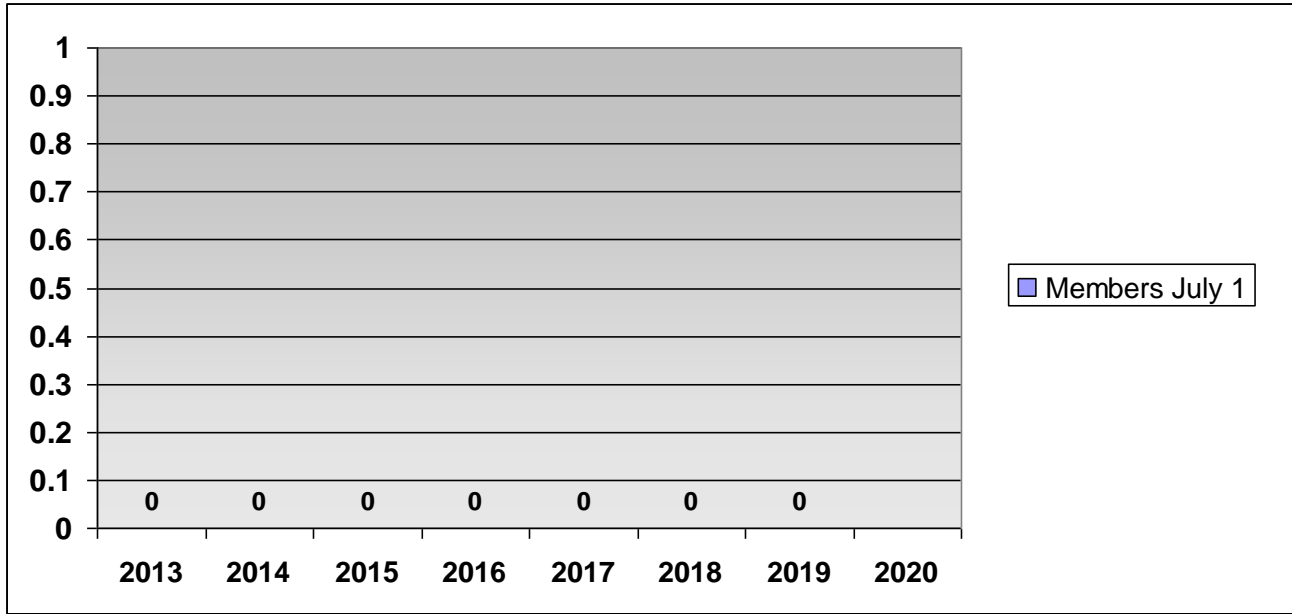
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	28	(a)
<b>Current Membership (8/3/2020)</b>	<b>27</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	7	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Pawleys Island







## Membership Goal Worksheet 2020-2021

Sea Island (Beaufort)

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 listed below

My club's **Annual Attrition Rate** (3-year average): **11.2%**

My club's **Annual Attraction Rate** (3-year average): **13.0%**

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)
2020-2021 (Current Year)	78
2019-2020	69
2018-2019	68
2017-2018	74
2016-2017	78
2015-2016	78
2014-2015	85
2013-2014	85

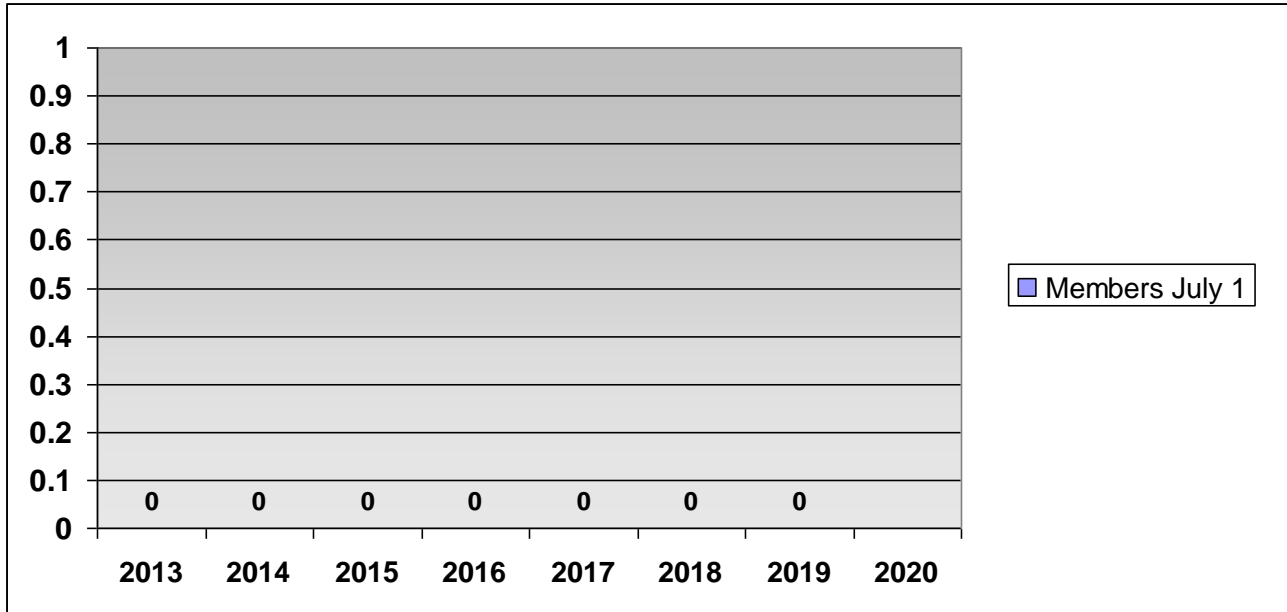
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	78	(a)
<b>Current Membership (8/3/2020)</b>	<b>78</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	8	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Sea Island (Beaufort)





## Membership Goal Worksheet 2020-2021

Spring Valley (Columbia)

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 listed below

My club's **Annual Attrition Rate** (3-year average): **19.2%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	89
2019-2020	97
2018-2019	111
2017-2018	103
2016-2017	116
2015-2016	113
2014-2015	119
2013-2014	117

