



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

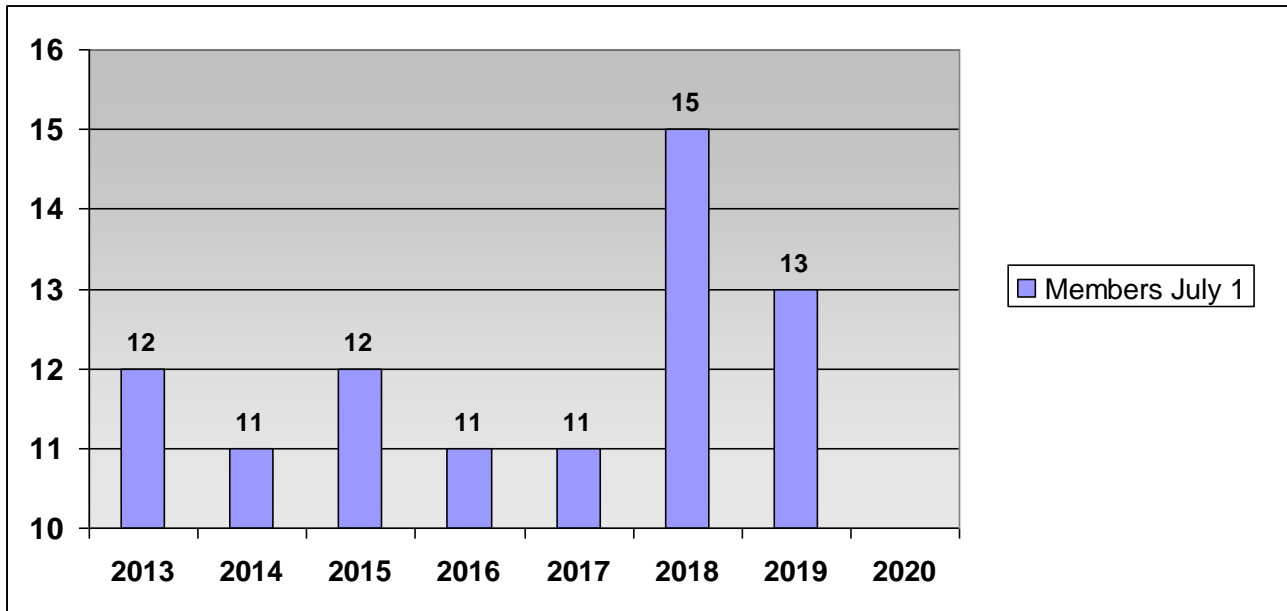
2020-2021 Membership Goal Setting

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

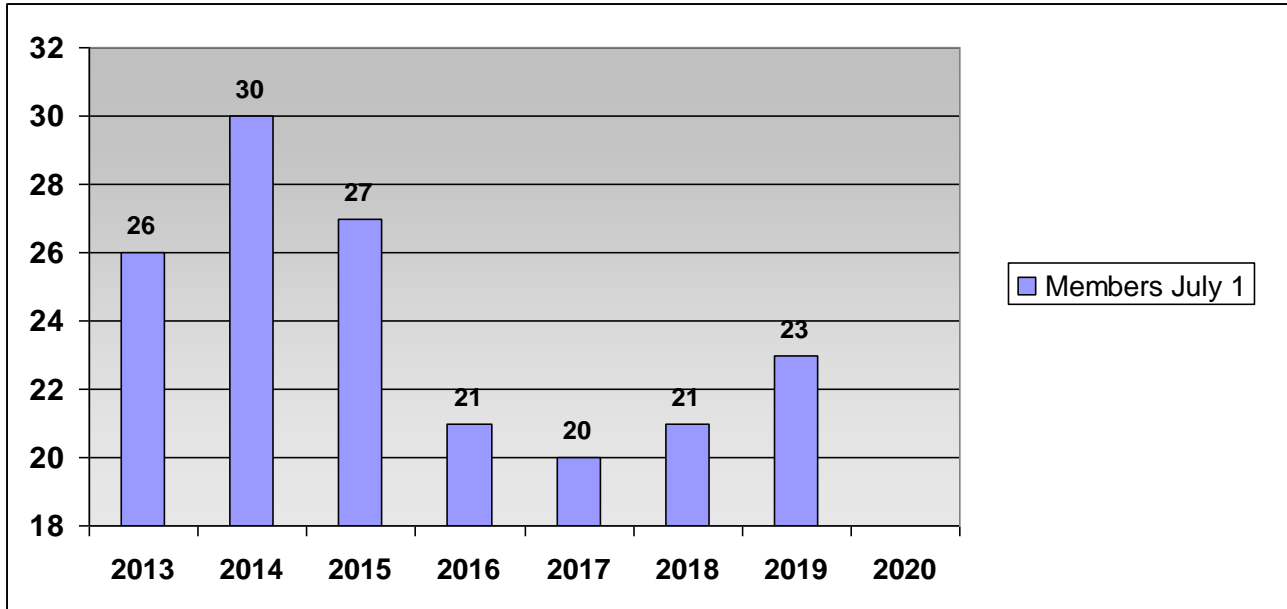
2020-2021 Membership Goal Setting

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

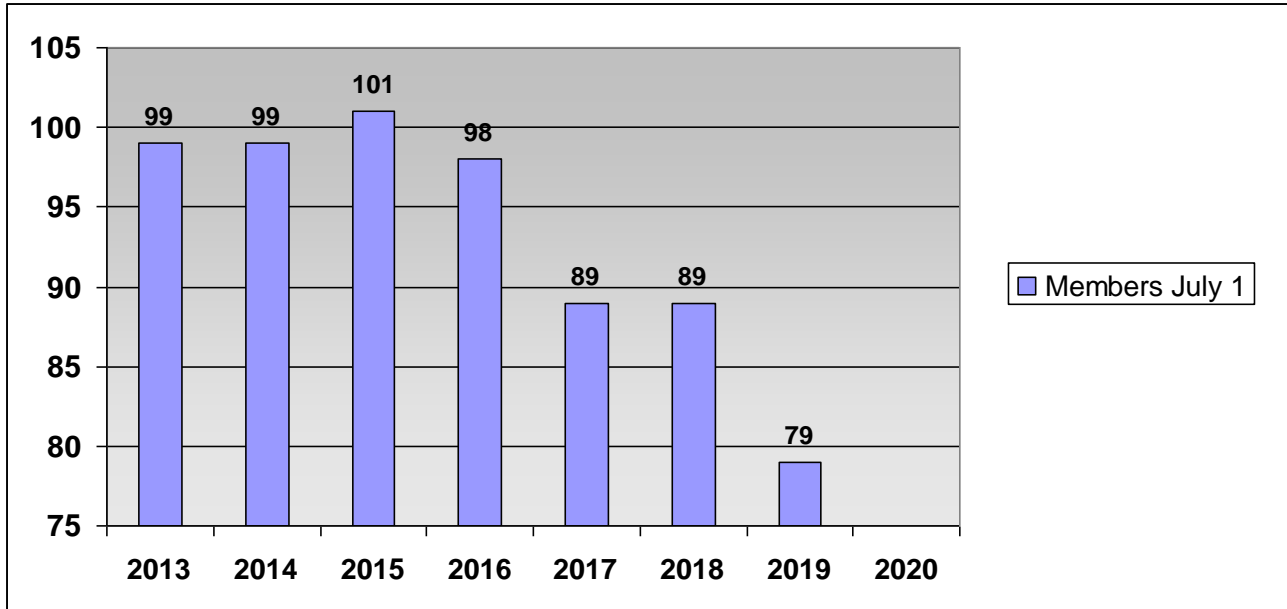
2020-2021 Membership Goal Setting

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

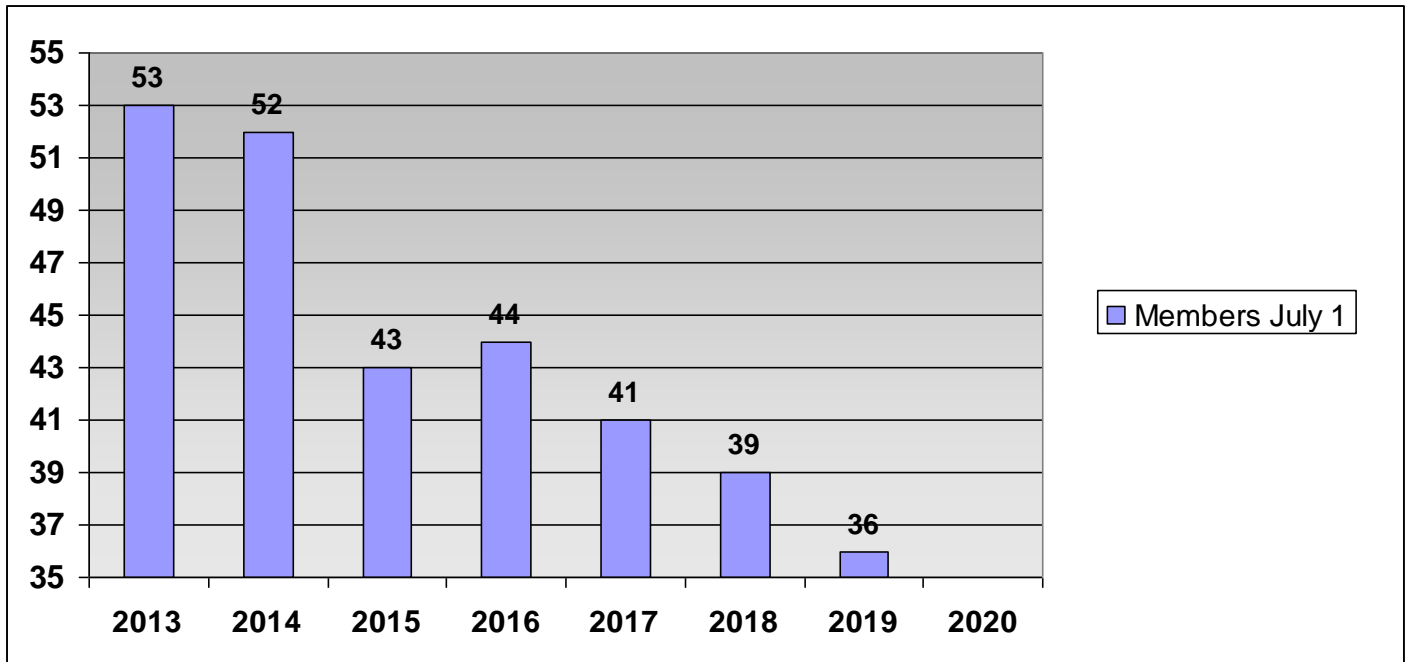
2020-2021 Membership Goal Setting

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

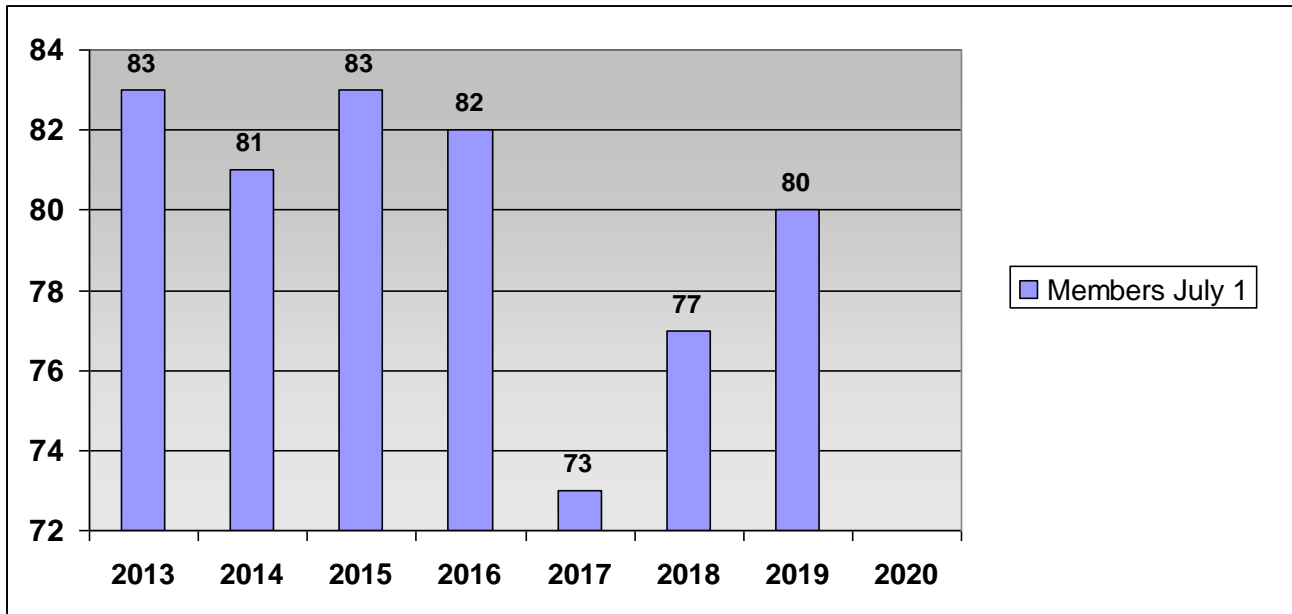
2020-2021 Membership Goal Setting

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

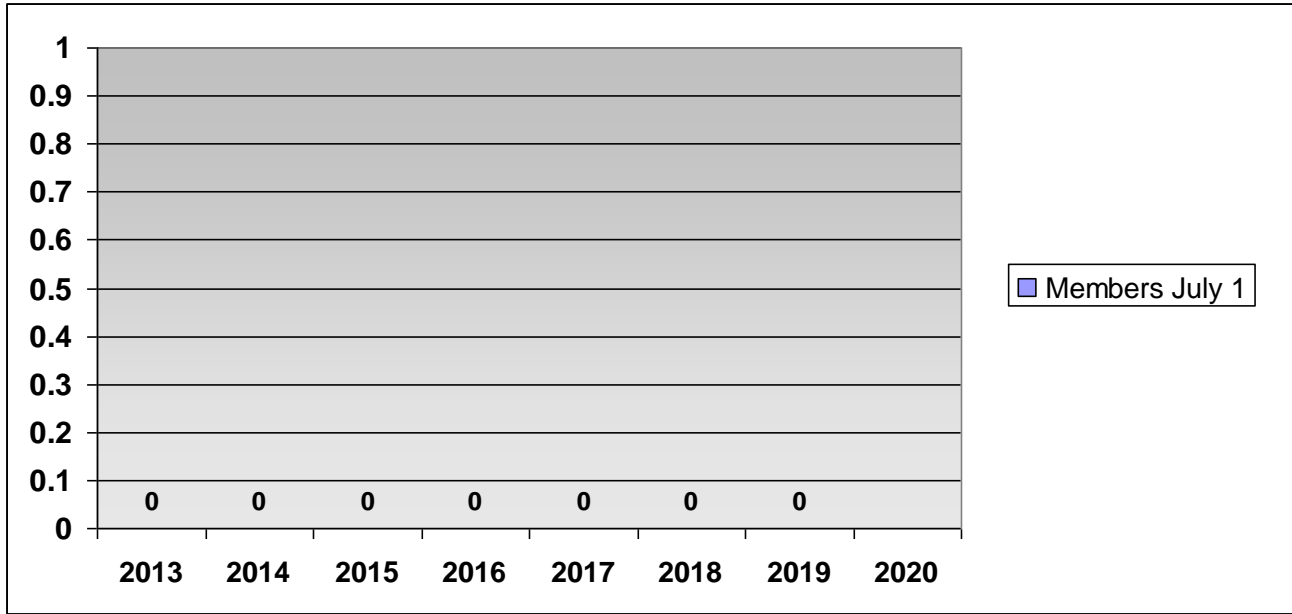
2020-2021 Membership Goal Setting

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

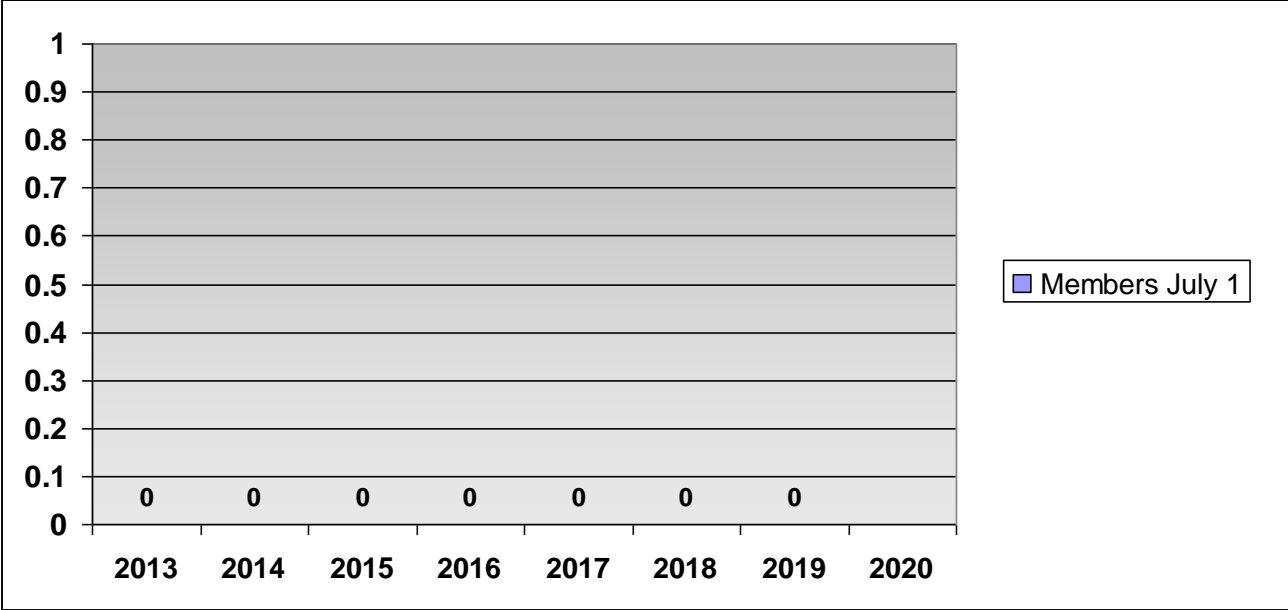
2020-2021 Membership Goal Setting

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

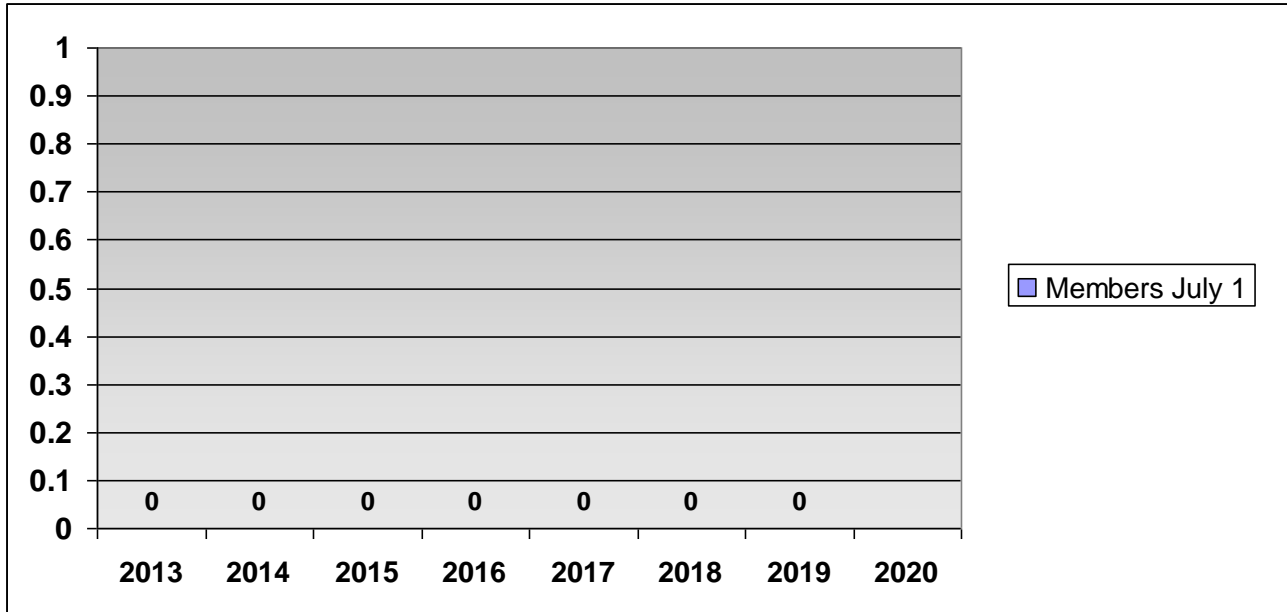
2020-2021 Membership Goal Setting

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

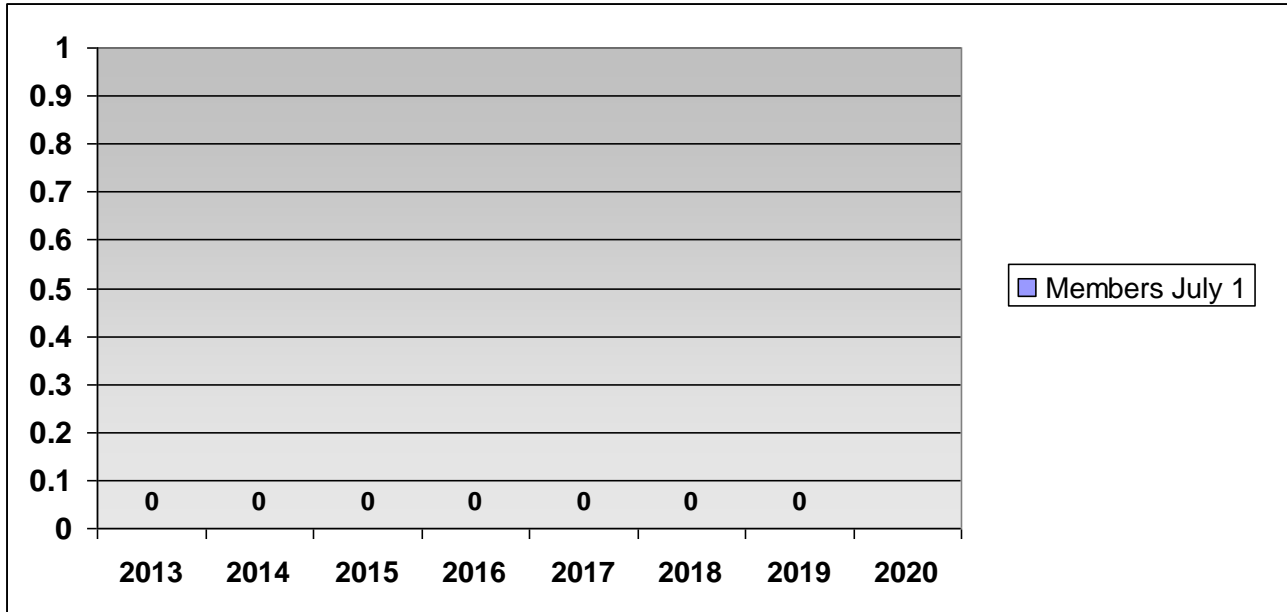
2020-2021 Membership Goal Setting