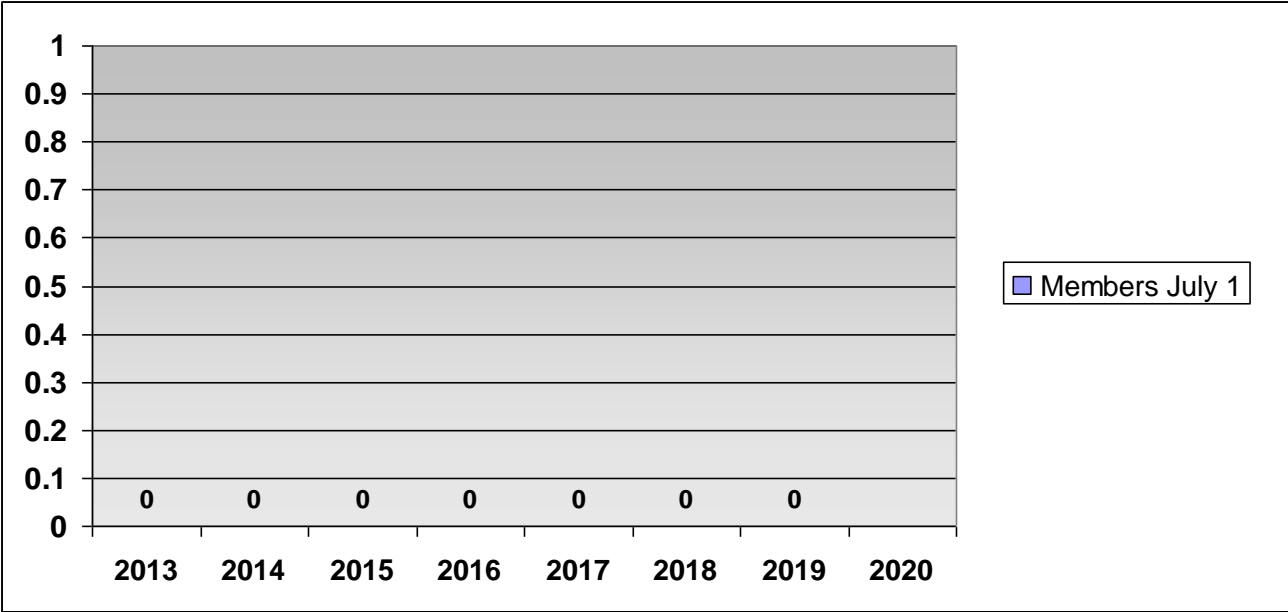
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	89	(a)
<b>Current Membership (8/3/2020)</b>	<b>89</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	19	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Spring Valley (Columbia)





## Membership Goal Worksheet 2020-2021

St. Andrews (Charleston)

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 listed below

My club's **Annual Attrition Rate** (3-year average): **9.5%**

My club's **Annual Attraction Rate** (3-year average): **6.8%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	69
2019-2020	74
2018-2019	77
2017-2018	75
2016-2017	77
2015-2016	71
2014-2015	67
2013-2014	71

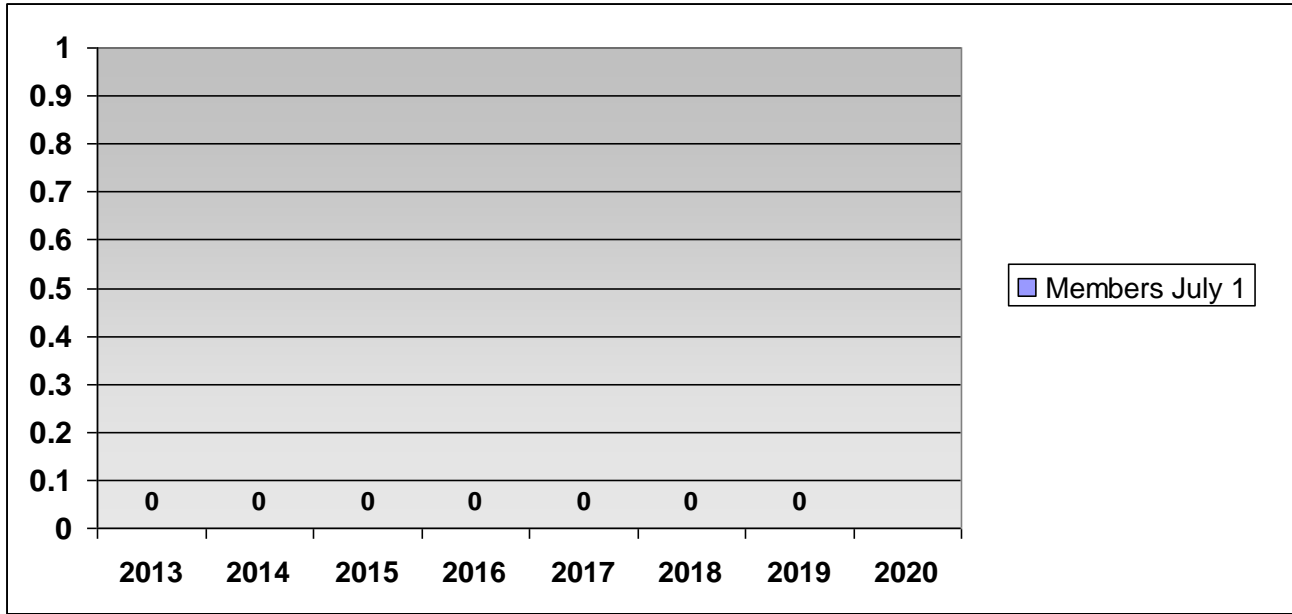
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	69	(a)
<b>Current Membership (8/3/2020)</b>	<b>68</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

St. Andrews (Charleston)





## Membership Goal Worksheet 2020-2021

St. Andrews (Columbia)

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 listed below

My club's **Annual Attrition Rate** (3-year average): **12.7%**

My club's **Annual Attraction Rate** (3-year average): **1.6%**

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)
2020-2021 (Current Year)	17
2019-2020	22
2018-2019	24
2017-2018	24
2016-2017	34
2015-2016	33
2014-2015	32
2013-2014	36

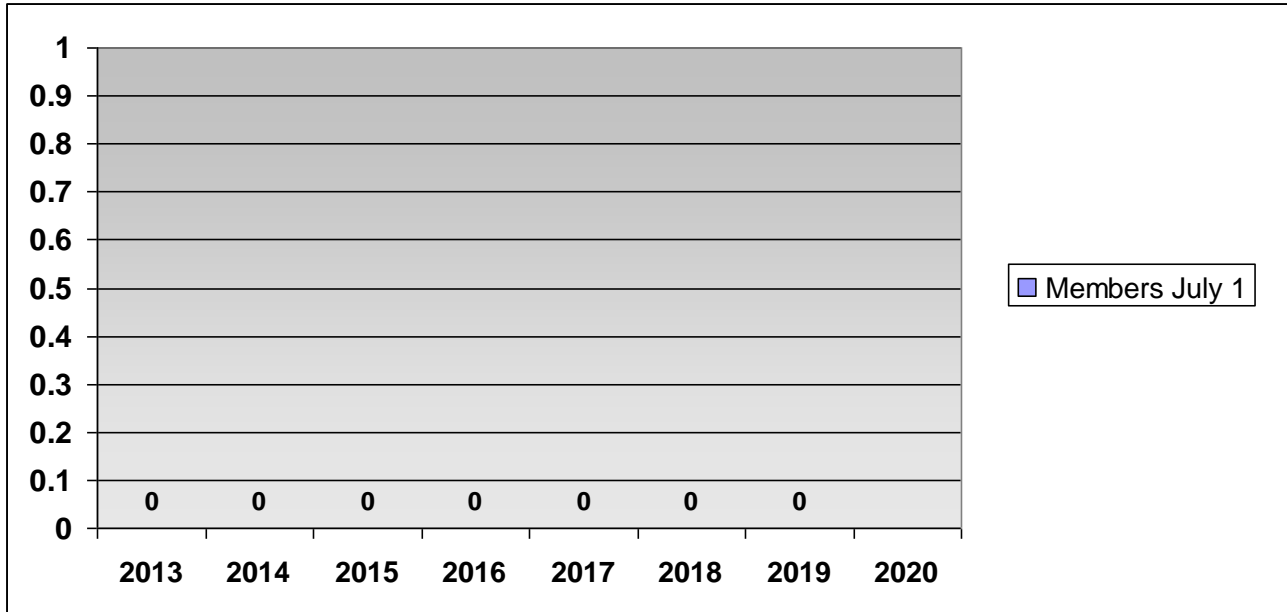
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	17	(a)
<b>Current Membership (8/3/2020)</b>	17	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	3	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

St. Andrews (Columbia)







## Membership Goal Worksheet 2020-2021

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 listed below

My club's **Annual Attrition Rate** (3-year average): **8.1%**

My club's **Annual Attraction Rate** (3-year average): **12.8%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	31
2019-2020	27
2018-2019	28
2017-2018	27
2016-2017	26
2015-2016	22
2014-2015	24
2013-2014	26

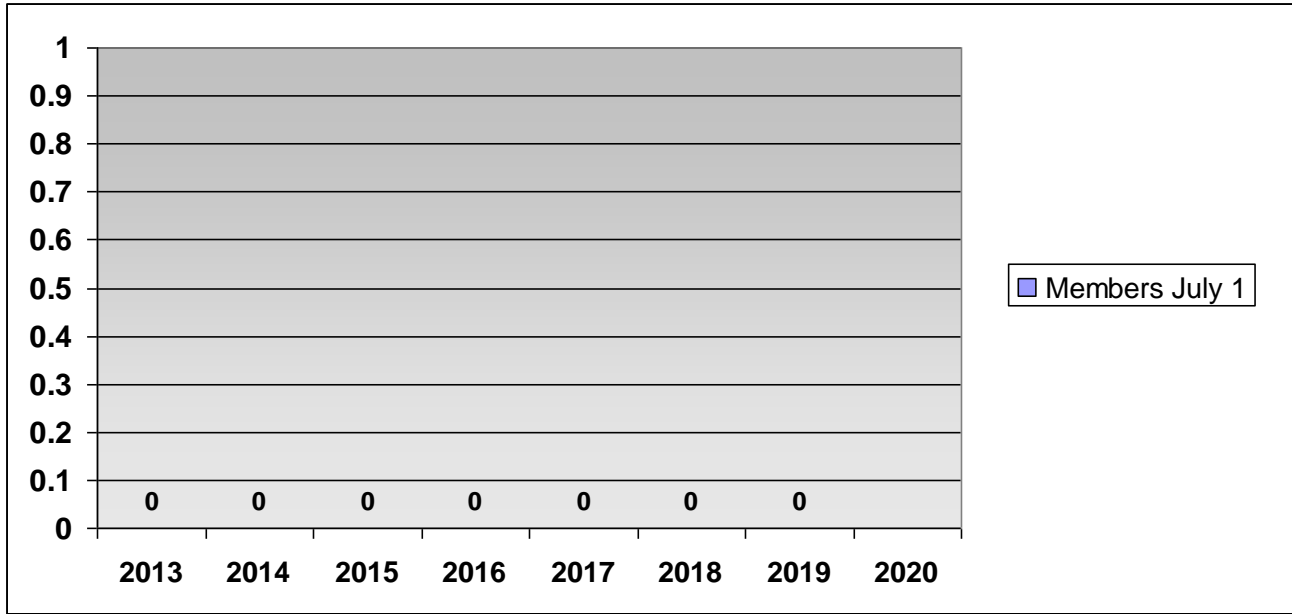
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	31	(a)
<b>Current Membership (8/3/2020)</b>	<b>31</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>3</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

St. George





## Membership Goal Worksheet 2020-2021

St. John's Parish-John's  
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 listed below

My club's **Annual Attrition Rate** (3-year average): 51.7%  
 My club's **Annual Attraction Rate** (3-year average): 41.4%  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	7
2019-2020	12
2018-2019	10
2017-2018	10
2016-2017	10
2015-2016	13
2014-2015	15
2013-2014	18

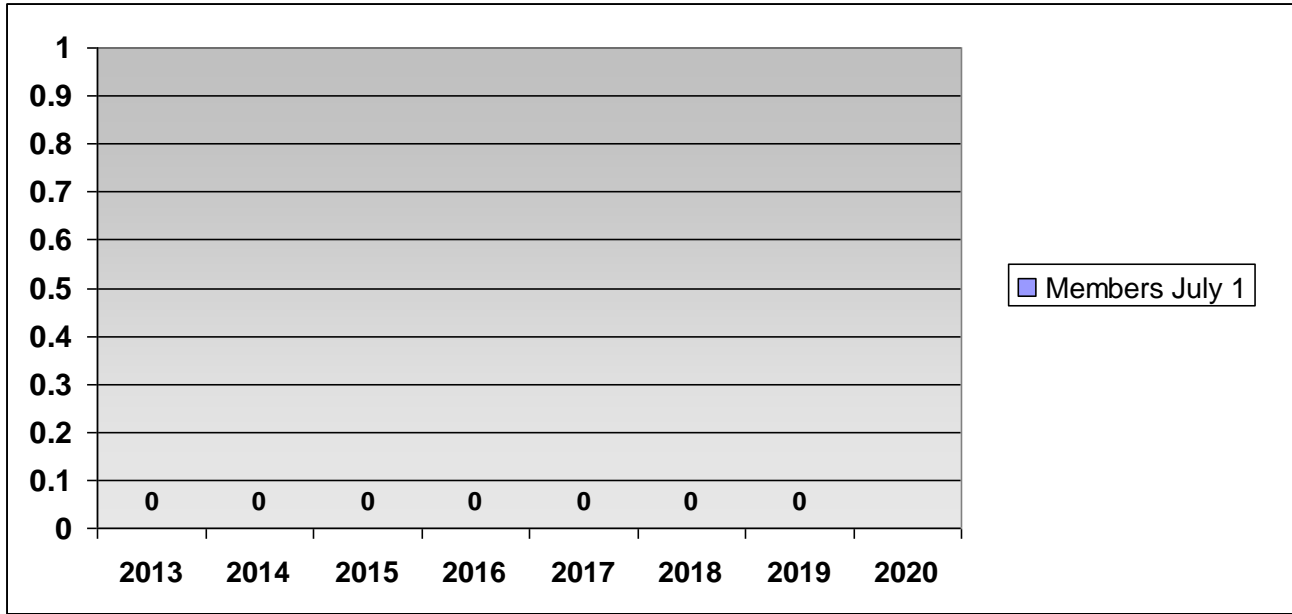
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	<b>7</b>	(a)
<b>Current Membership (8/3/2020)</b>	<b>7</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>5</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

St. John's Parish-John's  
Island





## Membership Goal Worksheet 2020-2021

St. Matthews

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 listed below

My club's **Annual Attrition Rate** (3-year average): **4.3%**

My club's **Annual Attraction Rate** (3-year average): **3.3%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	31
2019-2020	29
2018-2019	32
2017-2018	32
2016-2017	31
2015-2016	30
2014-2015	32
2013-2014	31