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

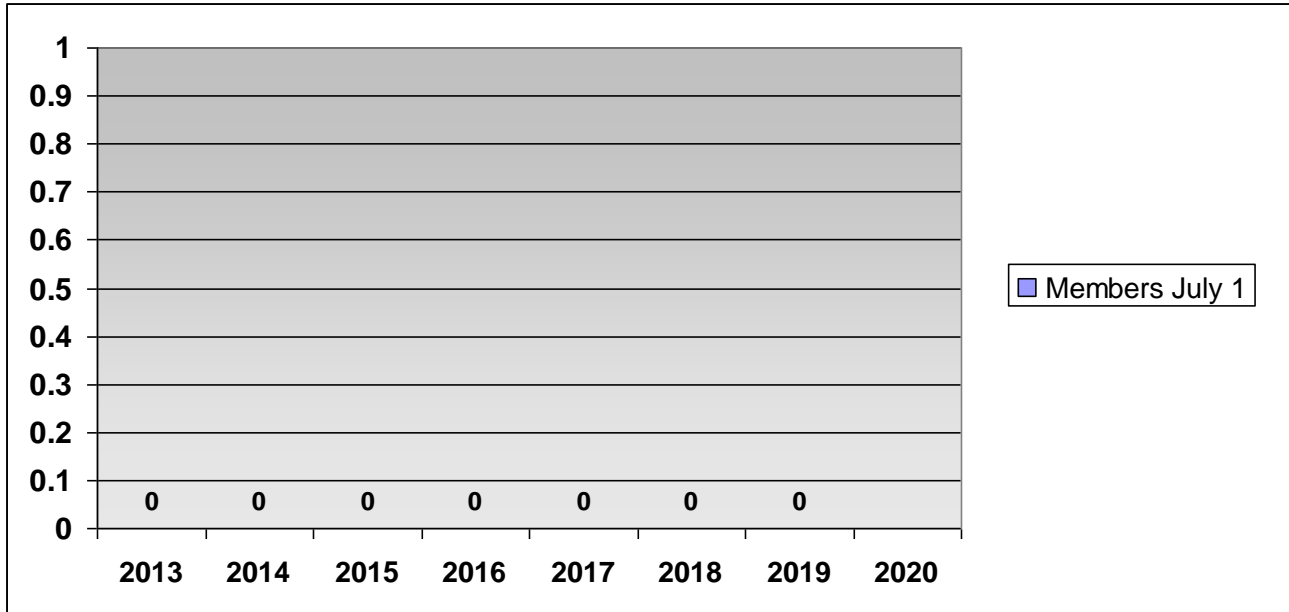
2020-2021 Membership Goal Setting

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

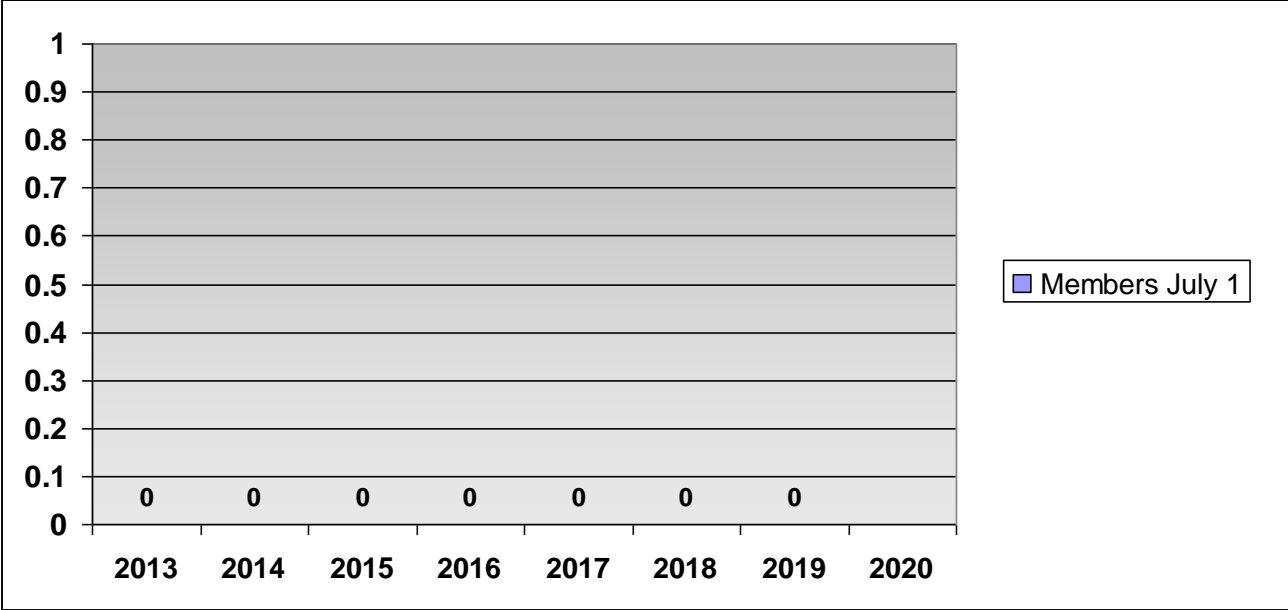
2020-2021 Membership Goal Setting

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

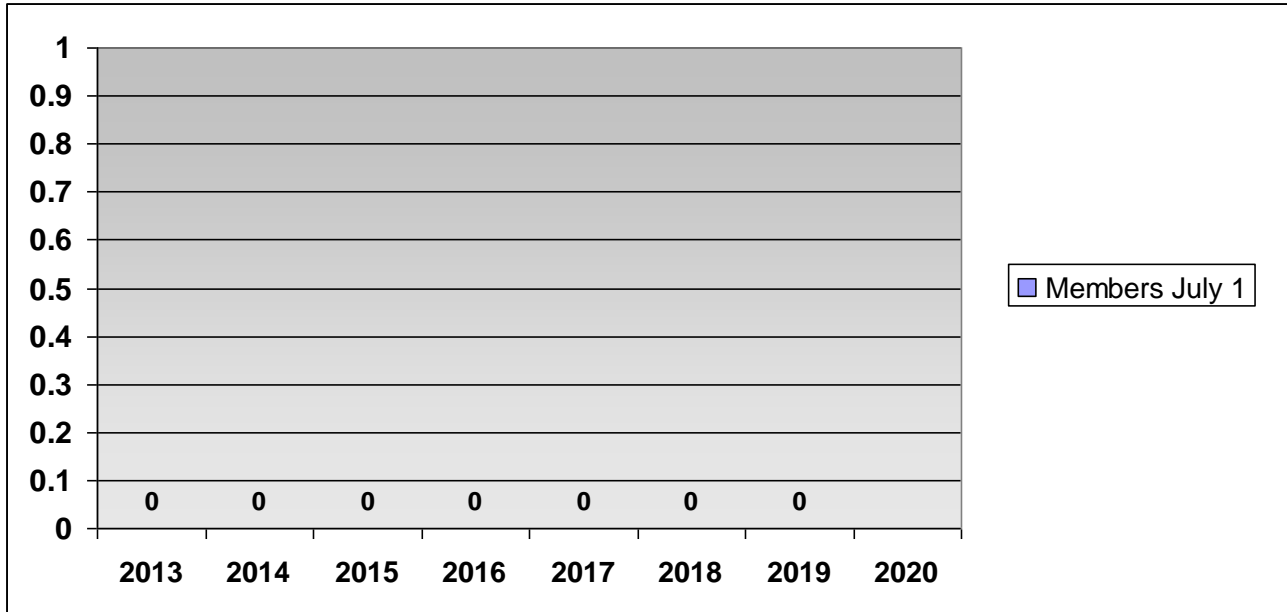
2020-2021 Membership Goal Setting

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

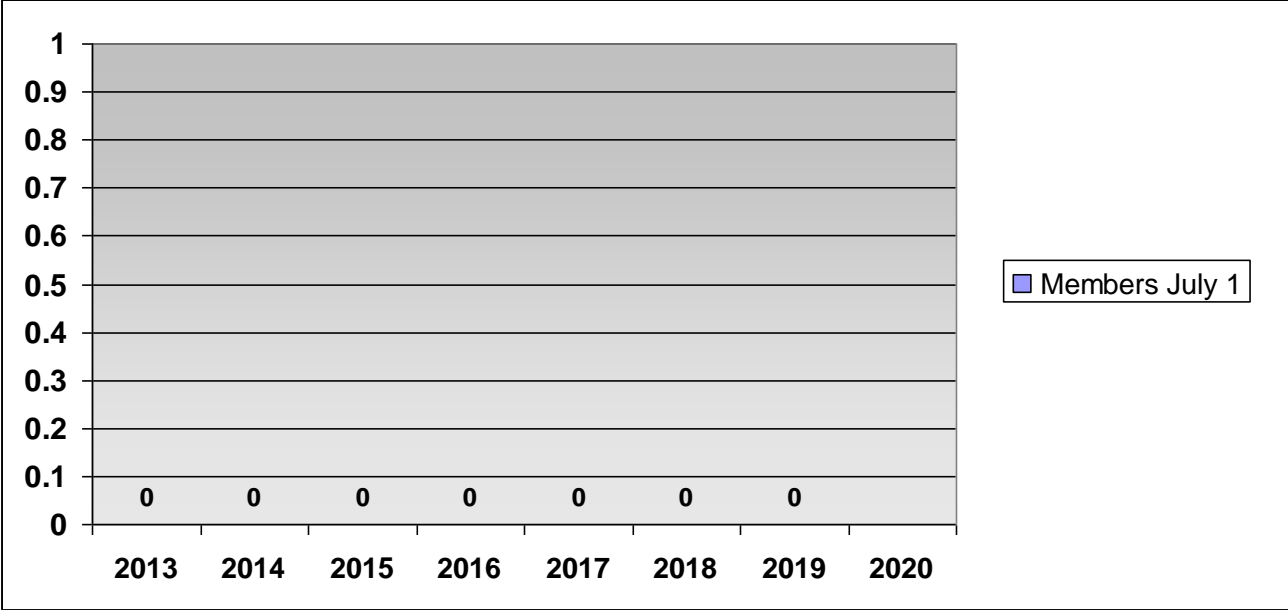
2020-2021 Membership Goal Setting

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

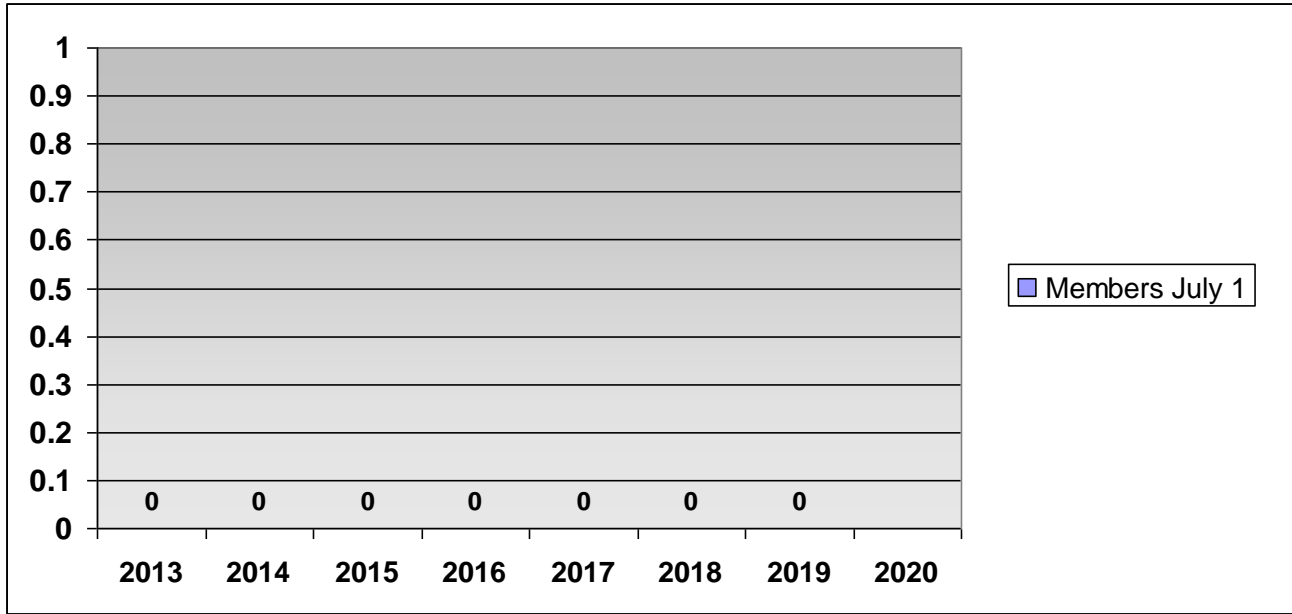
2020-2021 Membership Goal Setting

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

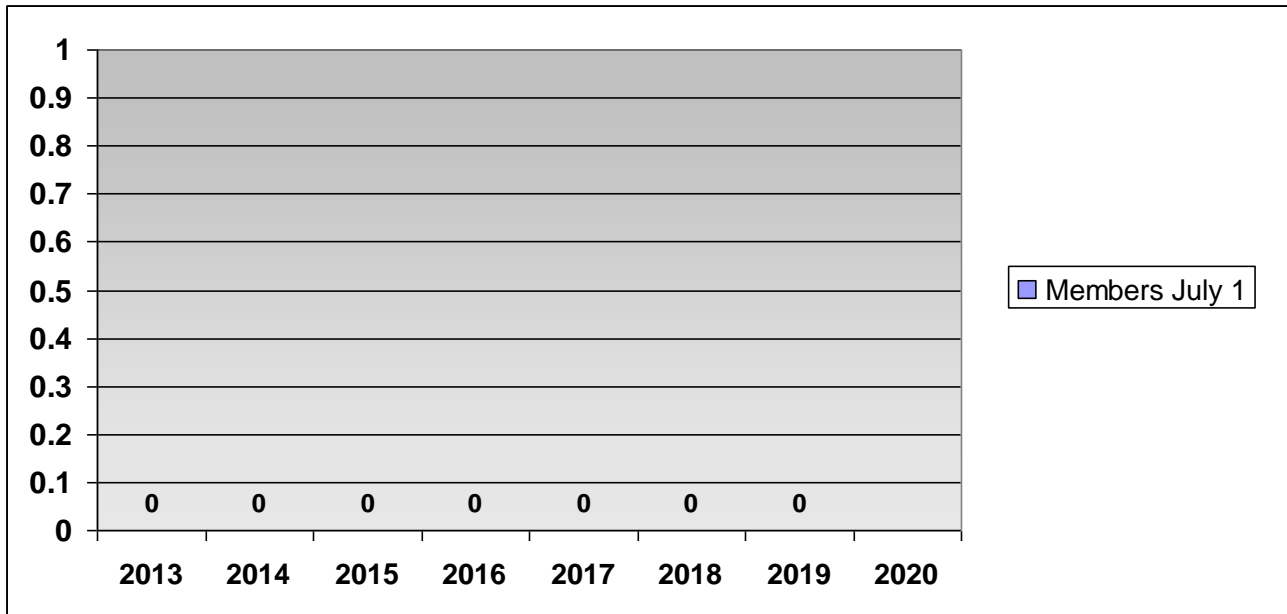
2020-2021 Membership Goal Setting

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

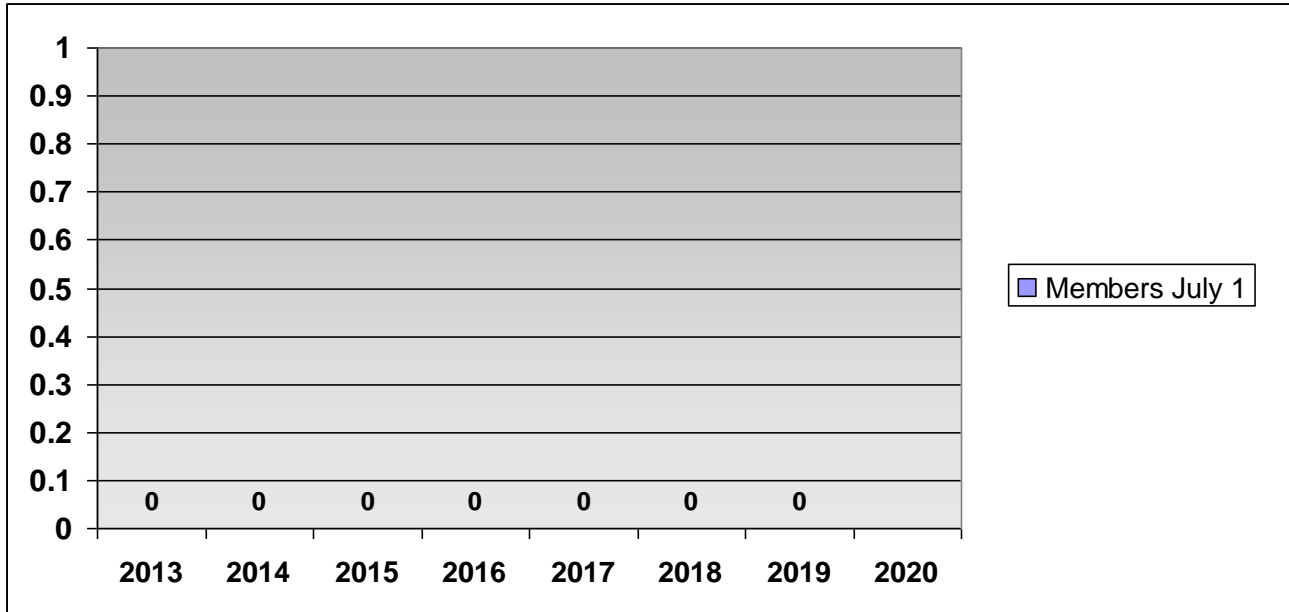
2020-2021 Membership Goal Setting

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

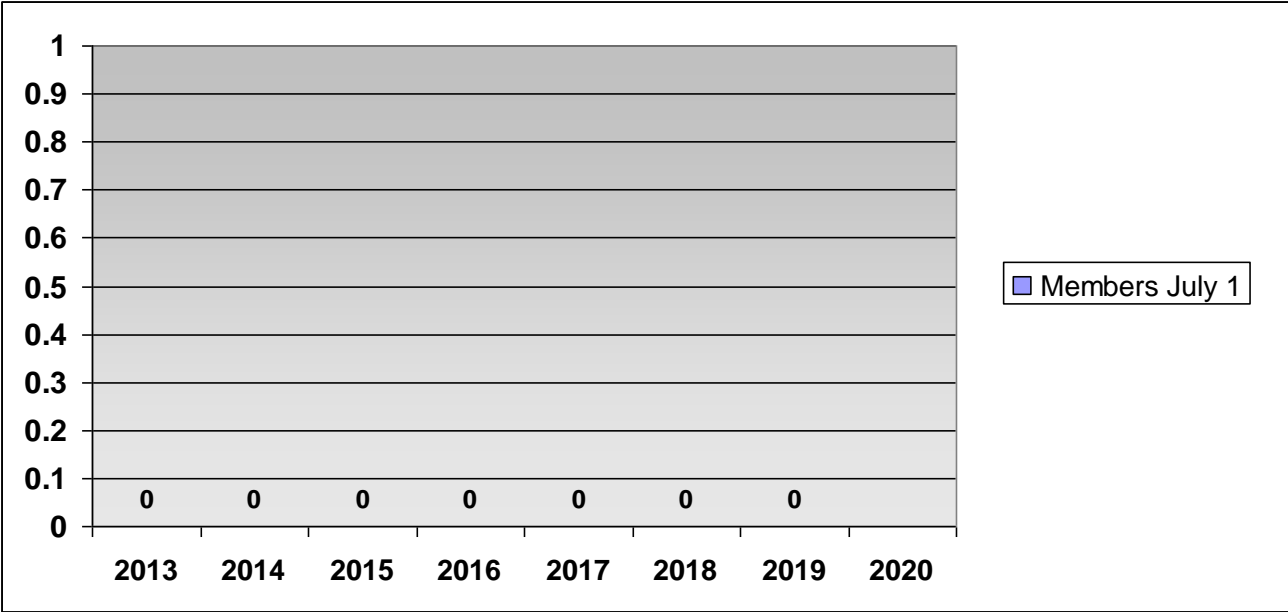
2020-2021 Membership Goal Setting

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

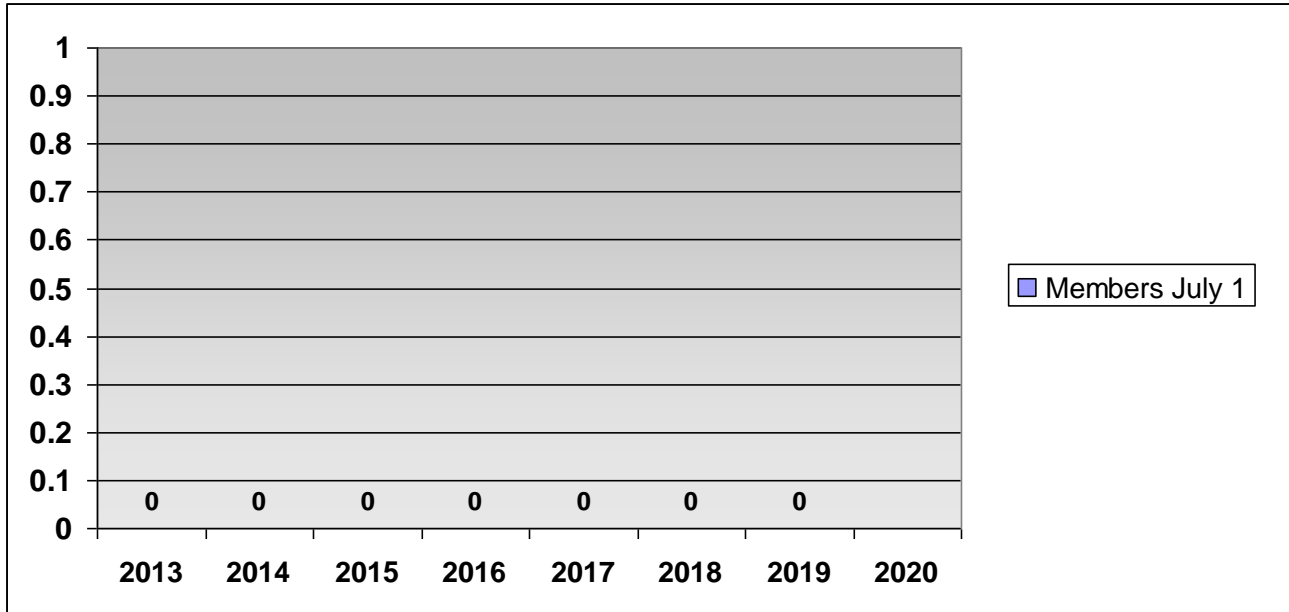
2020-2021 Membership Goal Setting

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

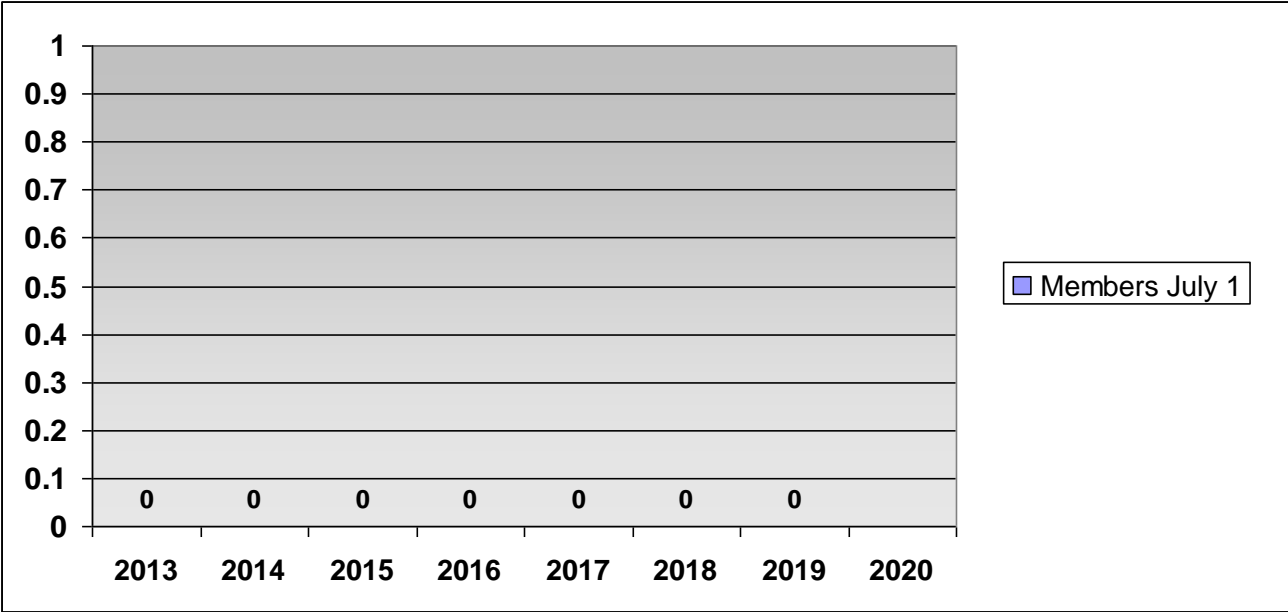
2020-2021 Membership Goal Setting

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

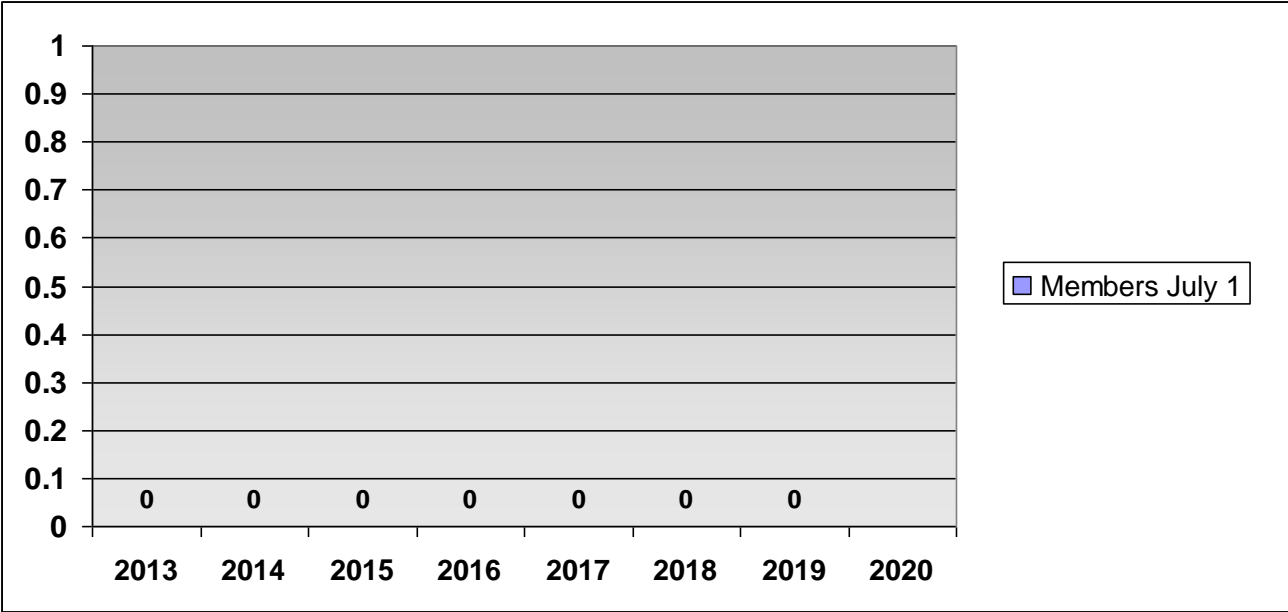
2020-2021 Membership Goal Setting

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

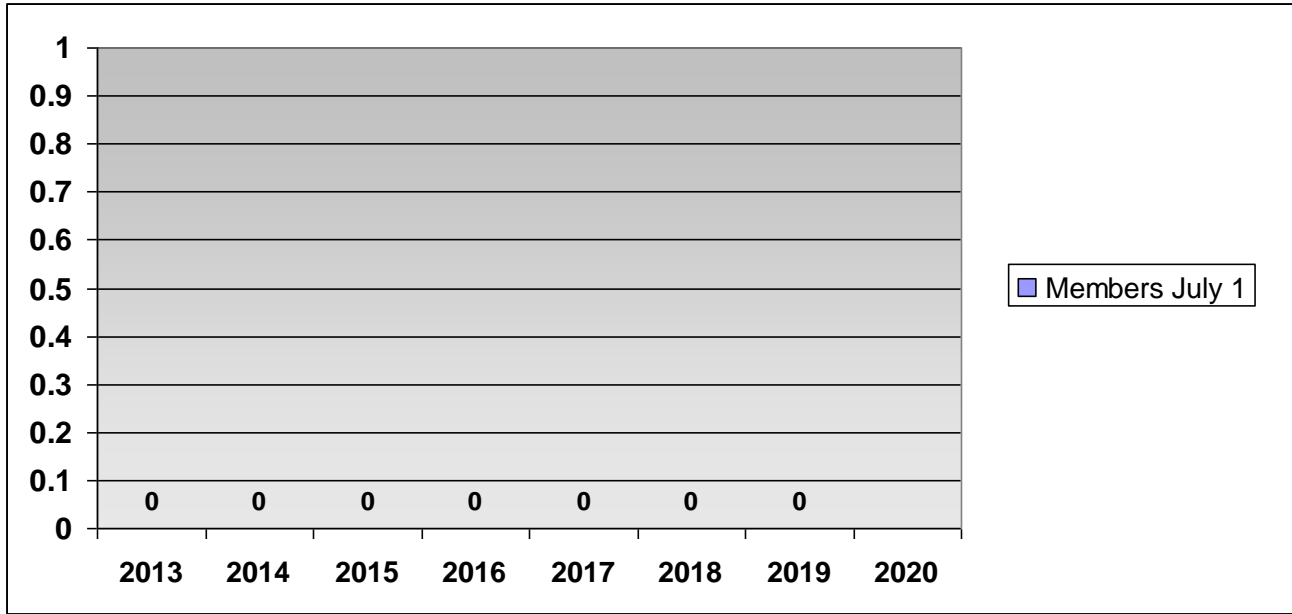
2020-2021 Membership Goal Setting

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

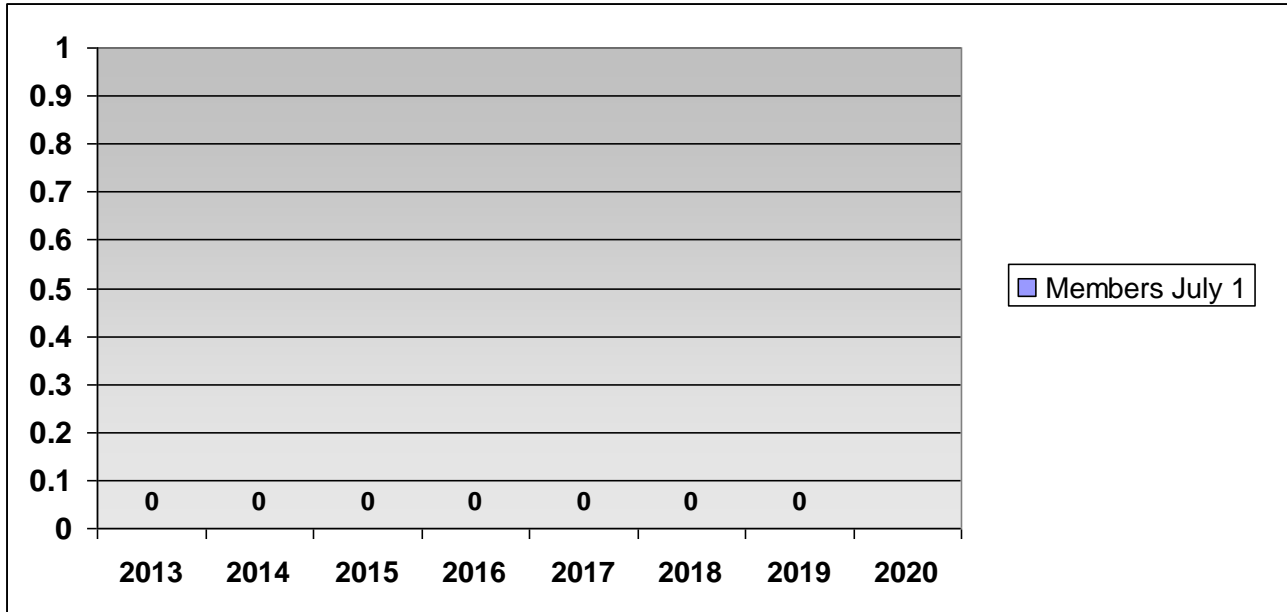
2020-2021 Membership Goal Setting

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

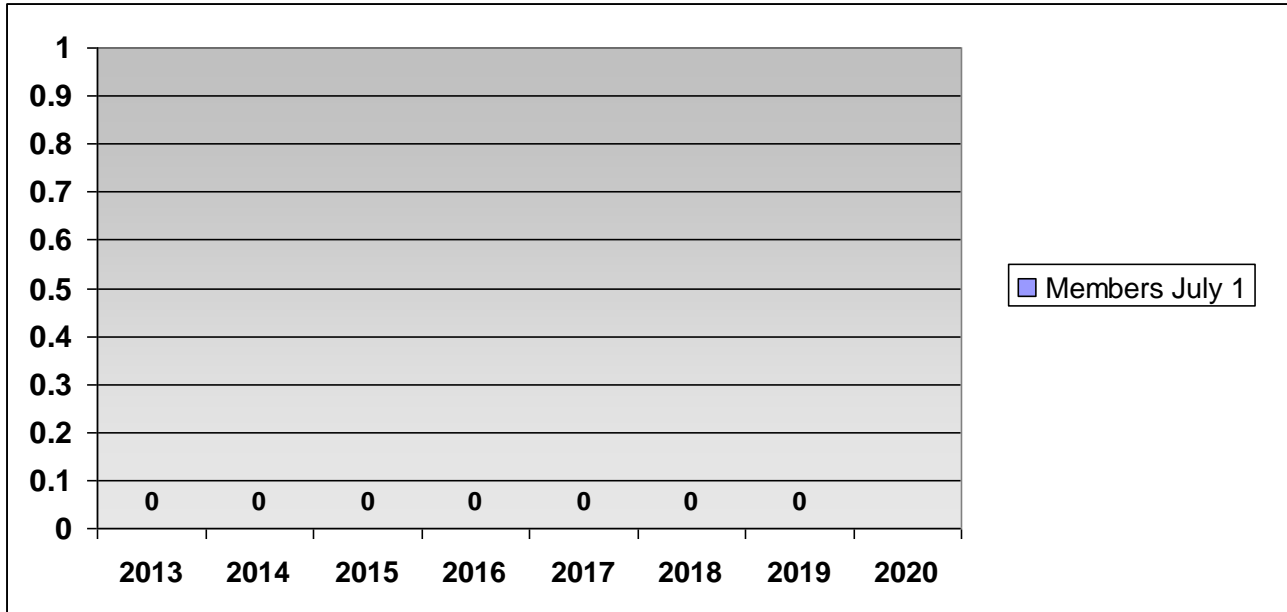
2020-2021 Membership Goal Setting

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

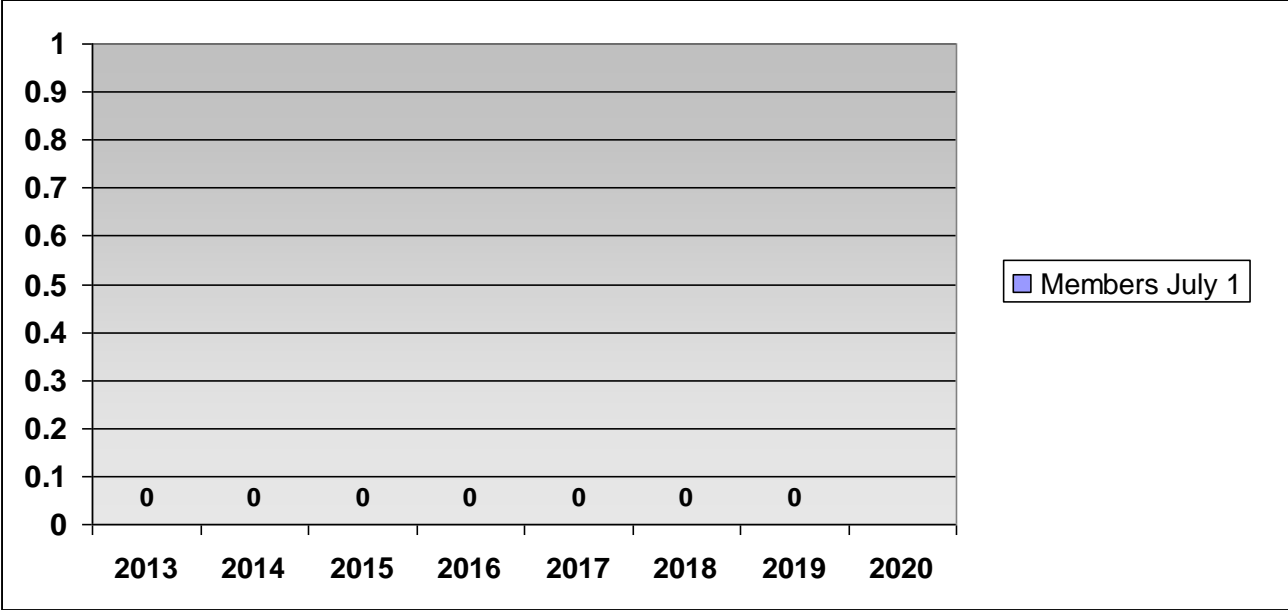
2020-2021 Membership Goal Setting

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

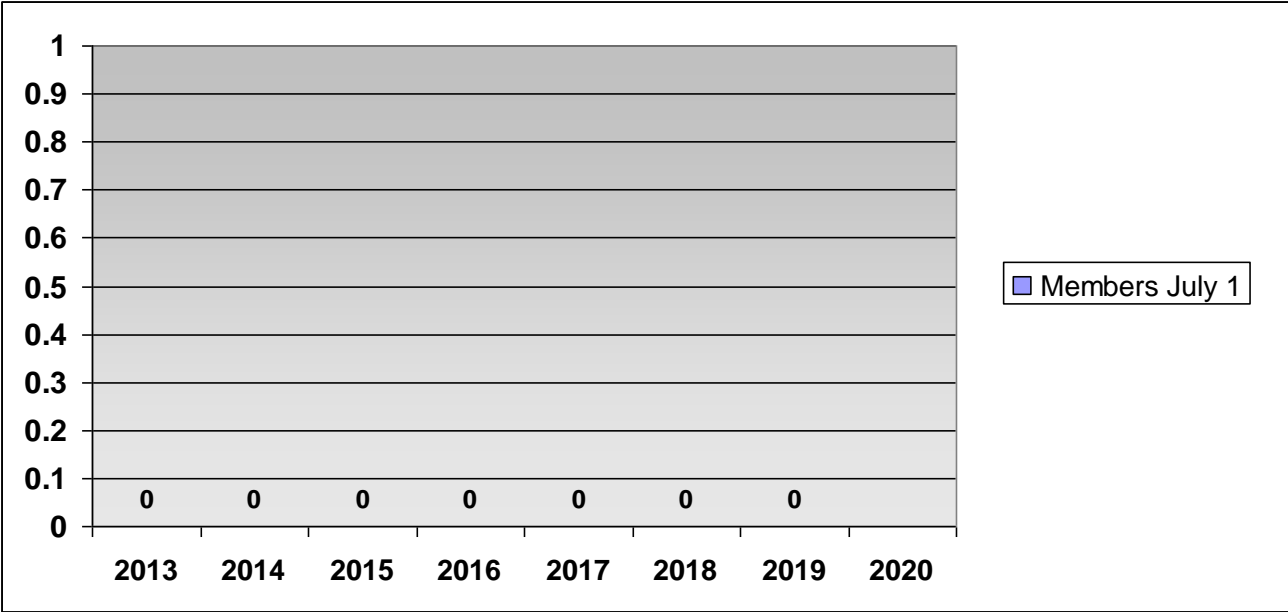
2020-2021 Membership Goal Setting

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

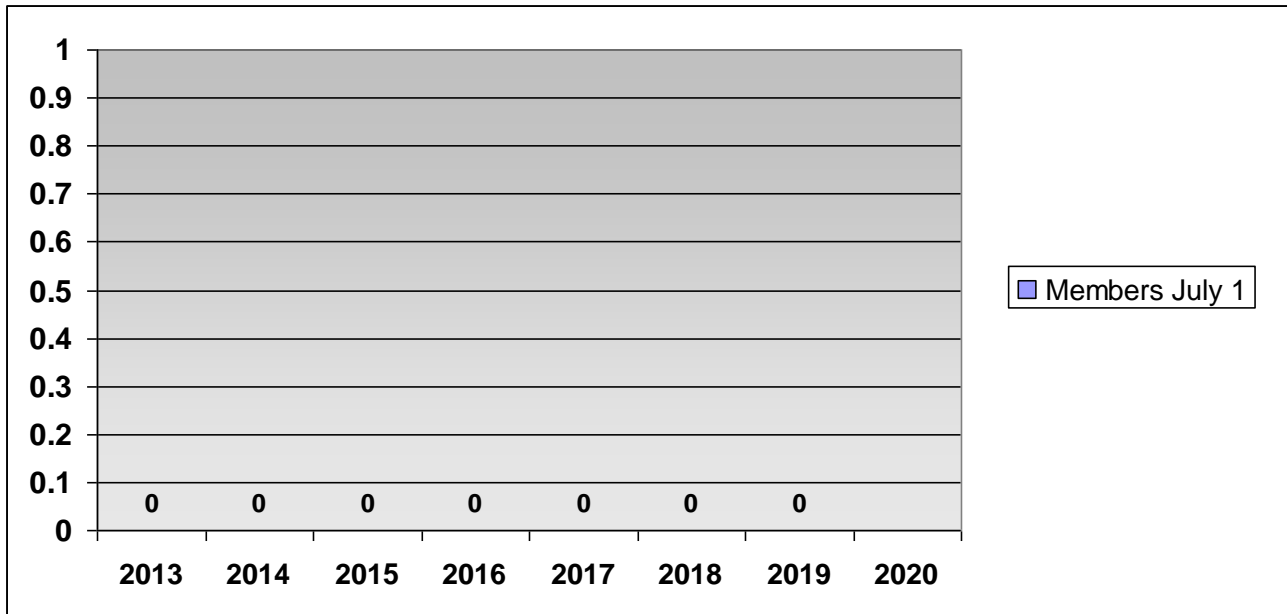
2020-2021 Membership Goal Setting

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

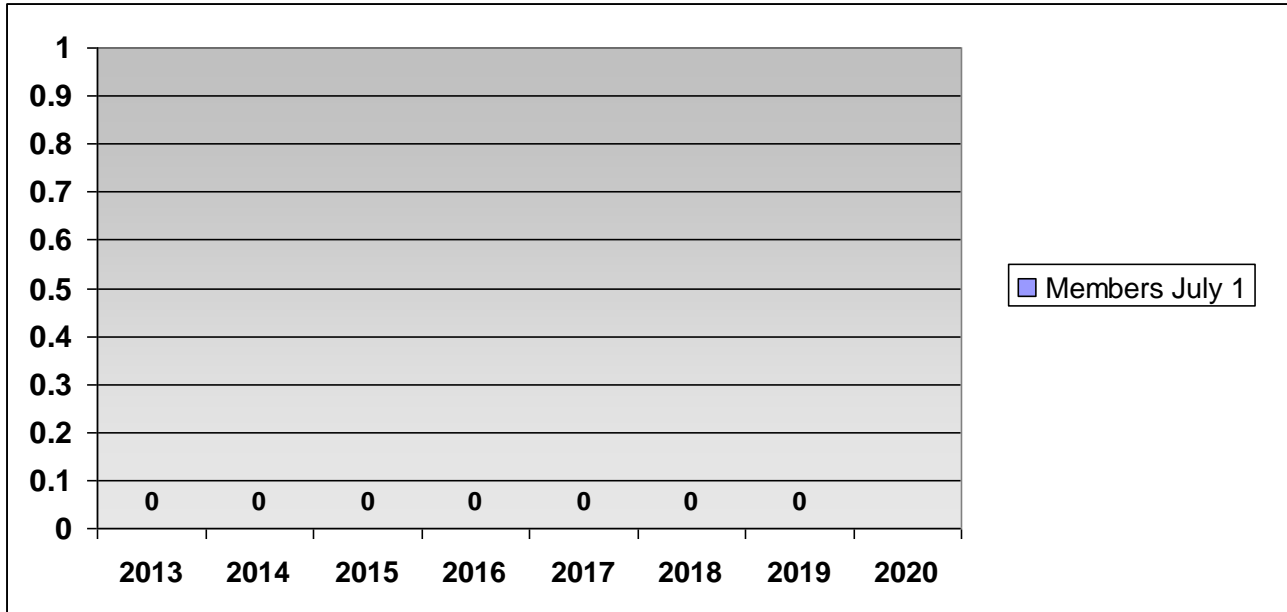
2020-2021 Membership Goal Setting