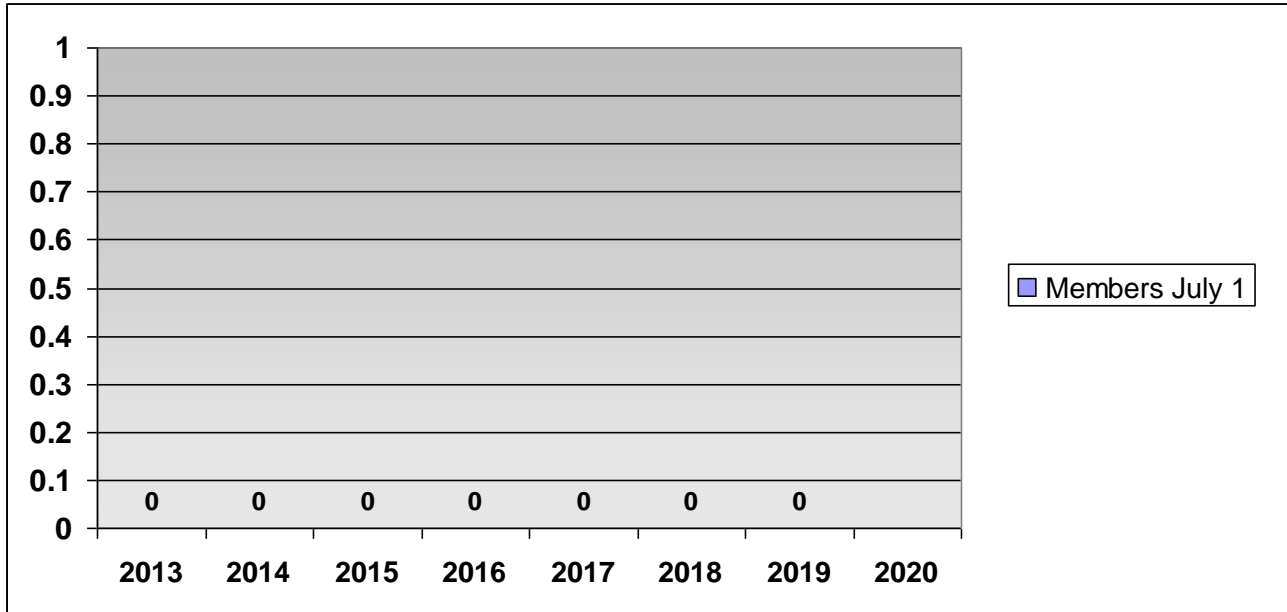
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	31	(a)
<b>Current Membership (8/3/2020)</b>	<b>32</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

St. Matthews





## Membership Goal Worksheet 2020-2021

Summerton

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 listed below

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

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	25
2019-2020	27
2018-2019	28
2017-2018	25
2016-2017	23
2015-2016	26
2014-2015	21
2013-2014	22

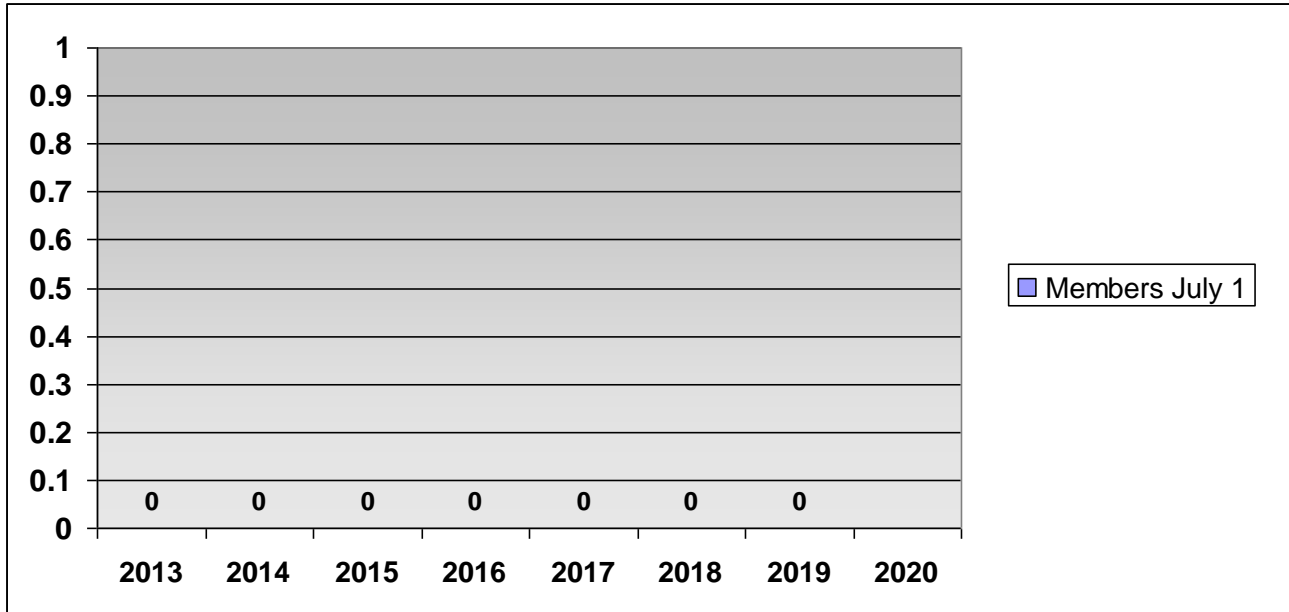
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	25	(a)
<b>Current Membership (8/3/2020)</b>	<b>25</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Summerton







## Membership Goal Worksheet 2020-2021

Summerville

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 listed below

My club's **Annual Attrition Rate** (3-year average): **8.3%**

My club's **Annual Attraction Rate** (3-year average): **7.6%**

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)
2020-2021 (Current Year)	99
2019-2020	98
2018-2019	105
2017-2018	101
2016-2017	97
2015-2016	94
2014-2015	92
2013-2014	91

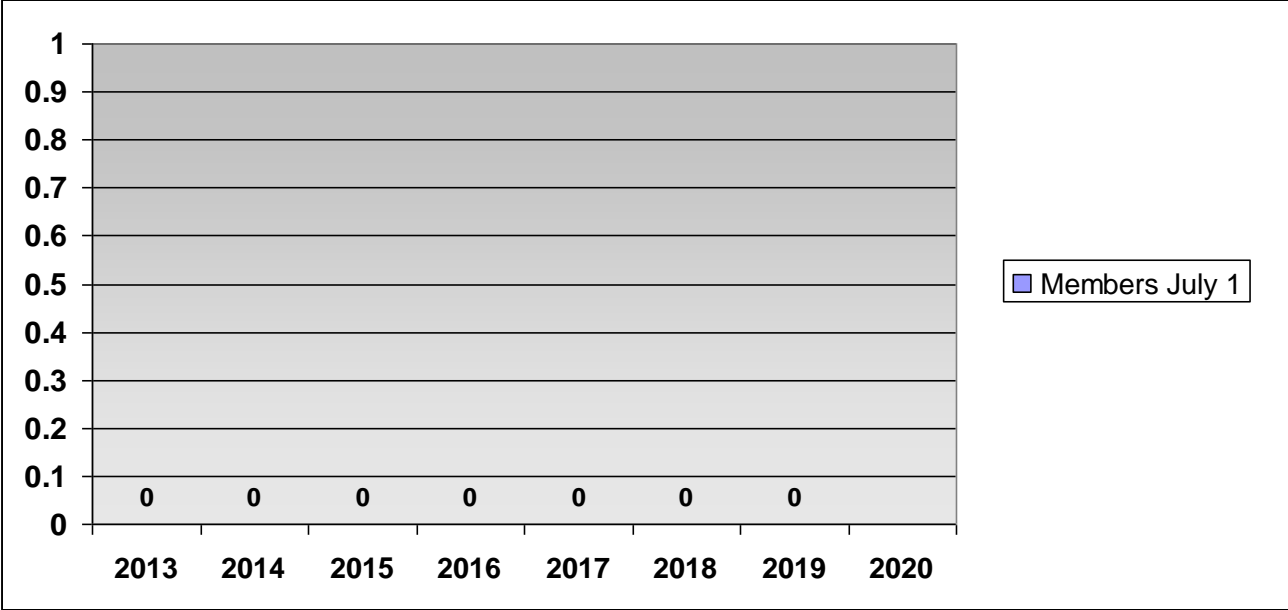
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	99	(a)
<b>Current Membership (8/3/2020)</b>	<b>99</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	11	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Summerville





## Membership Goal Worksheet 2020-2021

Summerville Evening

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 listed below

My club's **Annual Attrition Rate** (3-year average): **19.3%**  
 My club's **Annual Attraction Rate** (3-year average): **18.2%**  
 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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	26
2019-2020	28
2018-2019	34
2017-2018	27
2016-2017	28
2015-2016	24
2014-2015	21
2013-2014	21

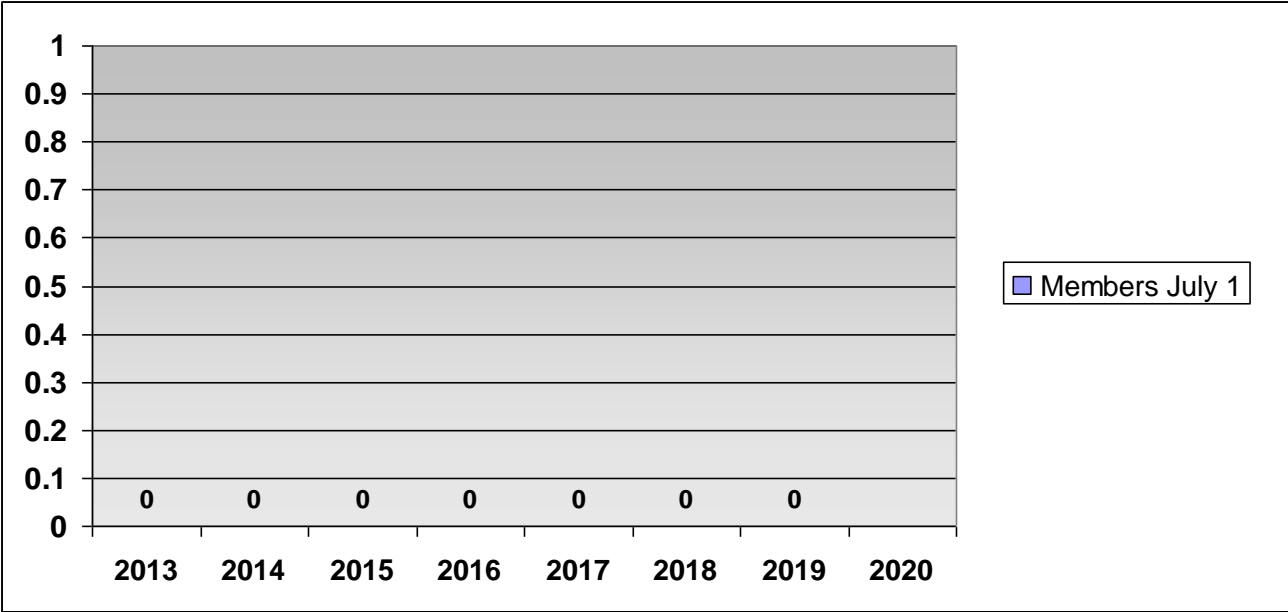
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	26	(a)
<b>Current Membership (8/3/2020)</b>	<b>26</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	6	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Summerville Evening





## Membership Goal Worksheet 2020-2021

Summerville Oakbrook  
Breakfast

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 listed below

My club's **Annual Attrition Rate** (3-year average): **28.6%**  
 My club's **Annual Attraction Rate** (3-year average): **10.0%**  
 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)
2020-2021 (Current Year)	21
2019-2020	22
2018-2019	27
2017-2018	34
2016-2017	33
2015-2016	29
2014-2015	28
2013-2014	31

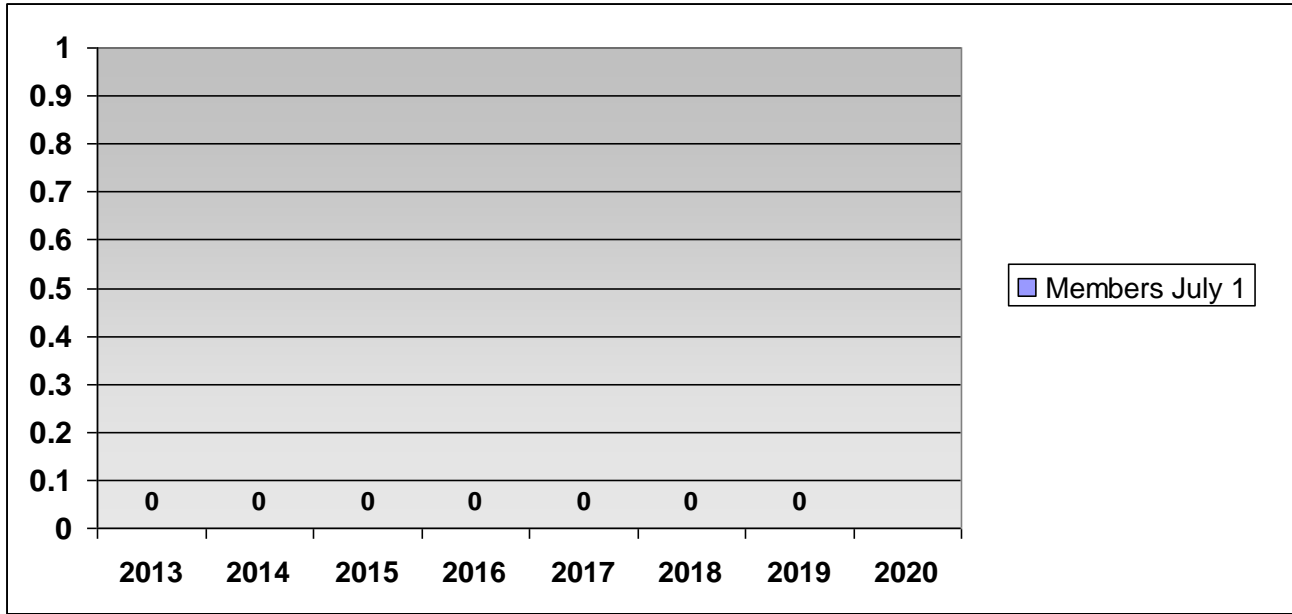
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	21	(a)
<b>Current Membership (8/3/2020)</b>	<b>21</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>7</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Summerville Oakbrook  
Breakfast





## Membership Goal Worksheet 2020-2021

Sumter

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 listed below

My club's **Annual Attrition Rate** (3-year average): **8.9%**

My club's **Annual Attraction Rate** (3-year average): **6.1%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	61
2019-2020	58
2018-2019	61
2017-2018	66
2016-2017	67
2015-2016	68
2014-2015	73
2013-2014	82