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

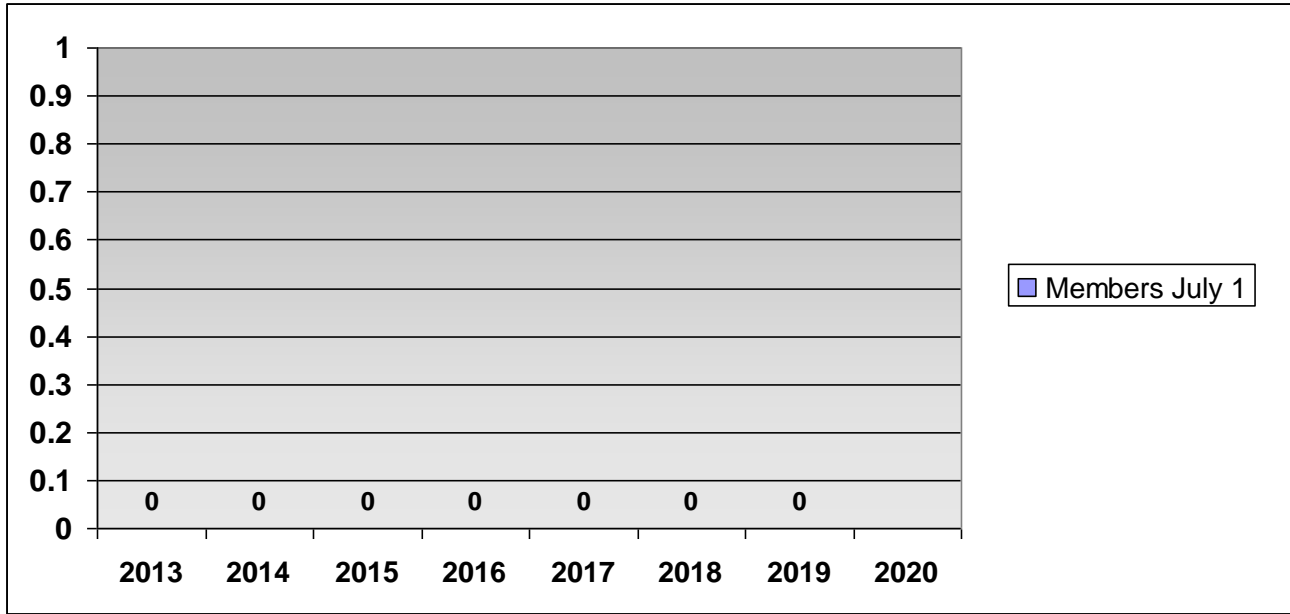
2020-2021 Membership Goal Setting

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

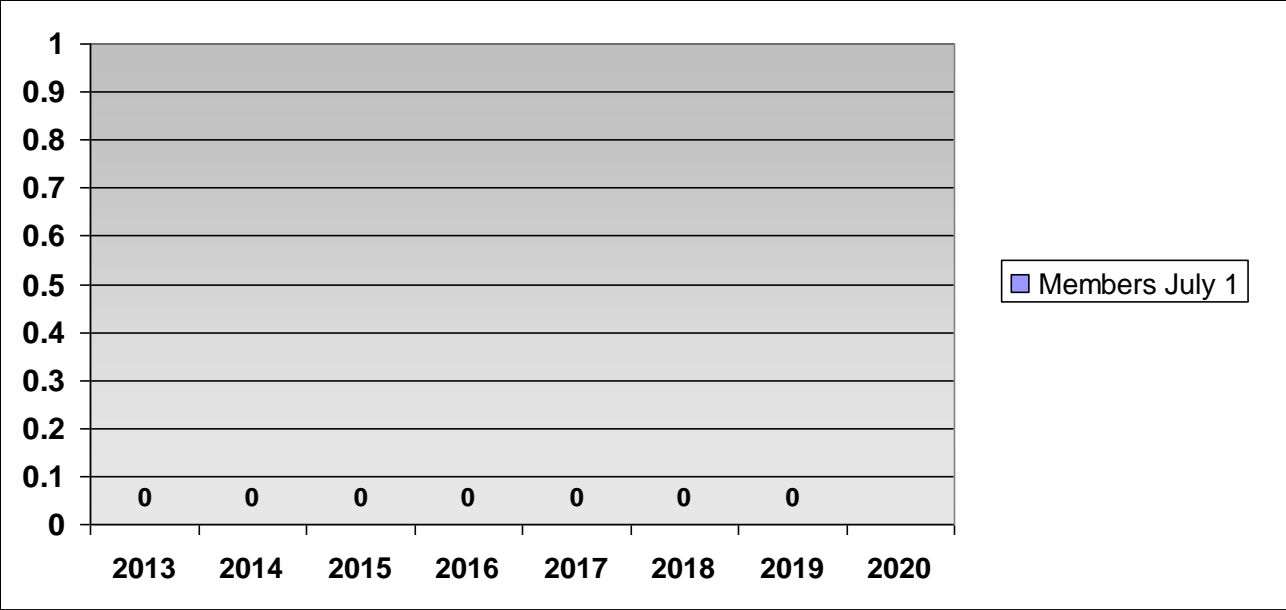
2020-2021 Membership Goal Setting

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

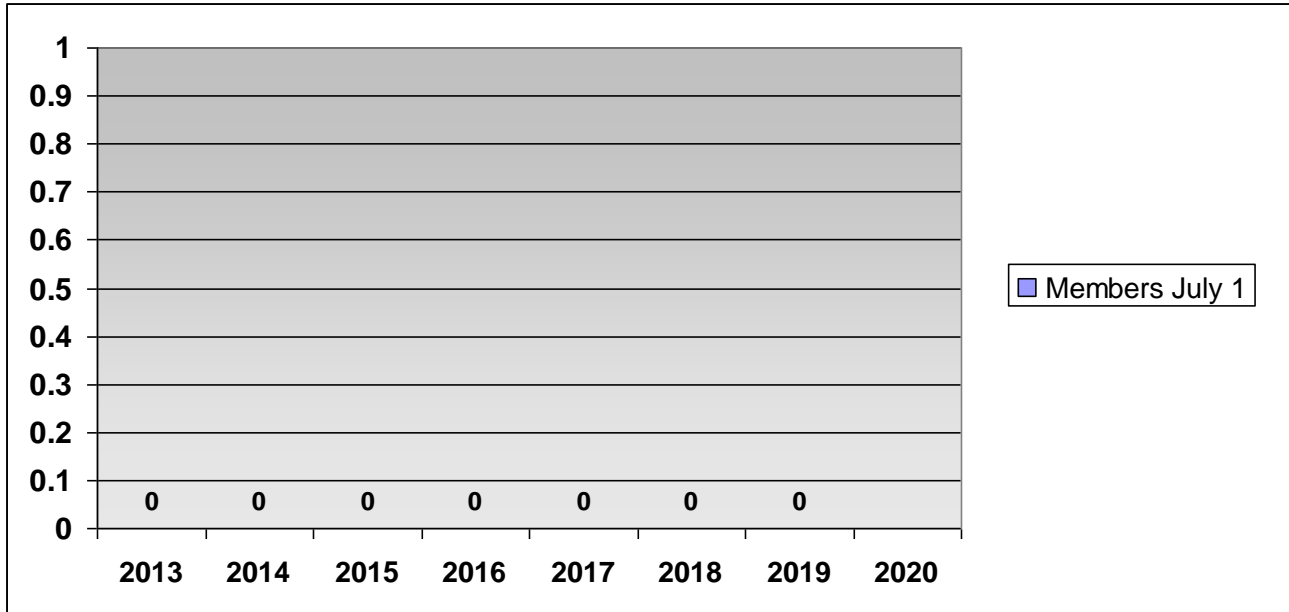
2020-2021 Membership Goal Setting

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

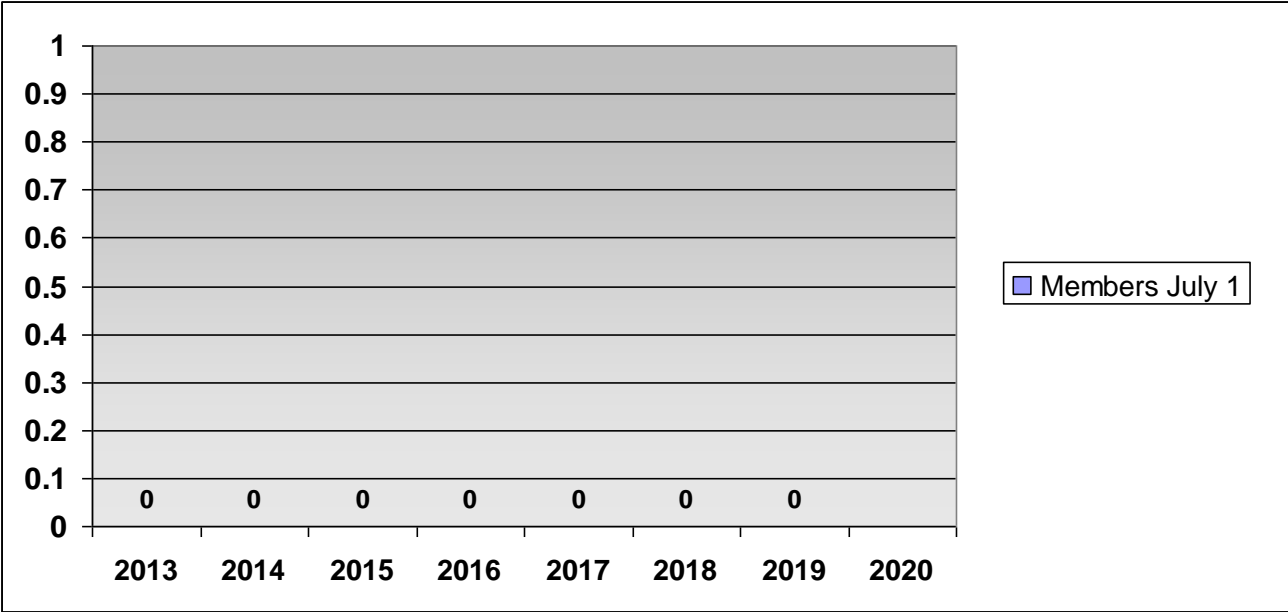
2020-2021 Membership Goal Setting

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

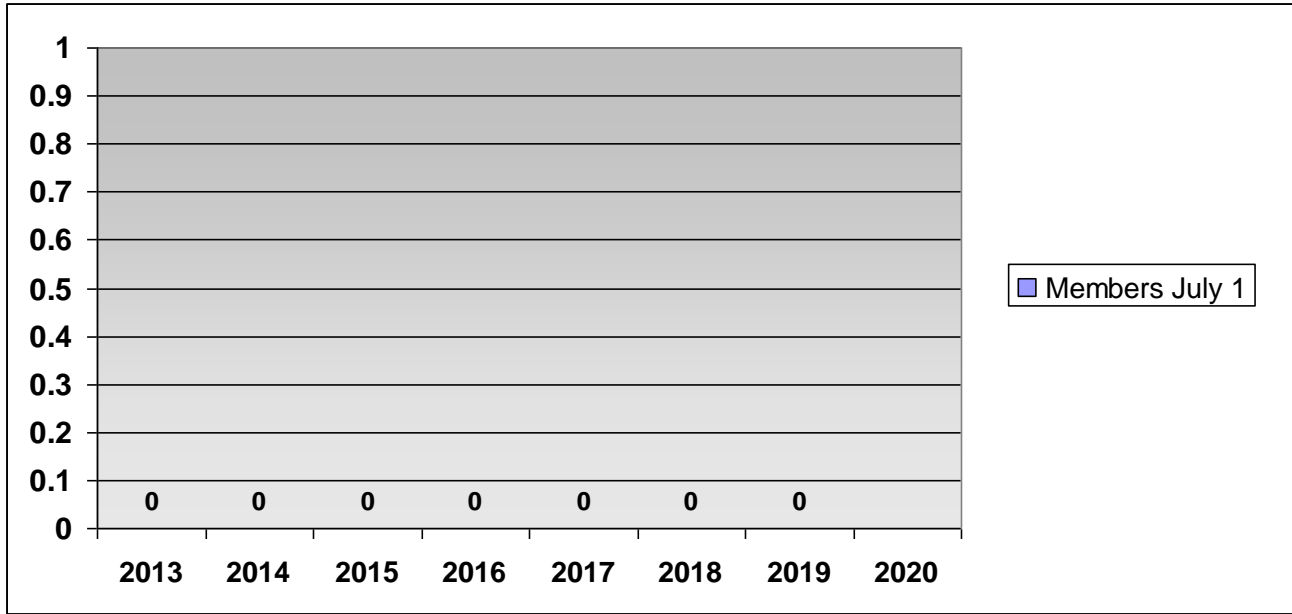
2020-2021 Membership Goal Setting

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

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

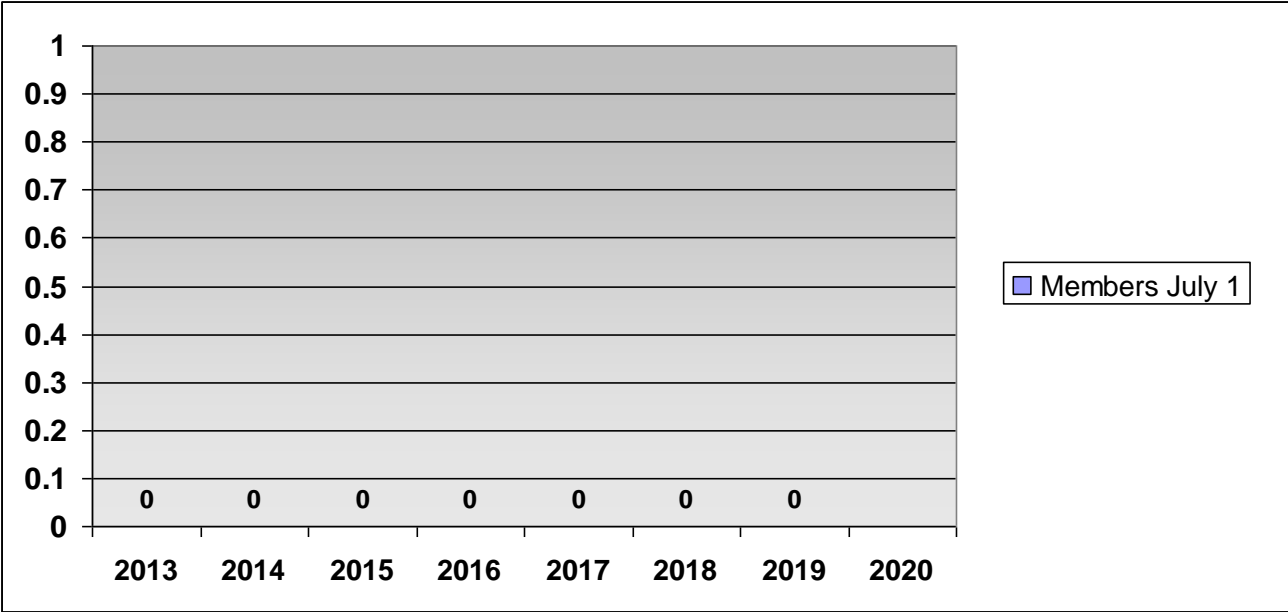
2020-2021 Membership Goal Setting

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

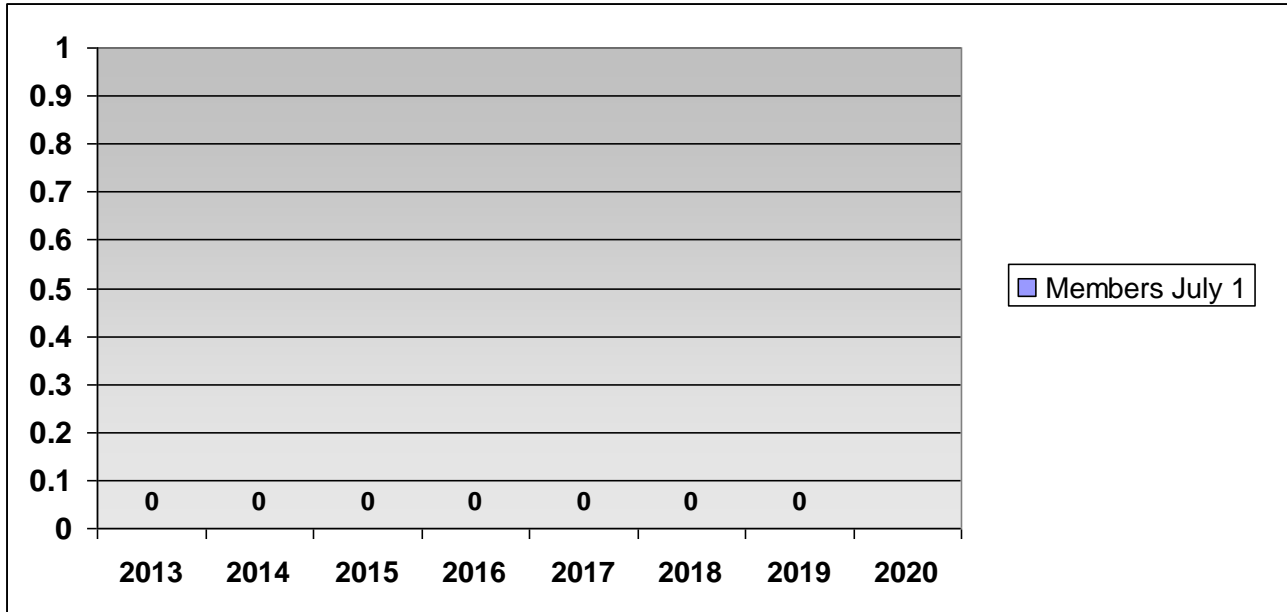
2020-2021 Membership Goal Setting

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

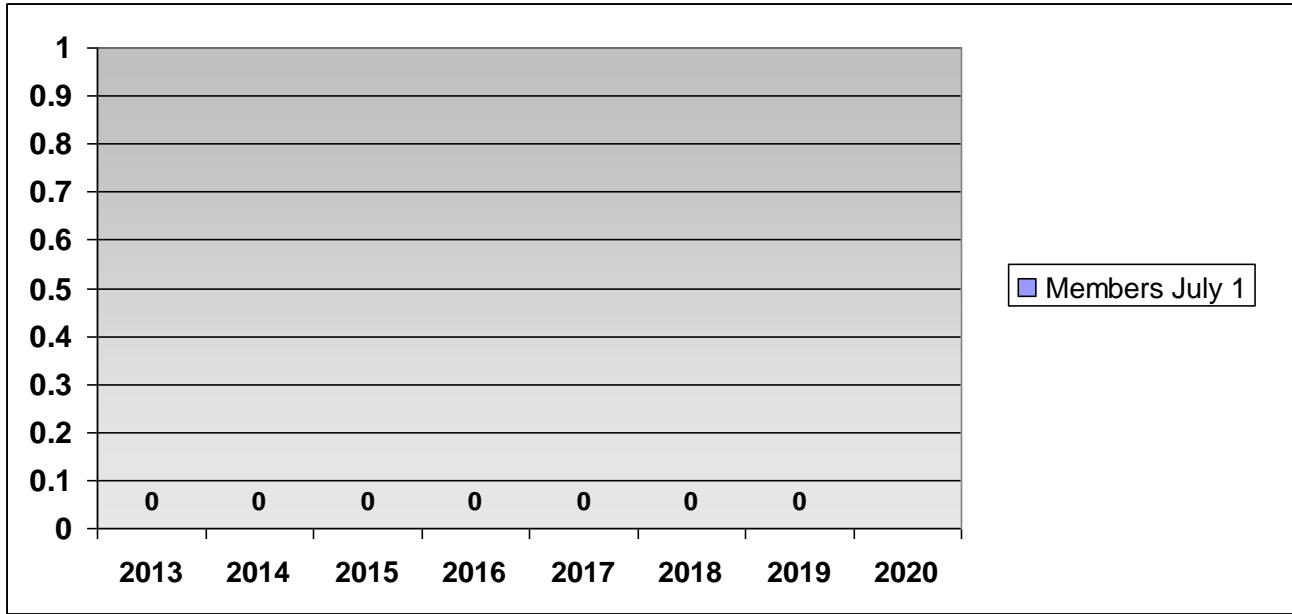
2020-2021 Membership Goal Setting

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