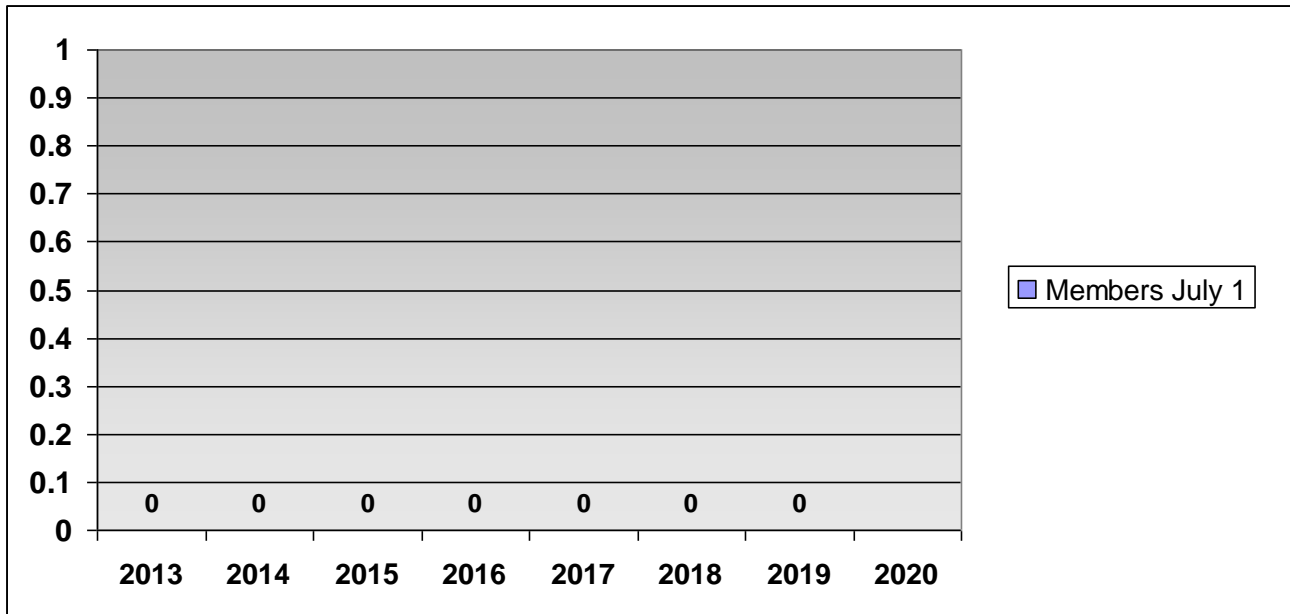
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	61	(a)
<b>Current Membership (8/3/2020)</b>	<b>61</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>6</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Sumter







## Membership Goal Worksheet 2020-2021

Sumter-Palmetto

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 listed below

My club's **Annual Attrition Rate** (3-year average): **9.0%**  
 My club's **Annual Attraction Rate** (3-year average): **7.2%**  
 My club's **Annual Net Growth Rate**: **- 1.8%**

**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)
2020-2021 (Current Year)	35
2019-2020	37
2018-2019	39
2017-2018	37
2016-2017	38
2015-2016	41
2014-2015	37
2013-2014	41

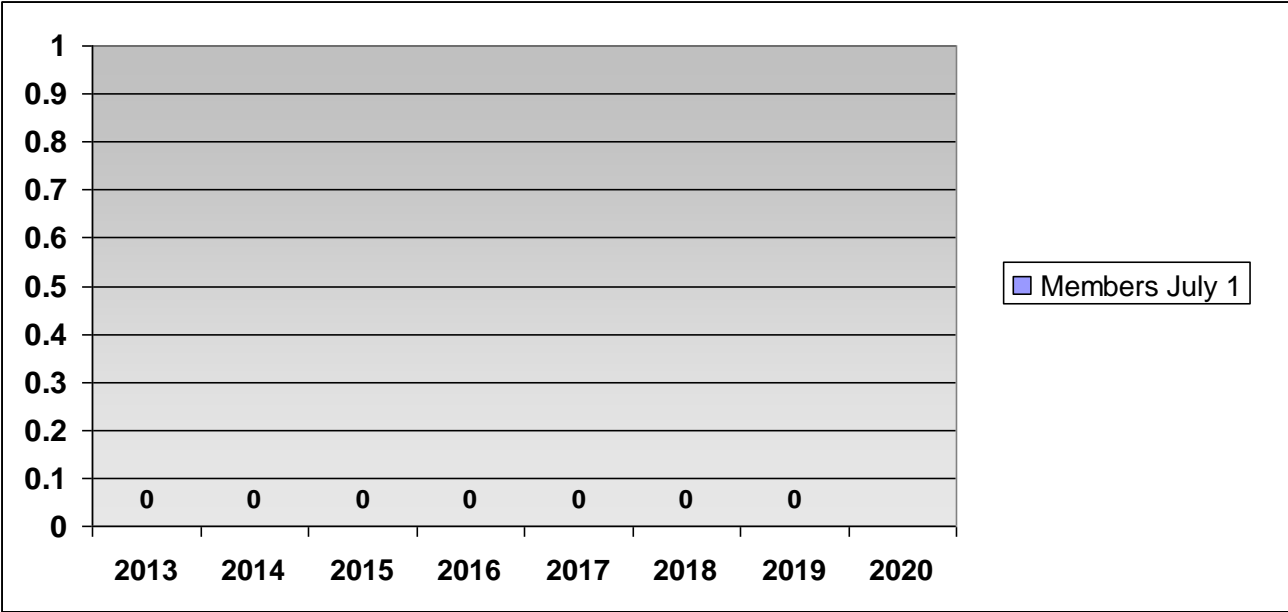
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	35	(a)
<b>Current Membership (8/3/2020)</b>	<b>35</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Sumter-Palmetto





## Membership Goal Worksheet 2020-2021

Sumter 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 listed below

My club's **Annual Attrition Rate** (3-year average): **25.0%**

My club's **Annual Attraction Rate** (3-year average): **5.6%**

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)
2020-2021 (Current Year)	8
2019-2020	13
2018-2019	15
2017-2018	15
2016-2017	15
2015-2016	15
2014-2015	14
2013-2014	17