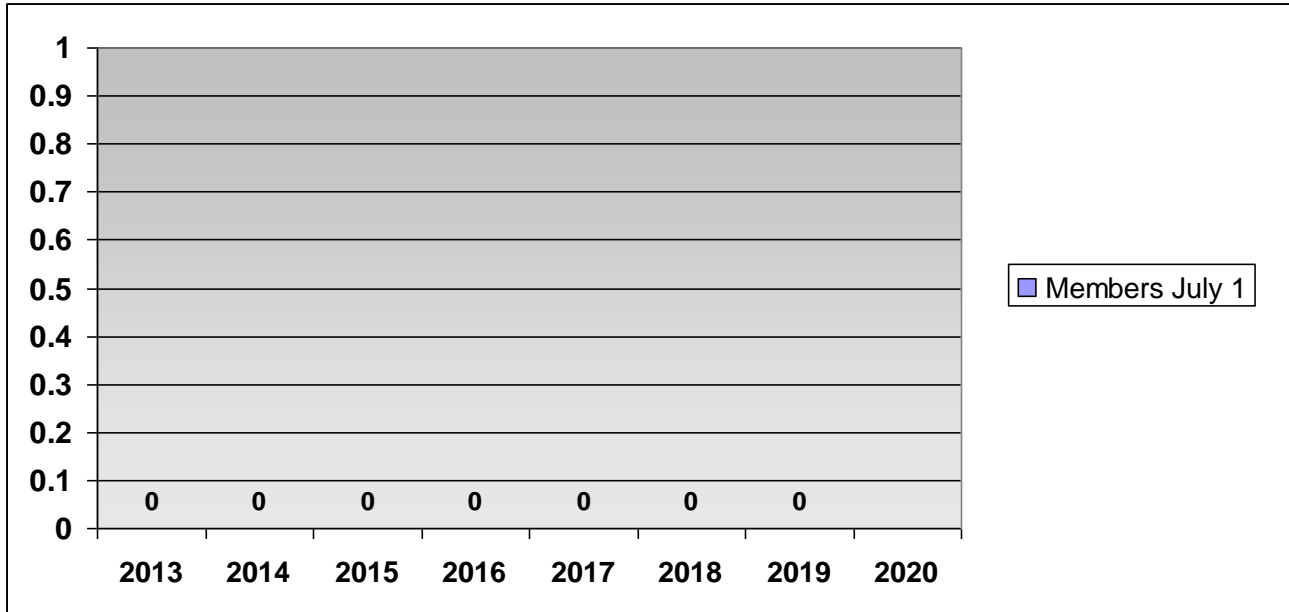
2020-2021 Membership Goal Setting

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

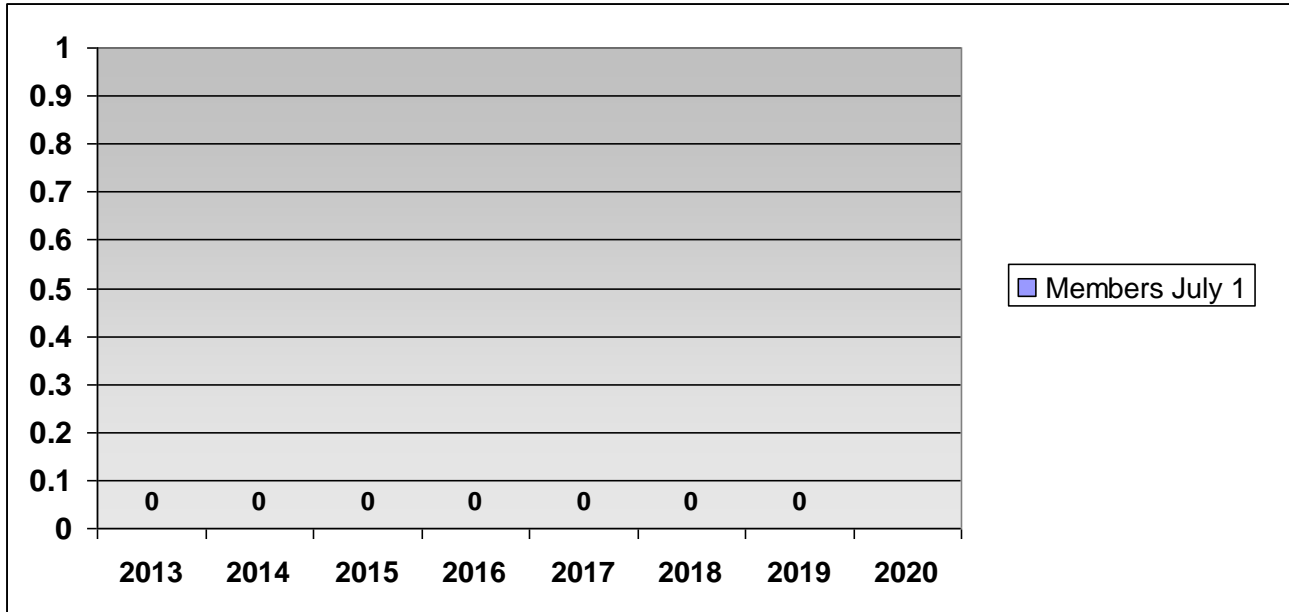
2020-2021 Membership Goal Setting

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

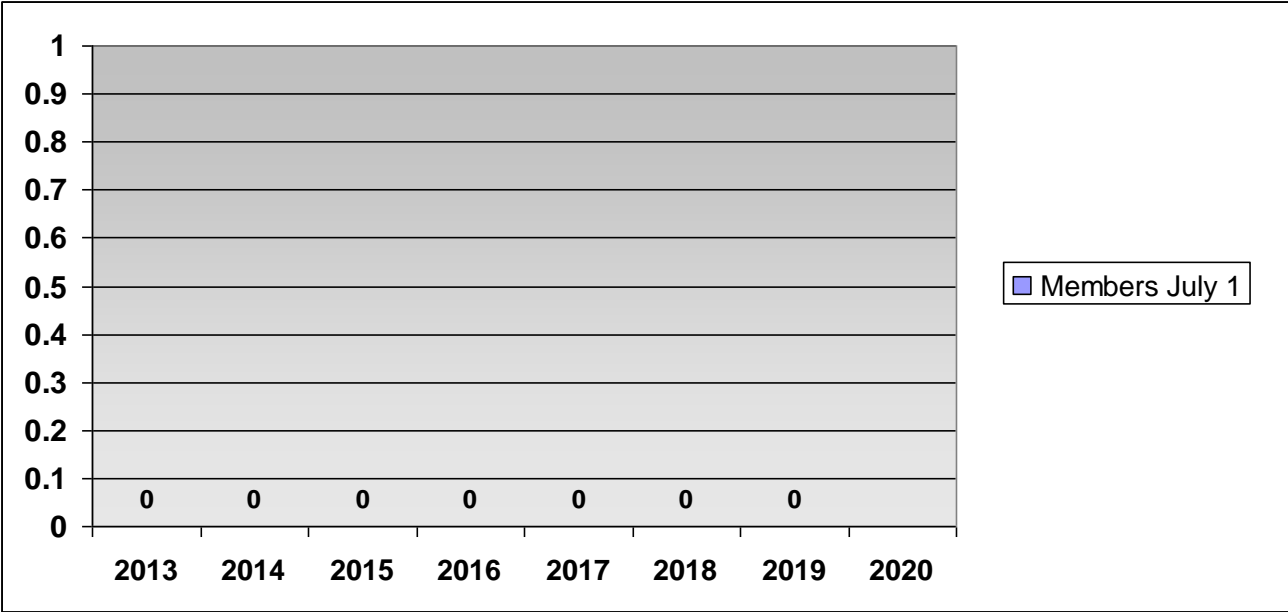
2020-2021 Membership Goal Setting

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

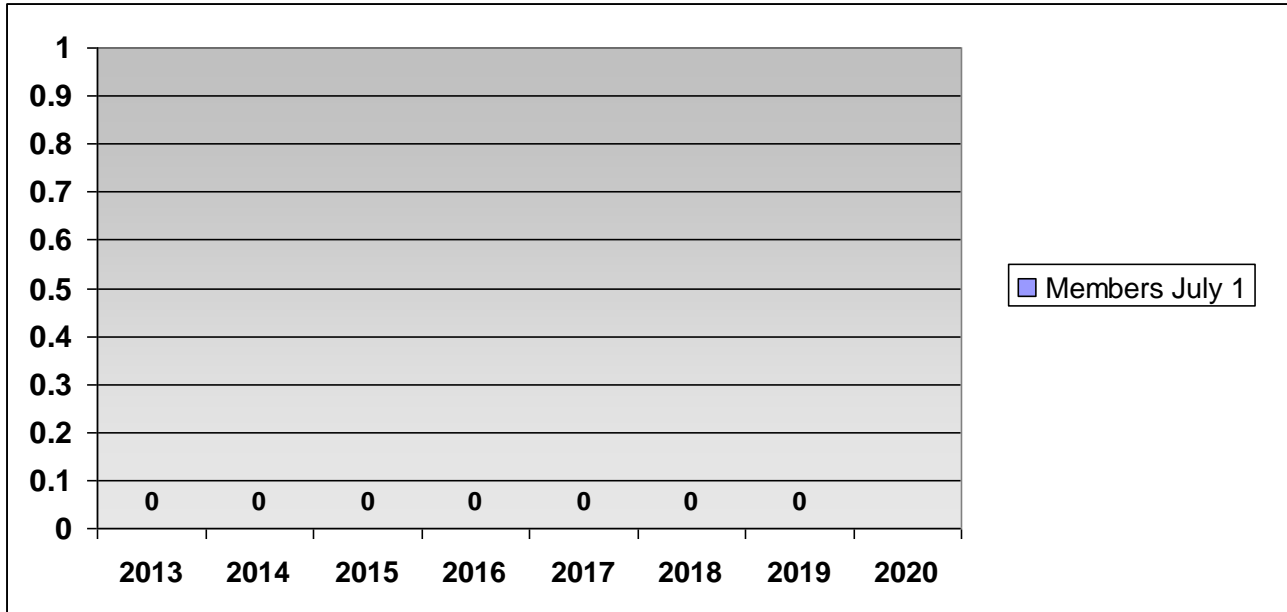
2020-2021 Membership Goal Setting

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

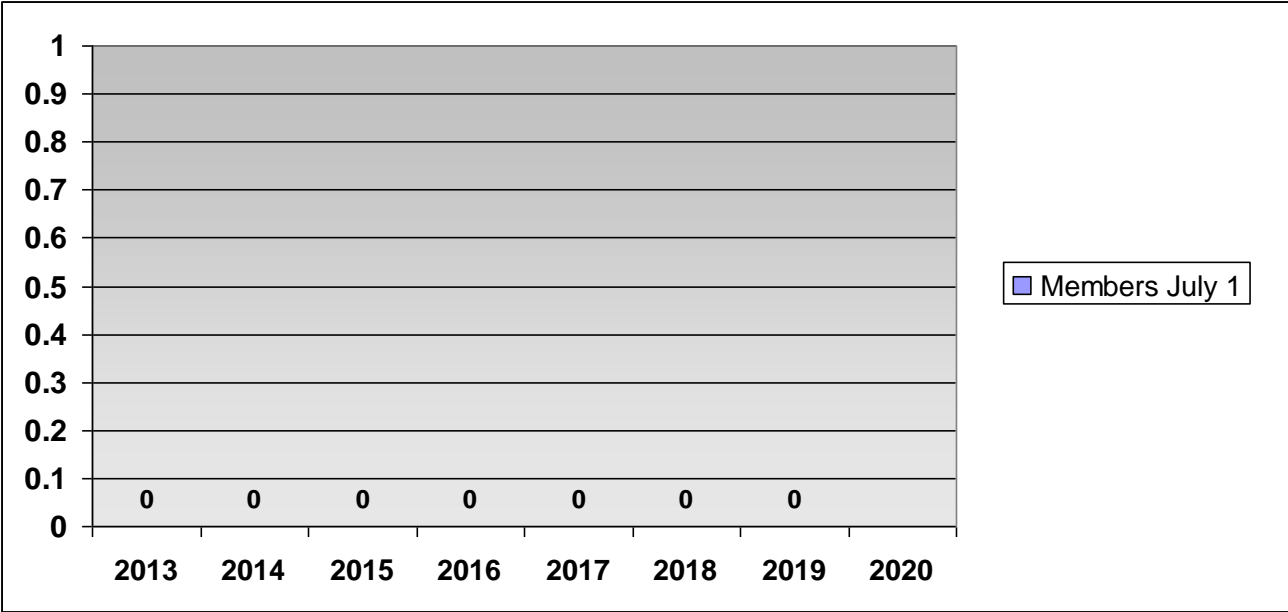
2020-2021 Membership Goal Setting

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

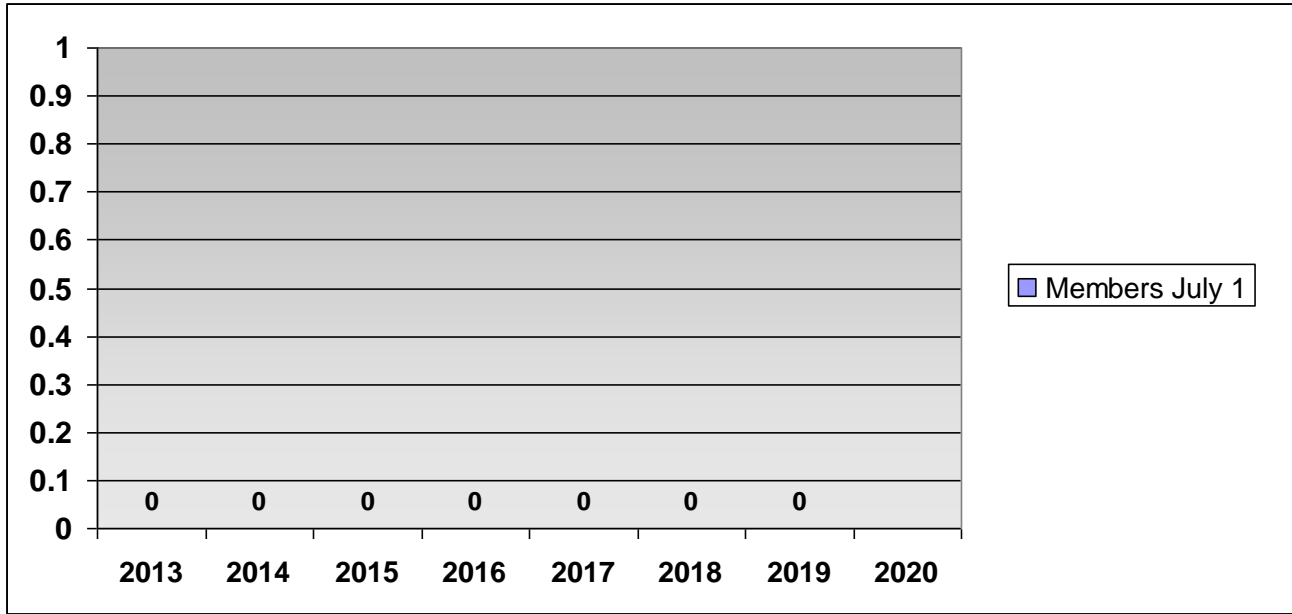
2020-2021 Membership Goal Setting

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

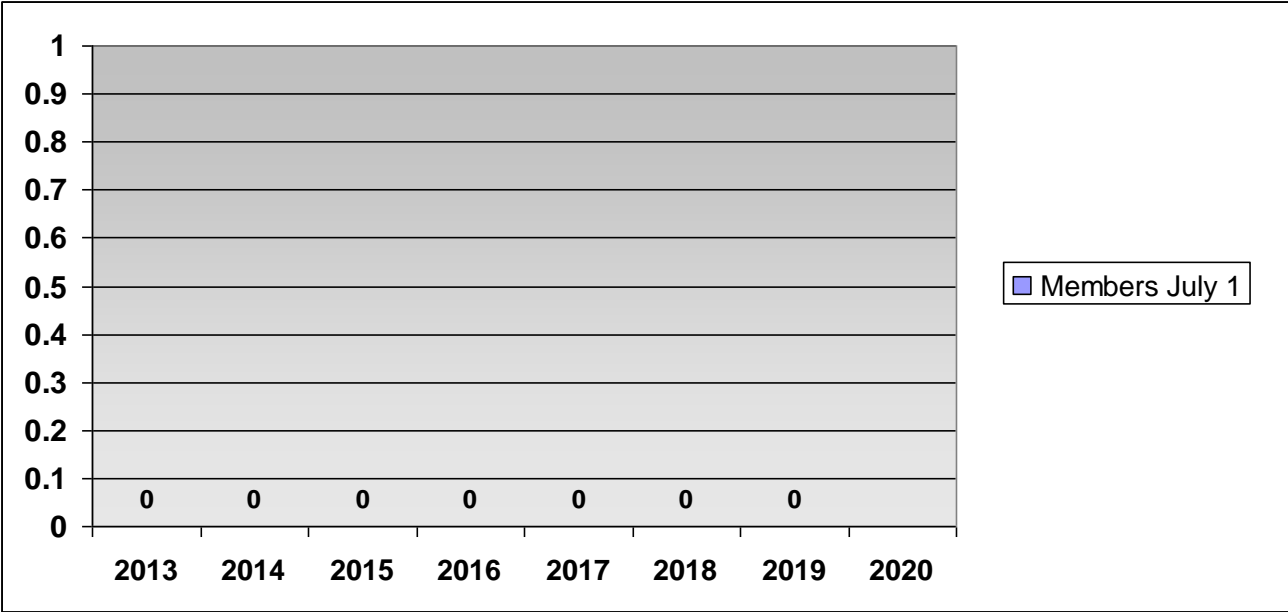
2020-2021 Membership Goal Setting

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

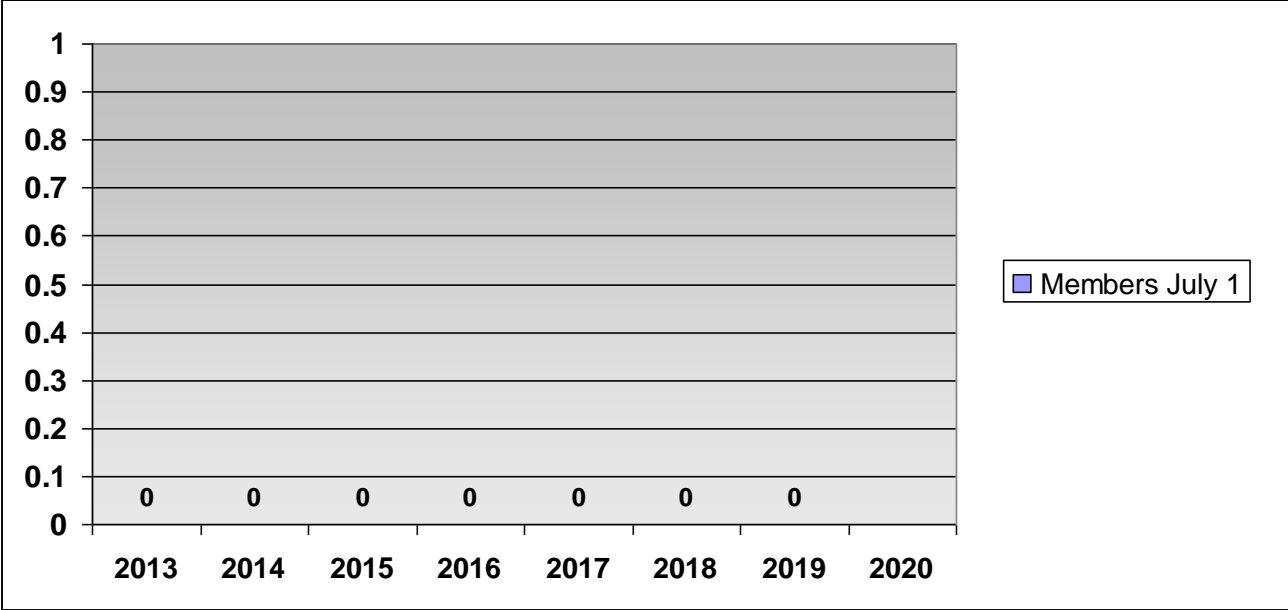
2020-2021 Membership Goal Setting

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

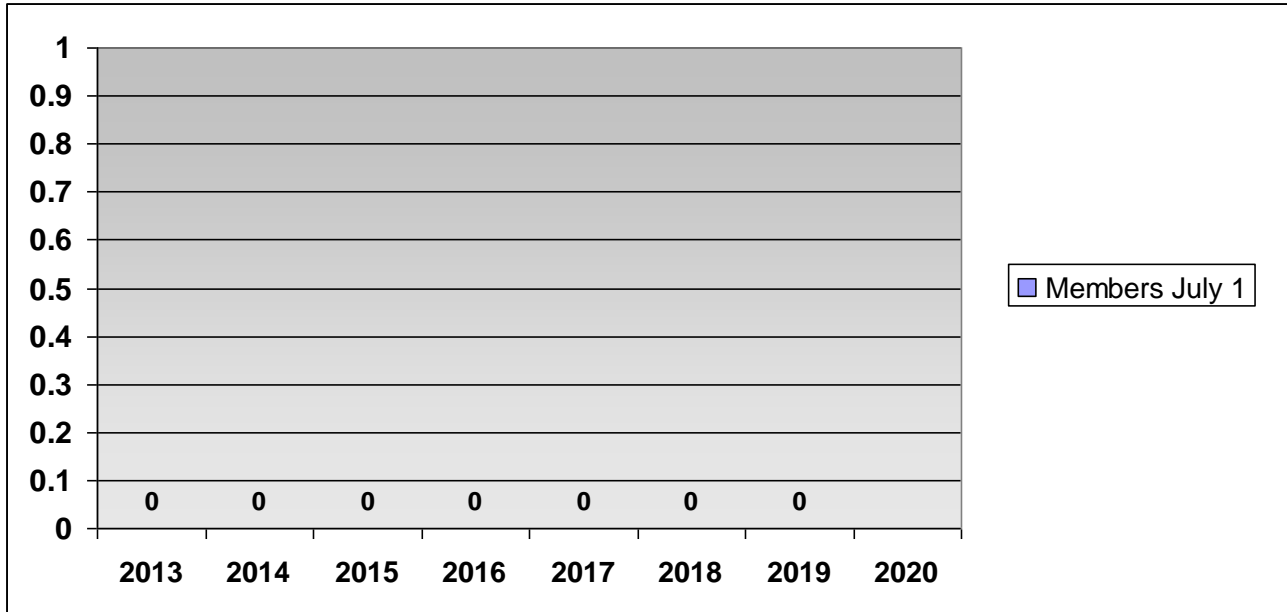
2020-2021 Membership Goal Setting

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

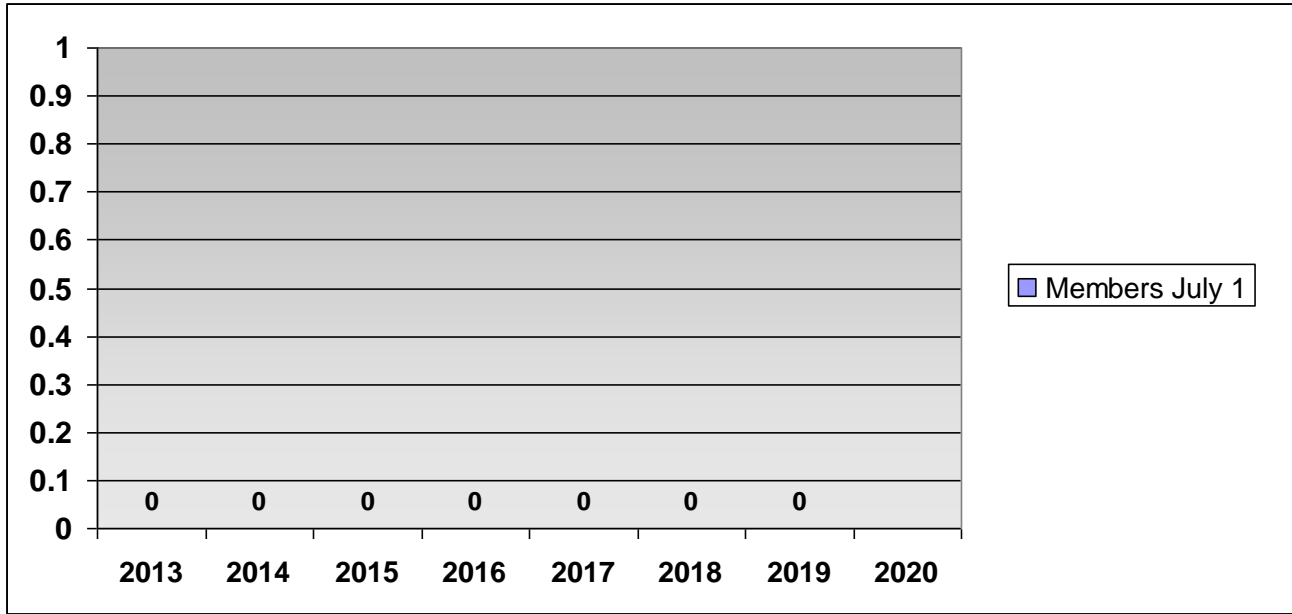
2020-2021 Membership Goal Setting

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

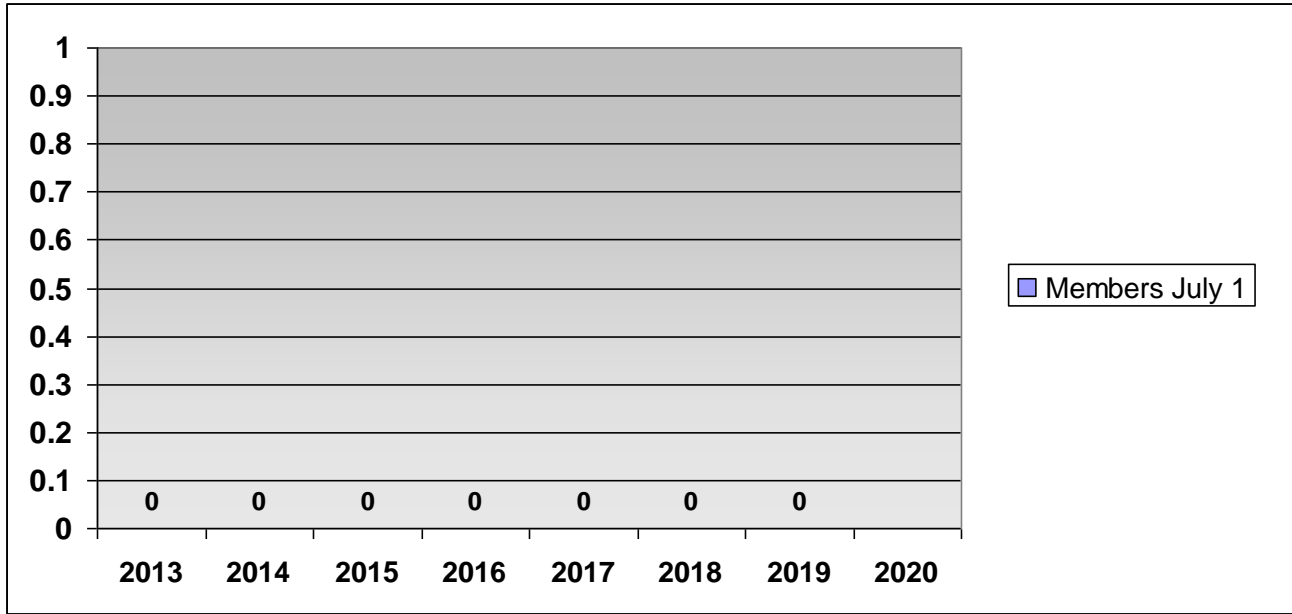
2020-2021 Membership Goal Setting

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

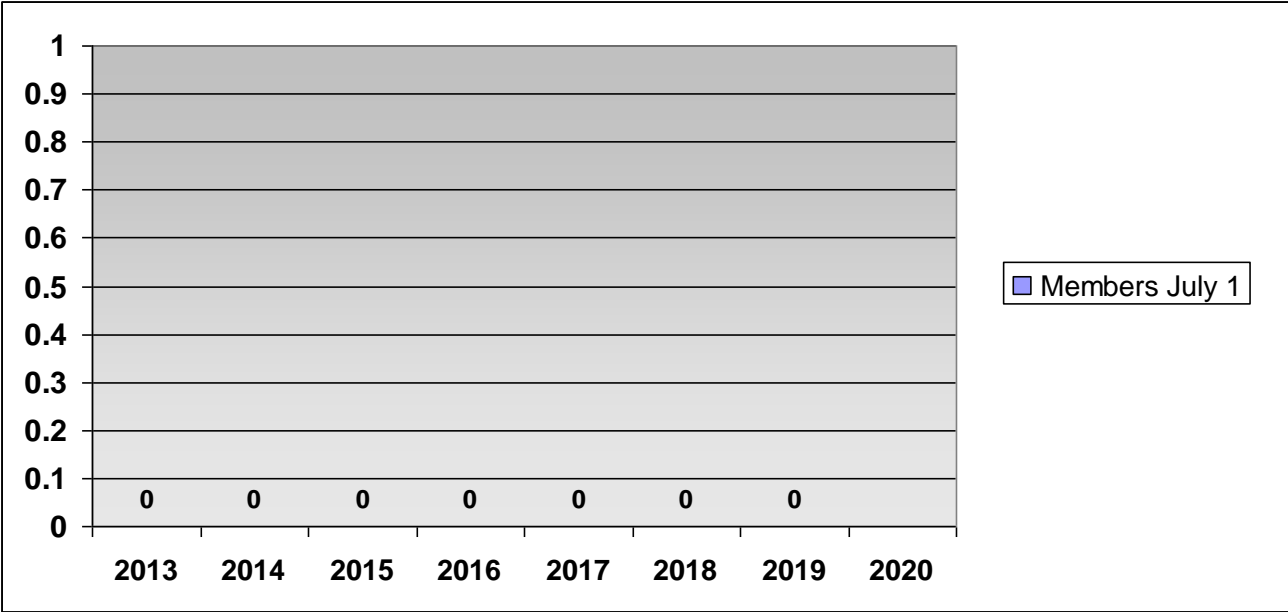
2020-2021 Membership Goal Setting

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

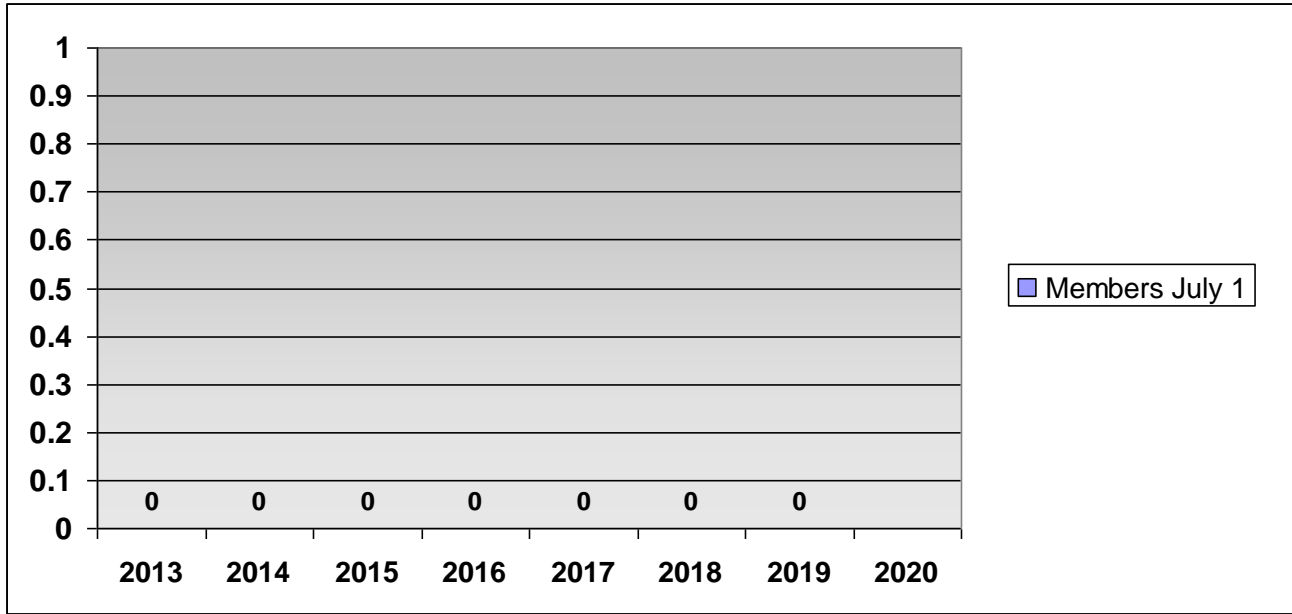
2020-2021 Membership Goal Setting

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

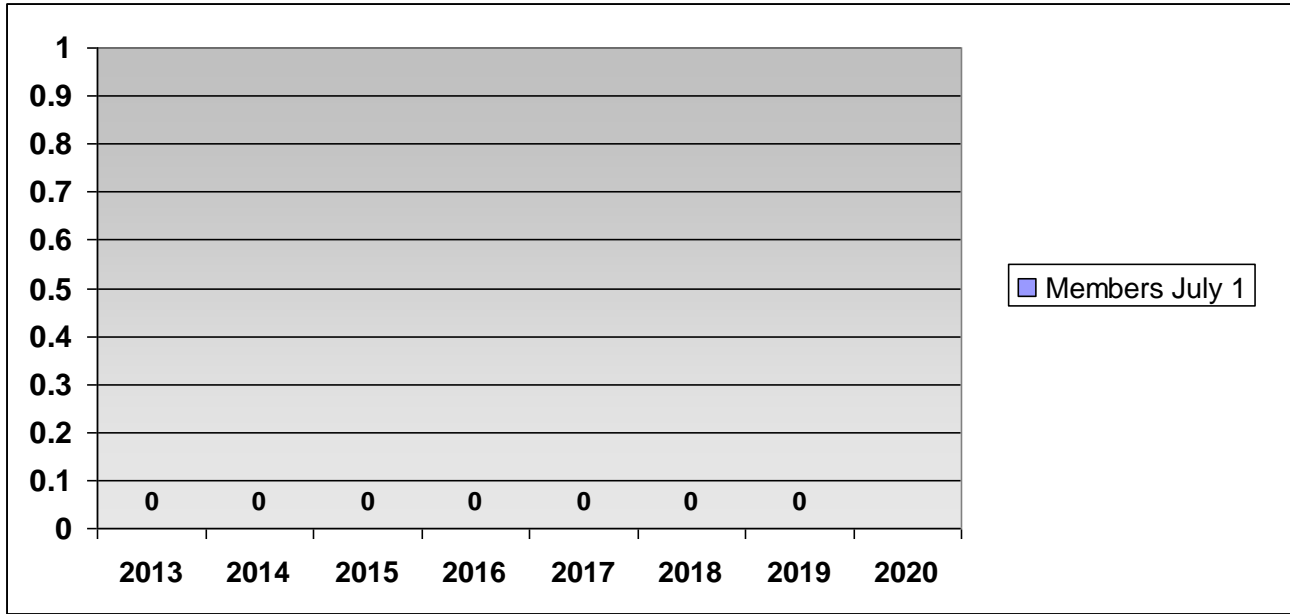
2020-2021 Membership Goal Setting

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

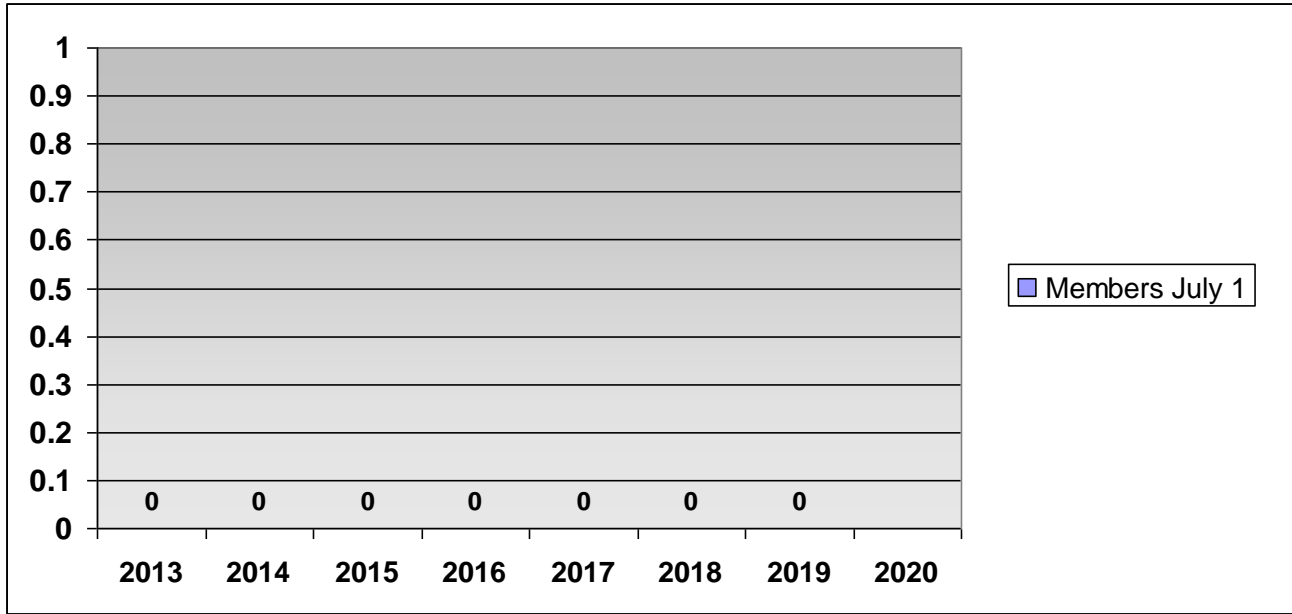
2020-2021 Membership Goal Setting

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

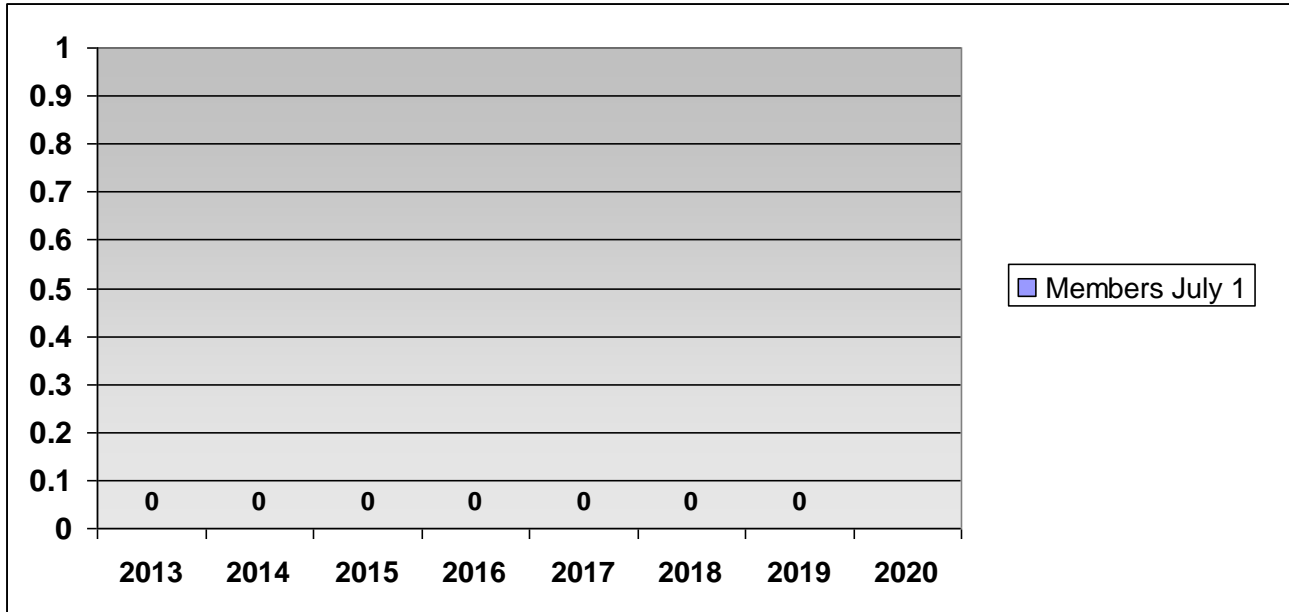
2020-2021 Membership Goal Setting

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

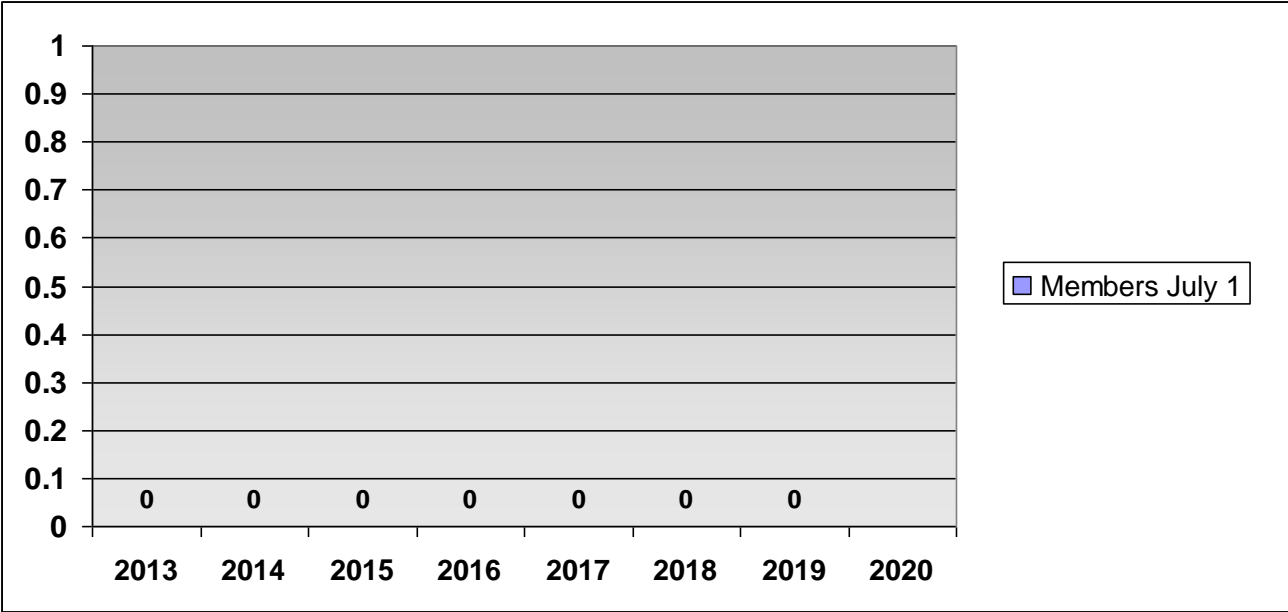
2020-2021 Membership Goal Setting

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

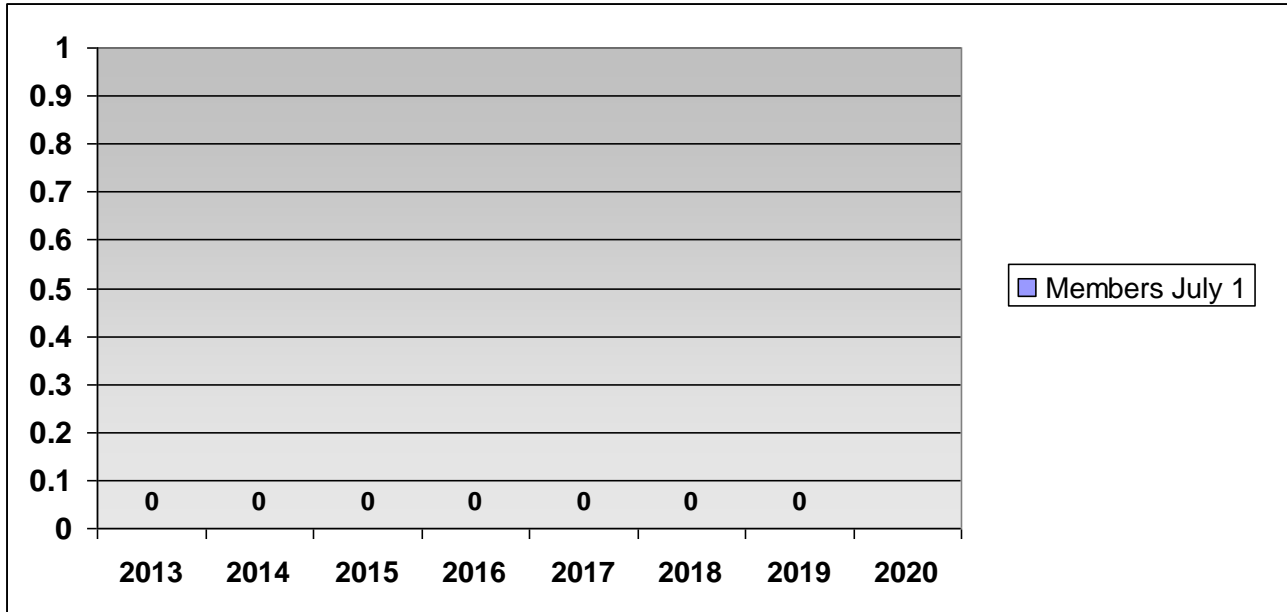
2020-2021 Membership Goal Setting

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