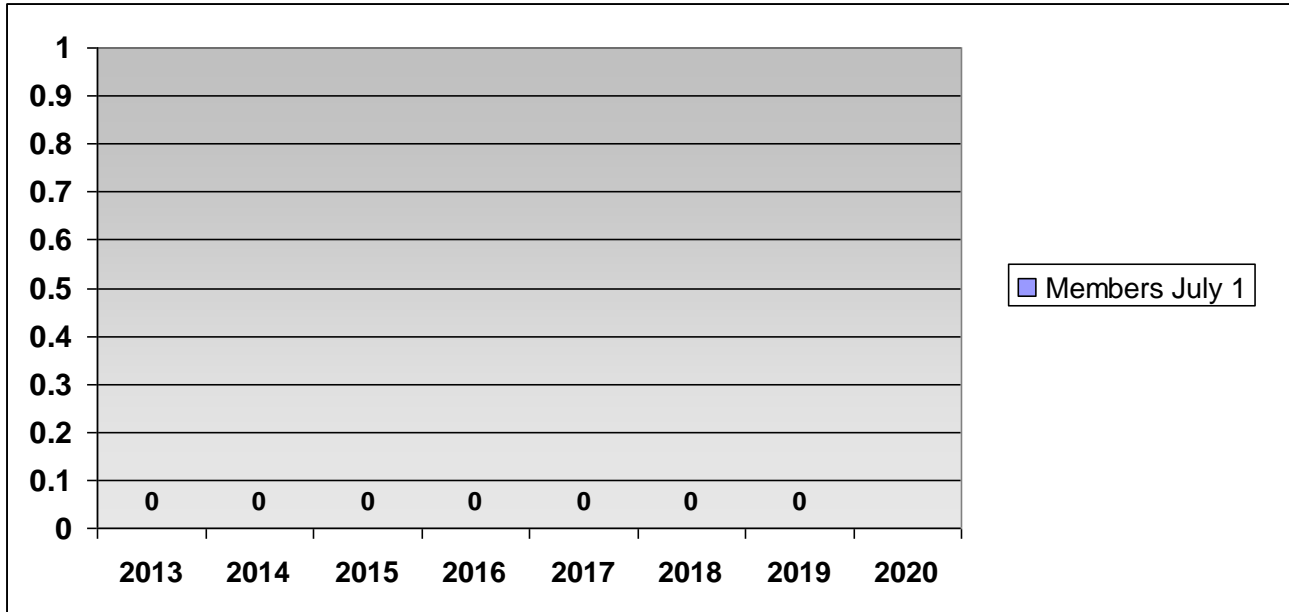
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	8	(a)
<b>Current Membership (8/3/2020)</b>	<b>8</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	3	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Sumter Sunrise





## Membership Goal Worksheet 2020-2021

Surfside Area

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 listed below

My club's **Annual Attrition Rate** (3-year average): **15.4%**

My club's **Annual Attraction Rate** (3-year average): **16.1%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	49
2019-2020	52
2018-2019	42
2017-2018	48
2016-2017	53
2015-2016	50
2014-2015	51
2013-2014	52

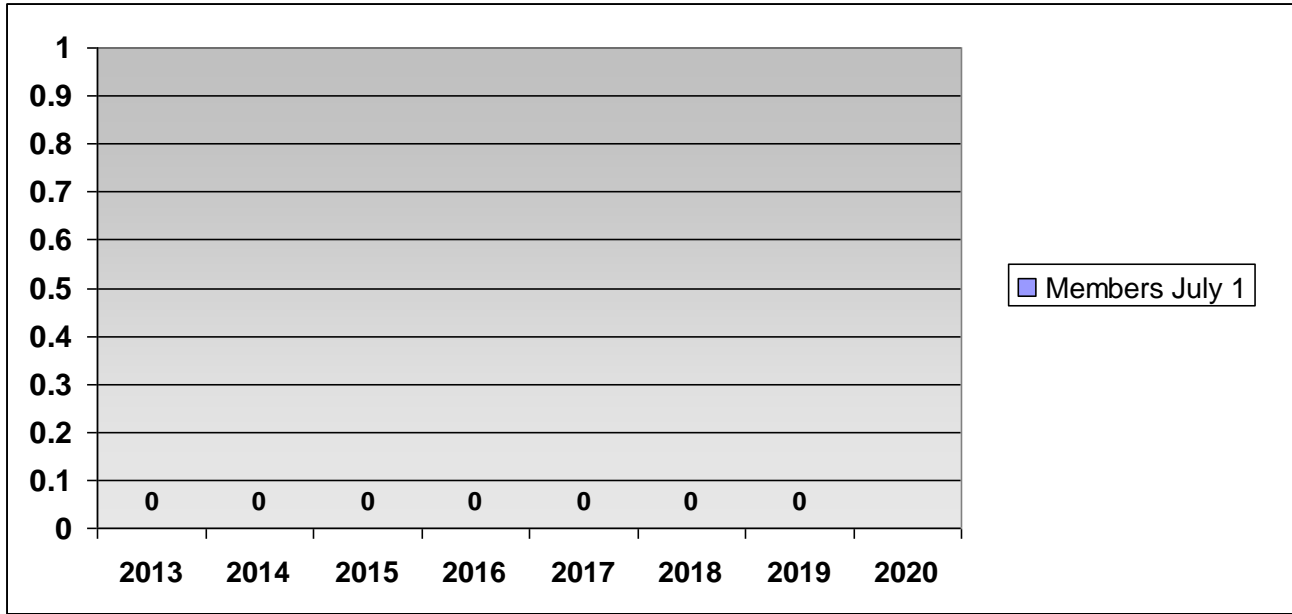
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	49	(a)
<b>Current Membership (8/3/2020)</b>	<b>49</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>8</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Surfside Area





## Membership Goal Worksheet 2020-2021

The Vista Night (Columbia)

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 listed below

My club's **Annual Attrition Rate** (3-year average): **22.9%**

My club's **Annual Attraction Rate** (3-year average): **10.4%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	14
2019-2020	16
2018-2019	18
2017-2018	20
2016-2017	24
2015-2016	25
2014-2015	25
2013-2014	26

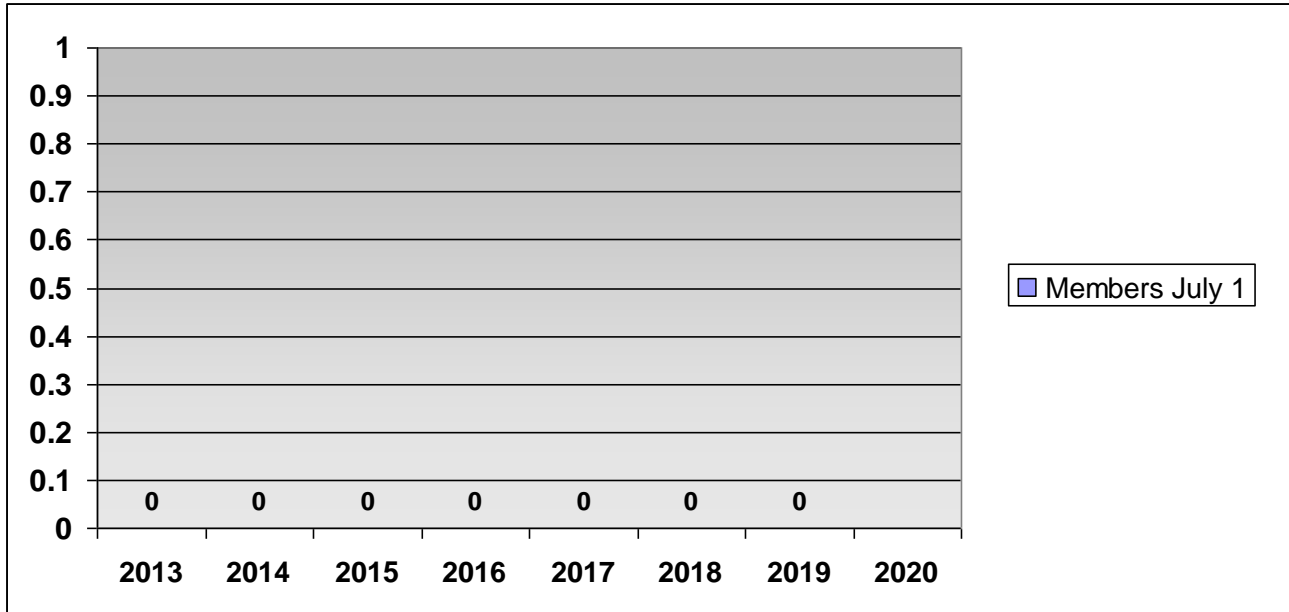
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	14	(a)
<b>Current Membership (8/3/2020)</b>	<b>14</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	4	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