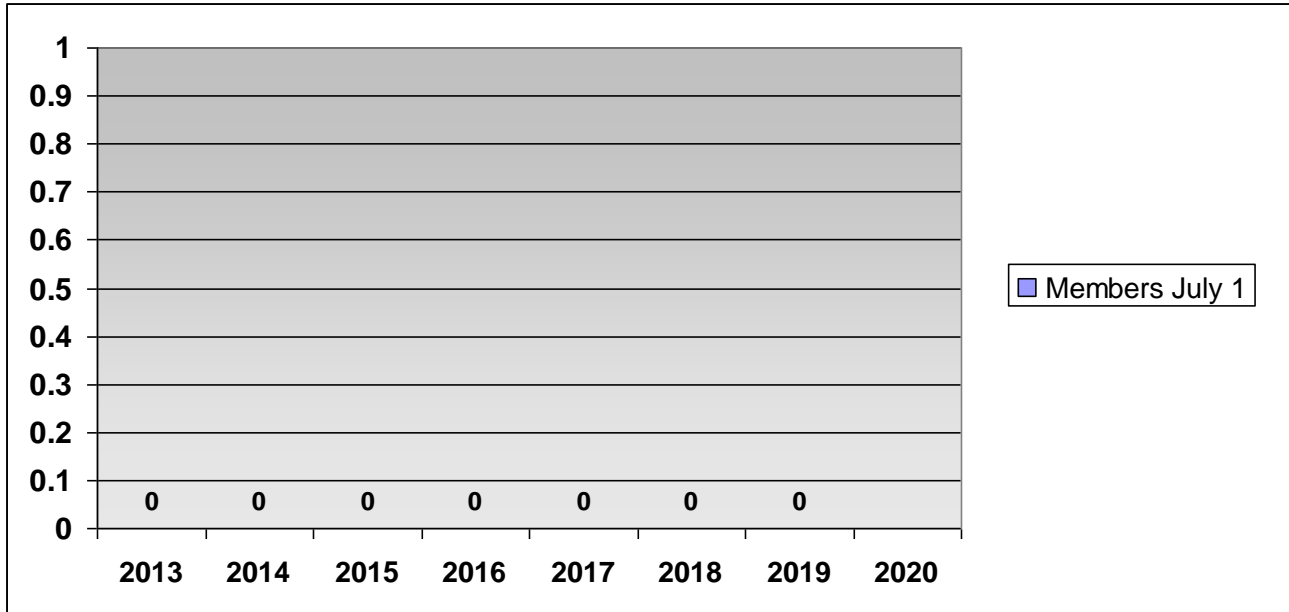
2020-2021 Membership Goal Setting

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

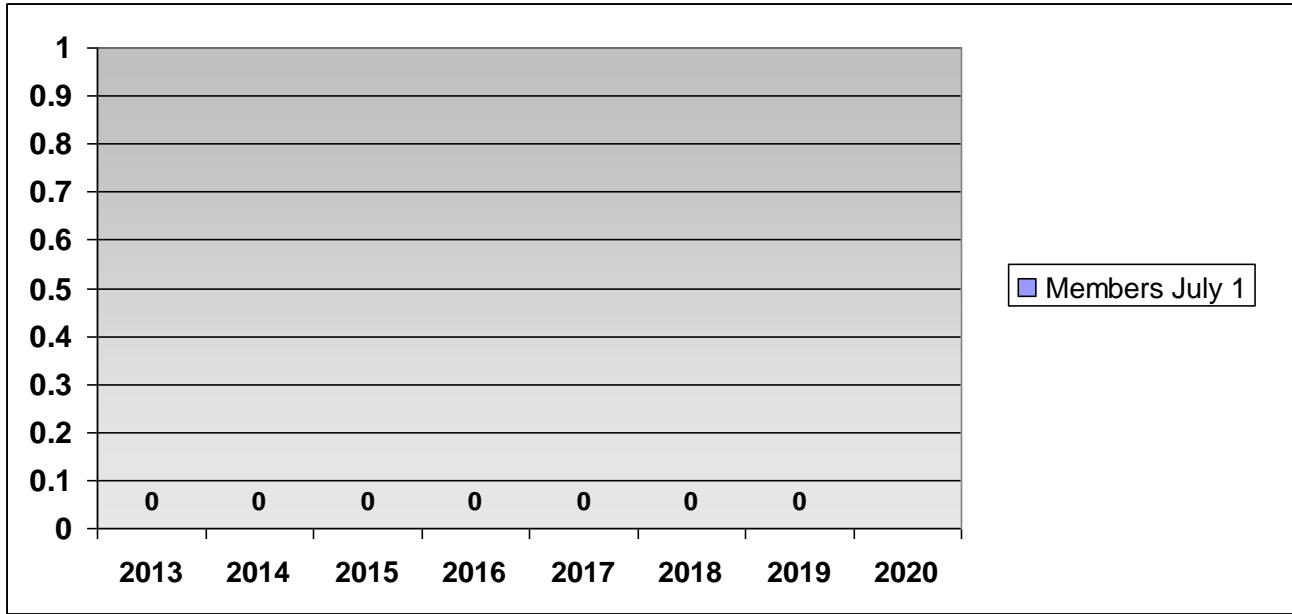
2020-2021 Membership Goal Setting

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

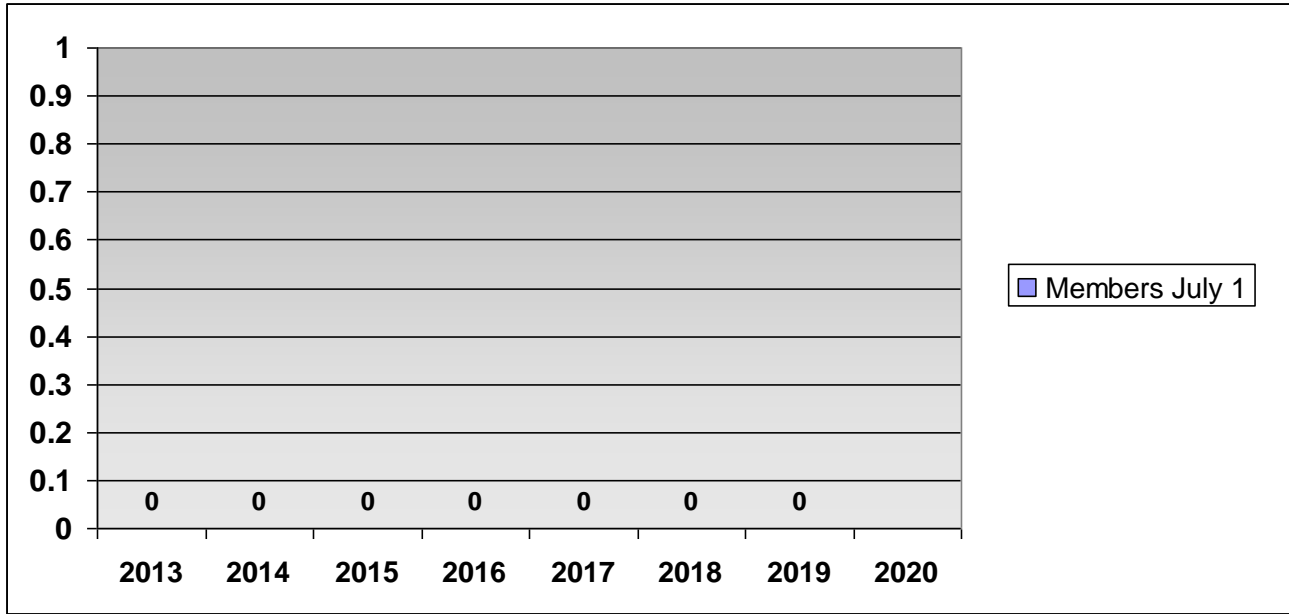
2020-2021 Membership Goal Setting

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

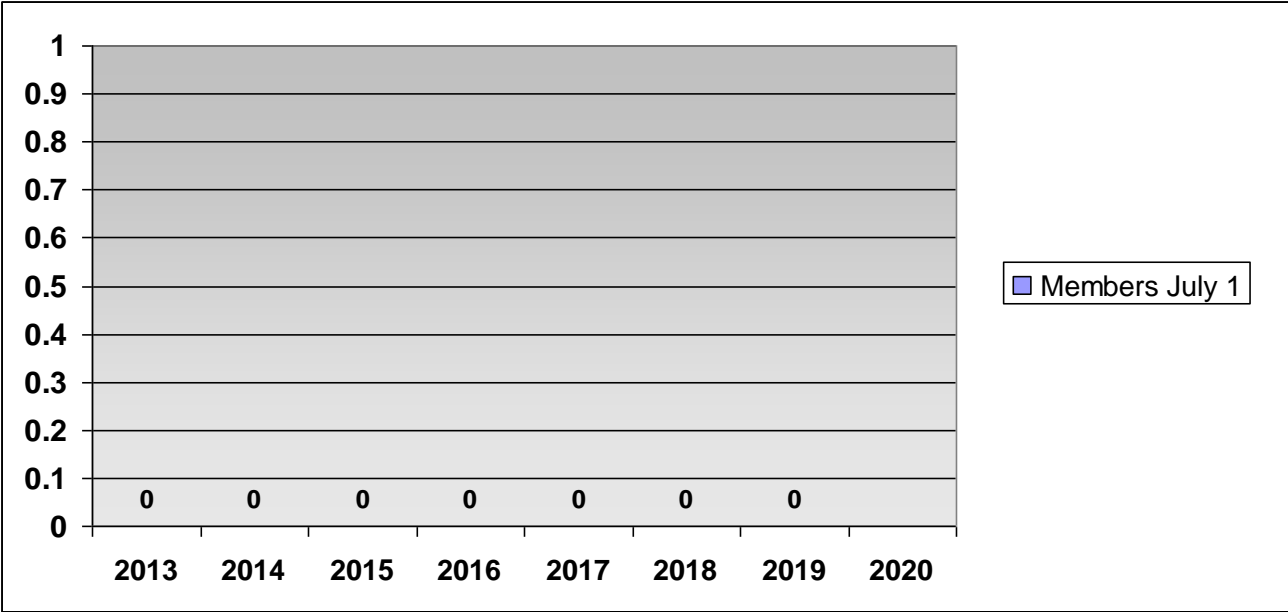
2020-2021 Membership Goal Setting

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

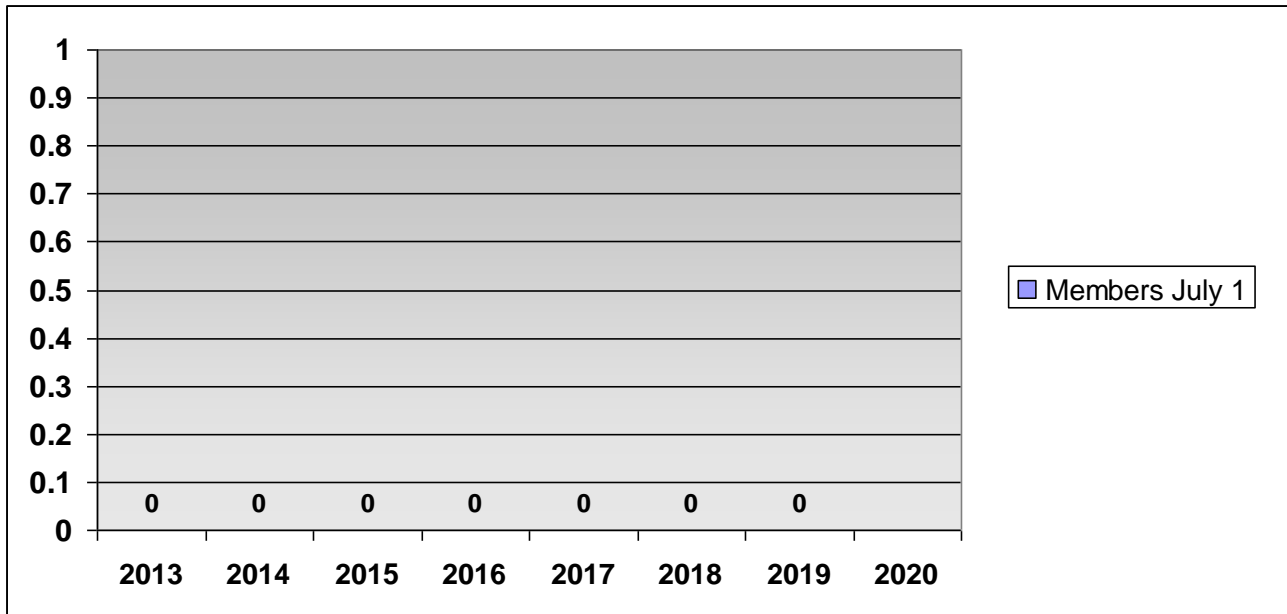
2020-2021 Membership Goal Setting

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

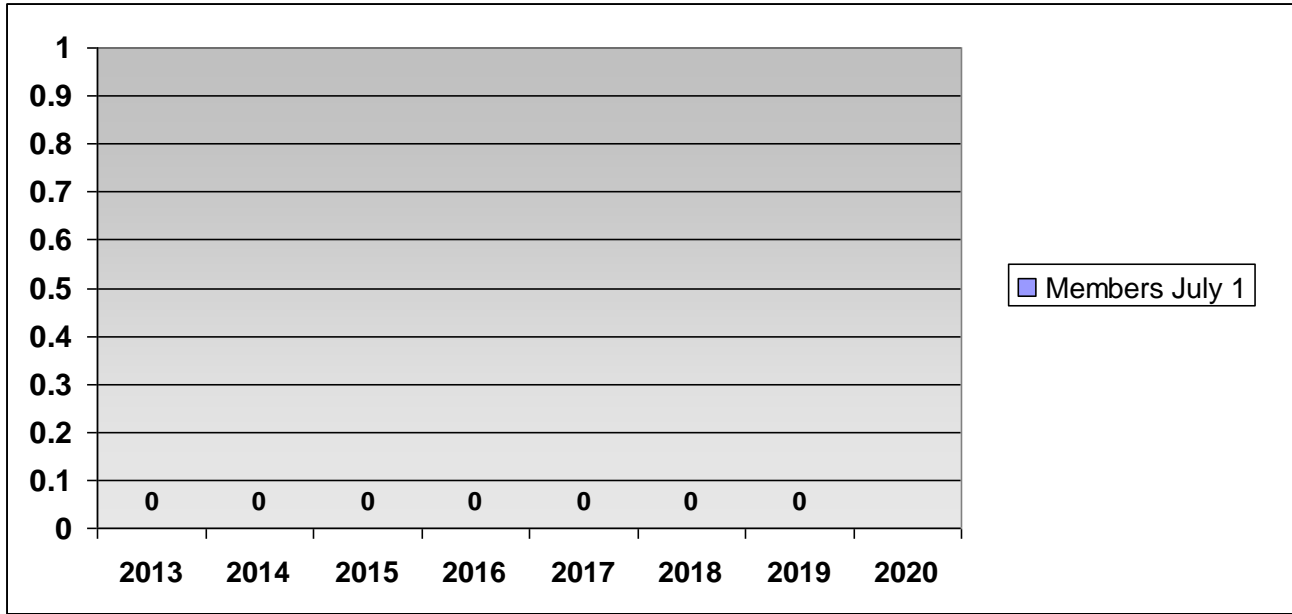
2020-2021 Membership Goal Setting

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

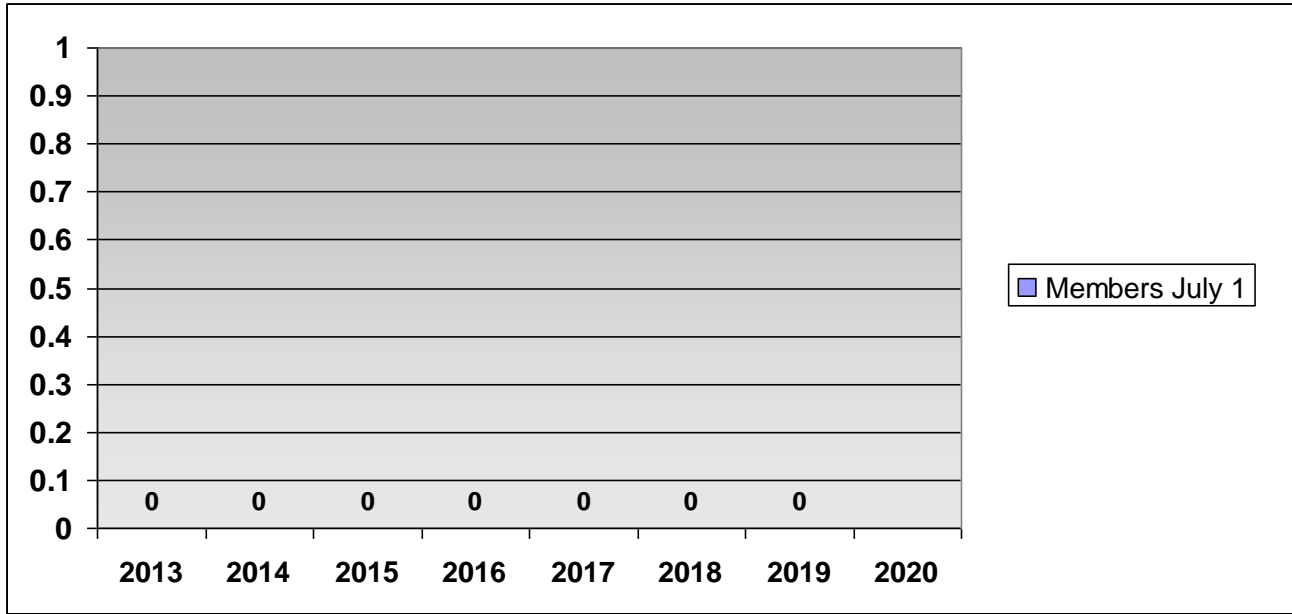
2020-2021 Membership Goal Setting

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

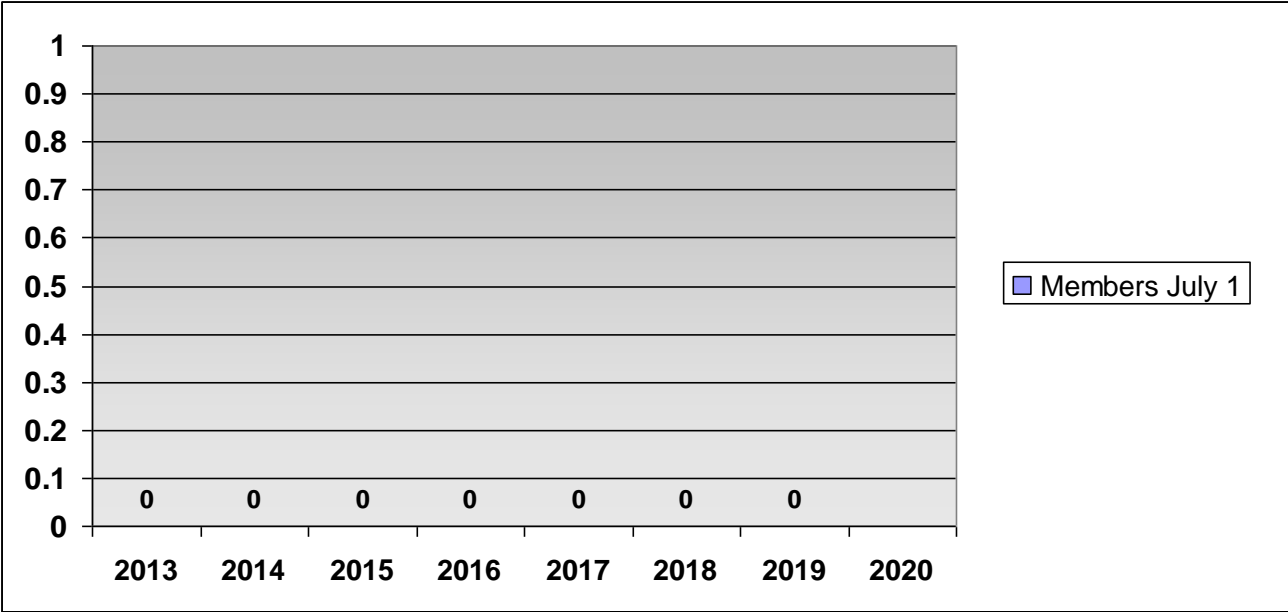
2020-2021 Membership Goal Setting

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

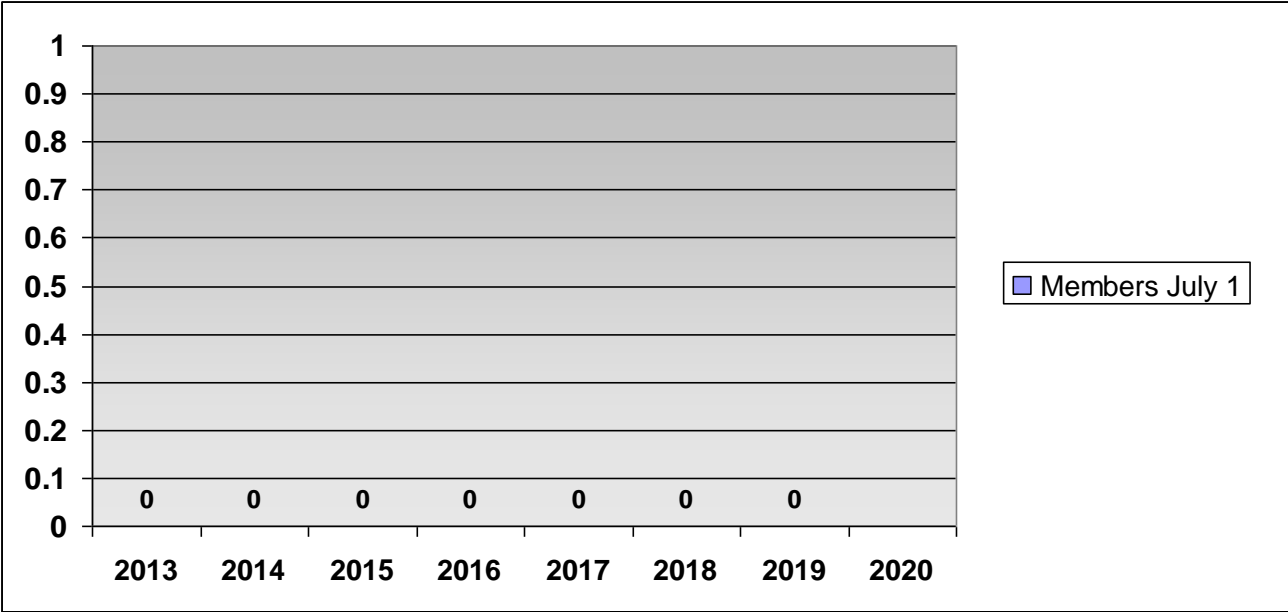
2020-2021 Membership Goal Setting

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