The Vista Night (Columbia)







## Membership Goal Worksheet 2020-2021

Walterboro

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 listed below

My club's **Annual Attrition Rate** (3-year average): **14.0%**  
 My club's **Annual Attraction Rate** (3-year average): **24.6%**  
 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)
2020-2021 (Current Year)	25
2019-2020	16
2018-2019	16
2017-2018	19
2016-2017	22
2015-2016	19
2014-2015	19
2013-2014	13

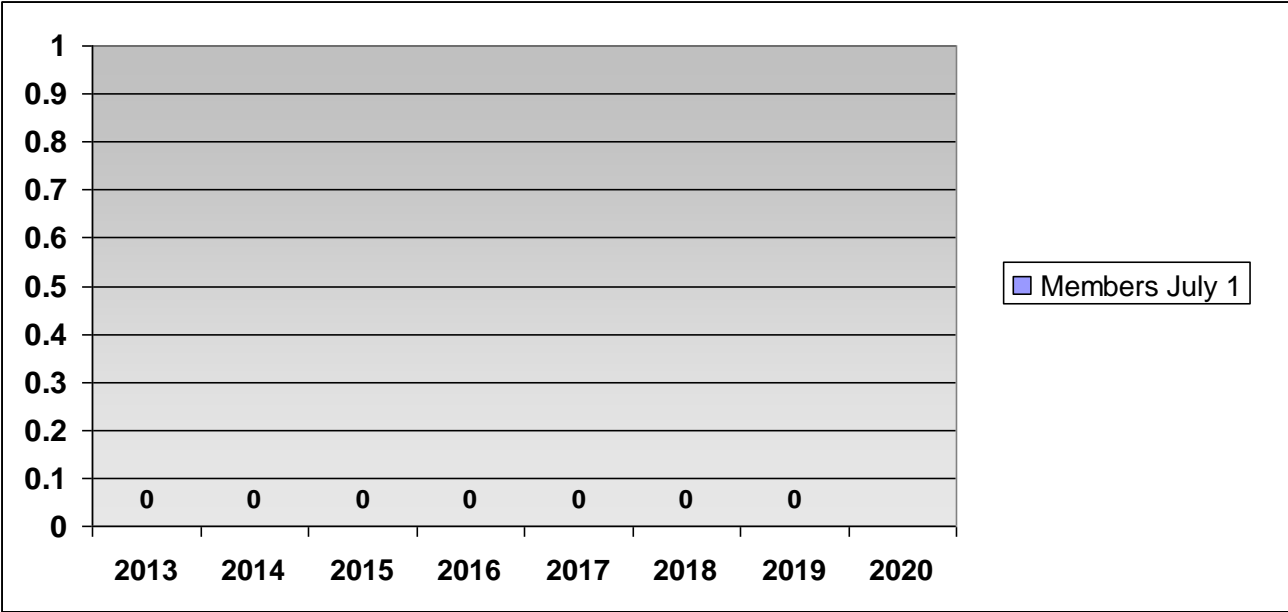
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	25	(a)
<b>Current Membership (8/3/2020)</b>	<b>25</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	3	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

Walterboro





# Membership Goal Worksheet 2020-2021

West Metro West Columbia

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 listed below

My club's **Annual Attrition Rate** (3-year average): **10.7%**

My club's **Annual Attraction Rate** (3-year average): **14.7%**

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	27
2019-2020	26
2018-2019	22
2017-2018	24
2016-2017	34
2015-2016	37
2014-2015	35
2013-2014	40

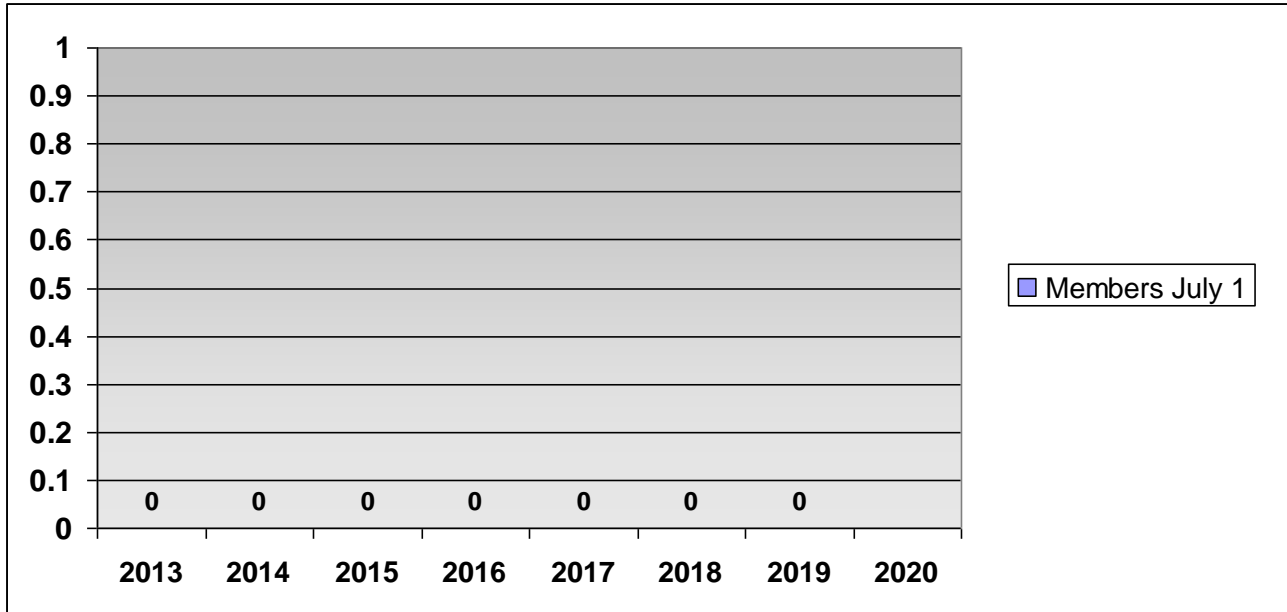
### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	27	(a)
<b>Current Membership (8/3/2020)</b>	<b>27</b>	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	<b>3</b>	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

West Metro West Columbia





## Membership Goal Worksheet 2020-2021

West Wateree-Lugoff

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 listed below

My club's **Annual Attrition Rate** (3-year average): 16.7%

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

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

Club Year	Members at start of year (July 1)
2020-2021 (Current Year)	24
2019-2020	30
2018-2019	30
2017-2018	28
2016-2017	26
2015-2016	28
2014-2015	30
2013-2014	25

### 2020-2021 Membership Goal Setting

<b>Starting Membership July 1, 2020</b>	24	(a)
<b>Current Membership (8/3/2020)</b>	24	
<b>Membership Goal July 1, 2021</b> (July 1, 2020 Start + Growth)		(b)
<b>Net Membership Growth</b> Challenge = 10% or 10 members		(c=b-a)
<b>Average Annual Attrition to Replace</b> (Greater of <u>Actual</u> or <u>10% = World Class</u> )	5	(d)
<b>New Members Needed</b> (Growth + Attrition)		(c+d)



# Membership Goal Worksheet 2020-2021

West Wateree-Lugoff