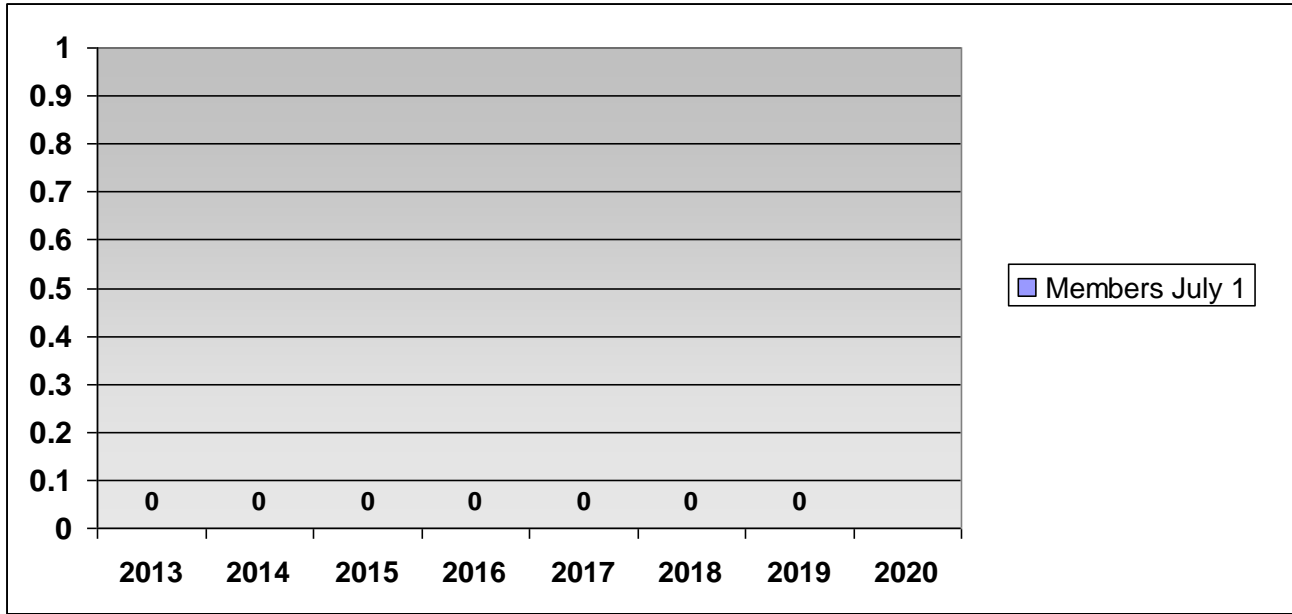
2020-2021 Membership Goal Setting

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

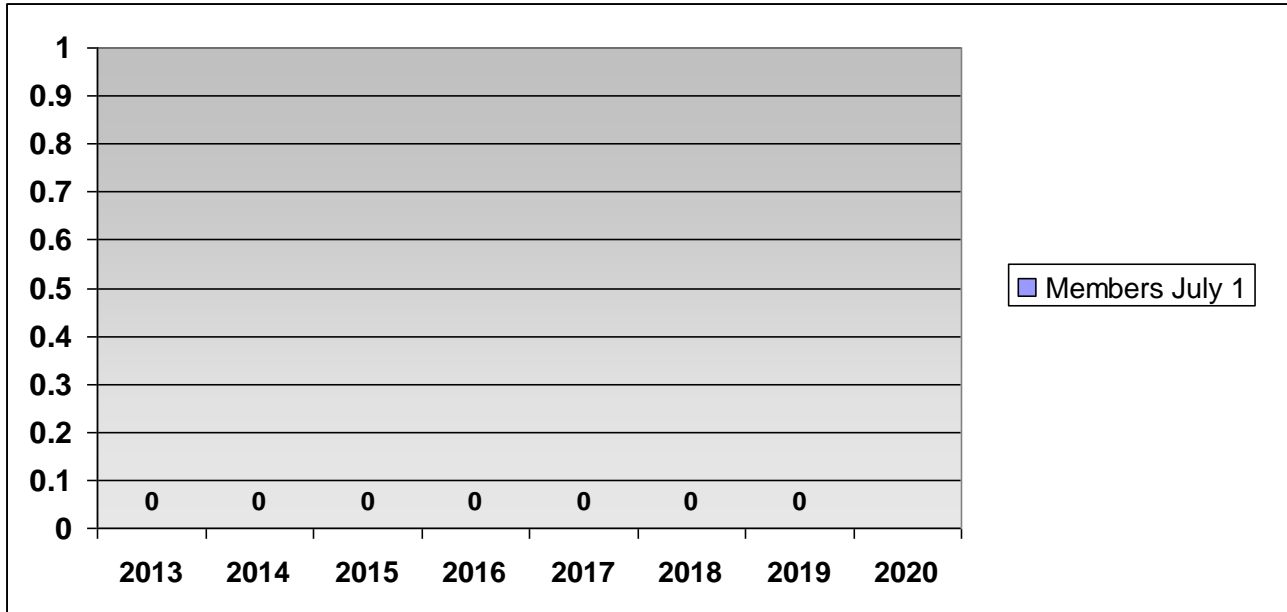
2020-2021 Membership Goal Setting

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

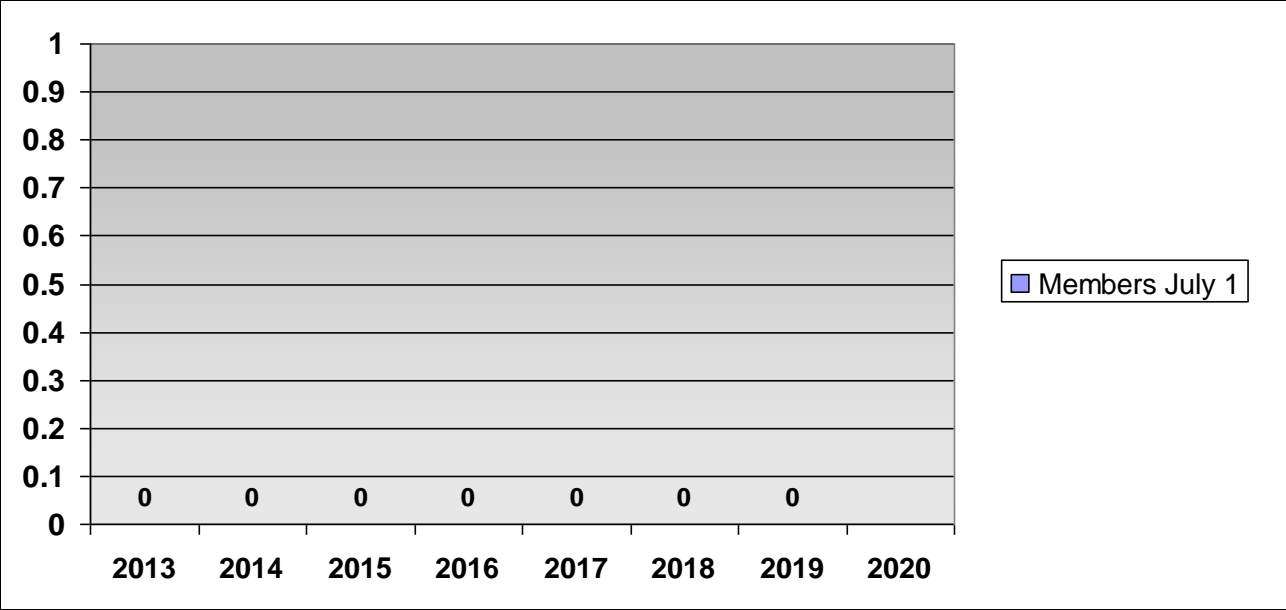
2020-2021 Membership Goal Setting

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

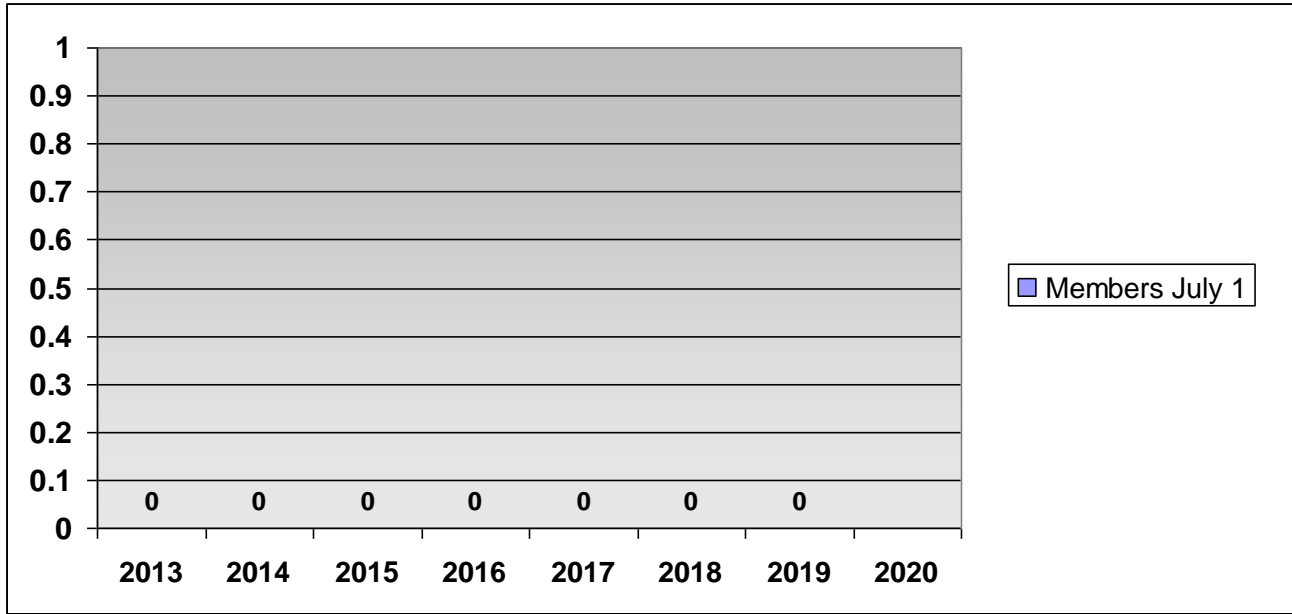
2020-2021 Membership Goal Setting

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

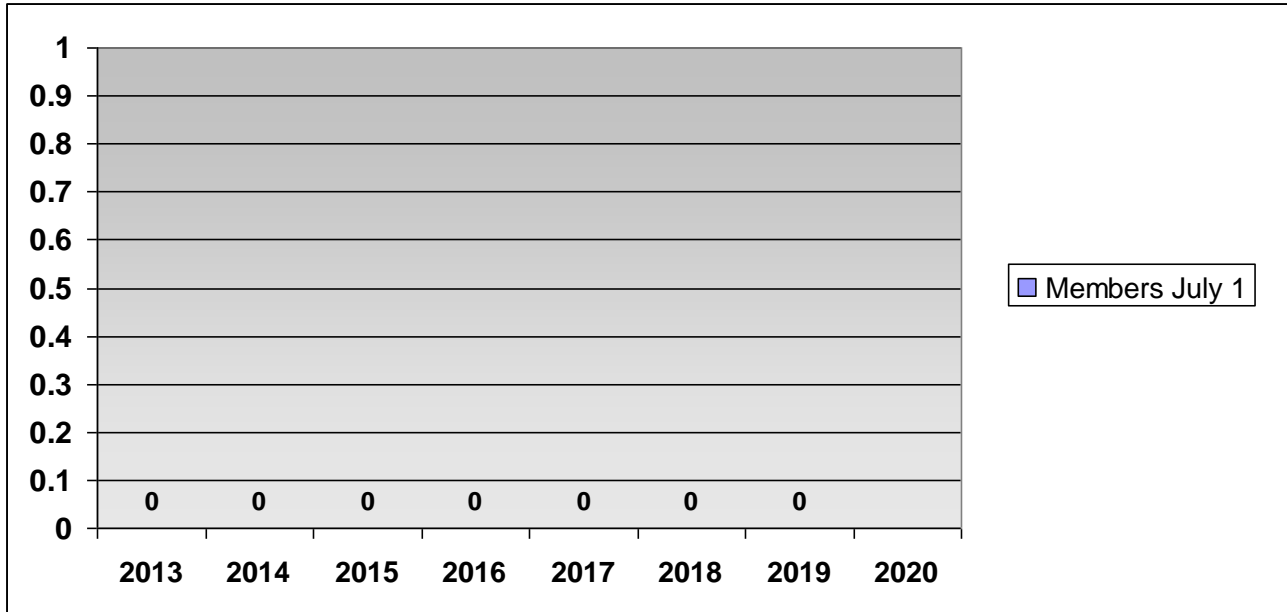
2020-2021 Membership Goal Setting

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

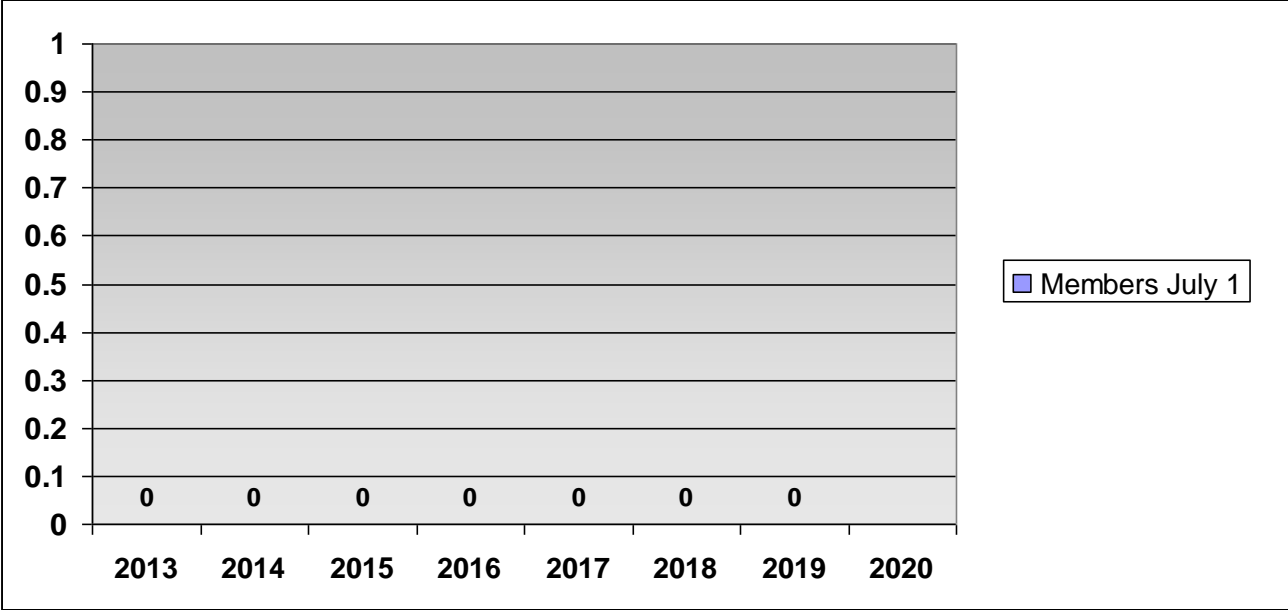
2020-2021 Membership Goal Setting

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

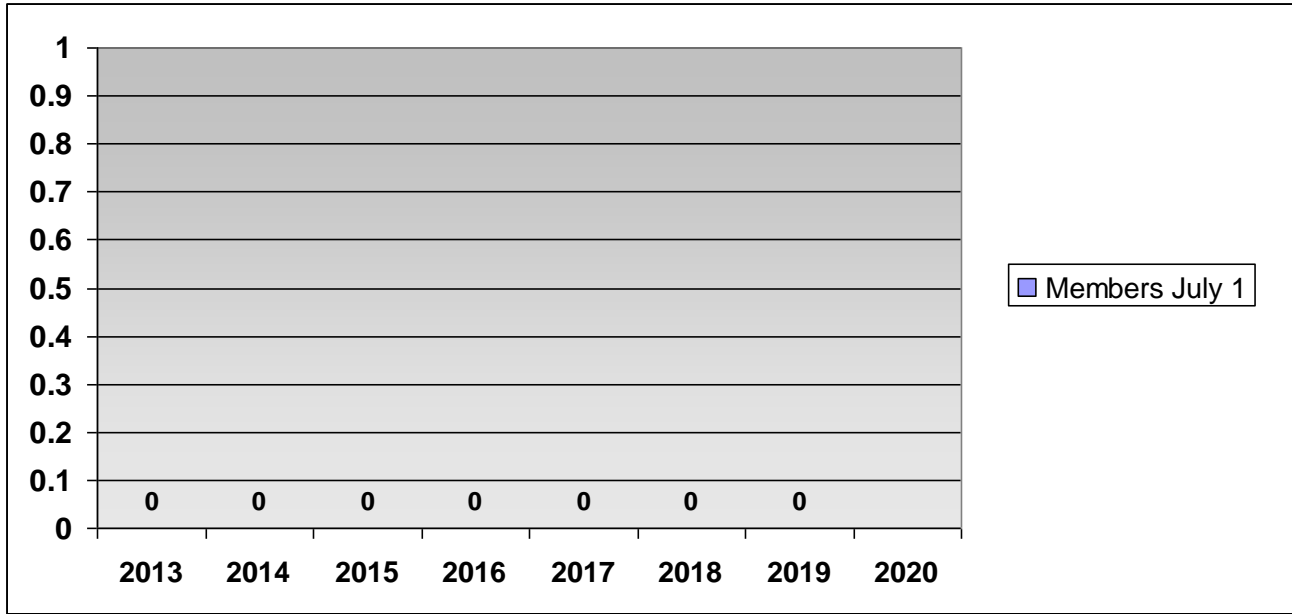
2020-2021 Membership Goal Setting

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

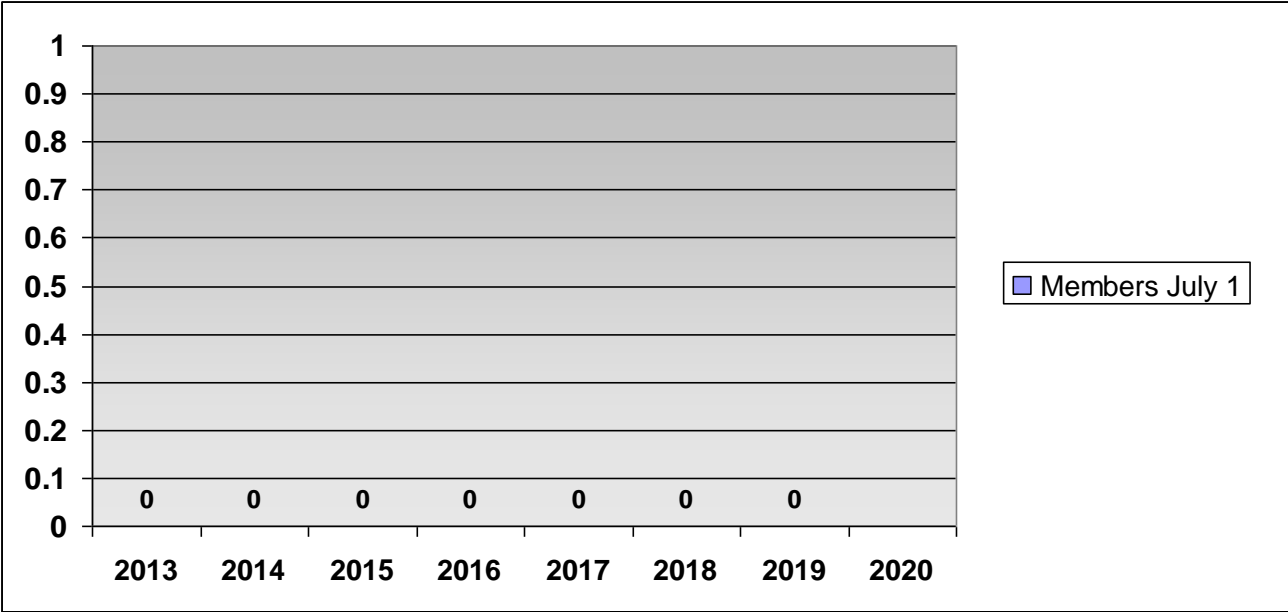
2020-2021 Membership Goal Setting

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

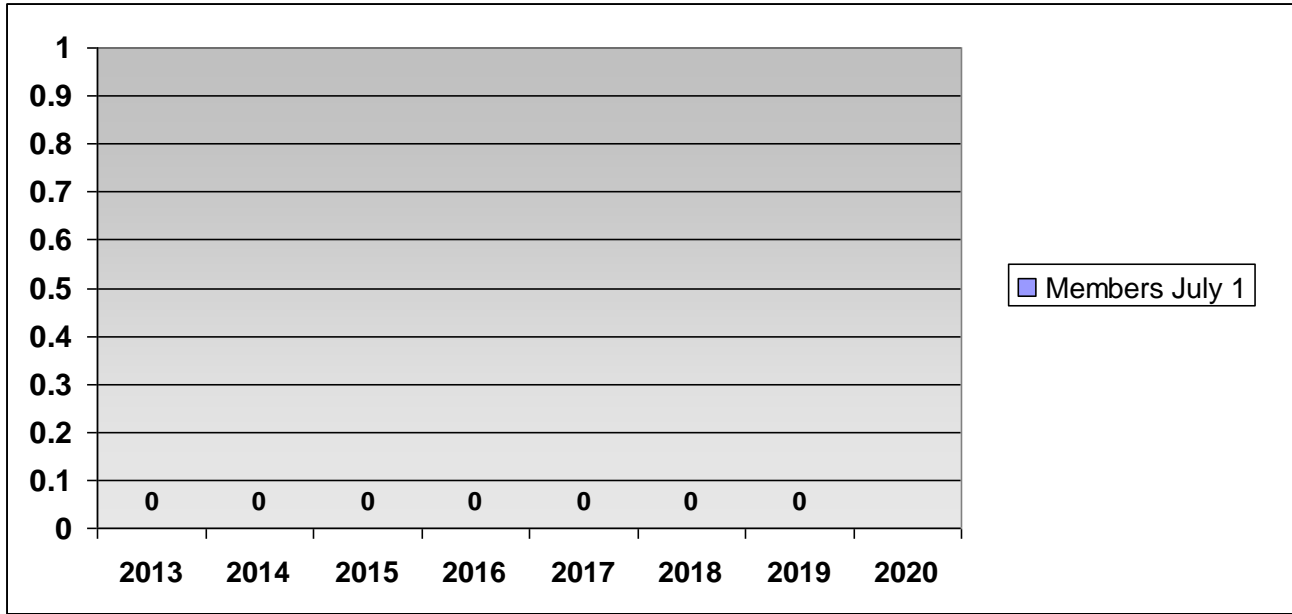
2020-2021 Membership Goal Setting

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

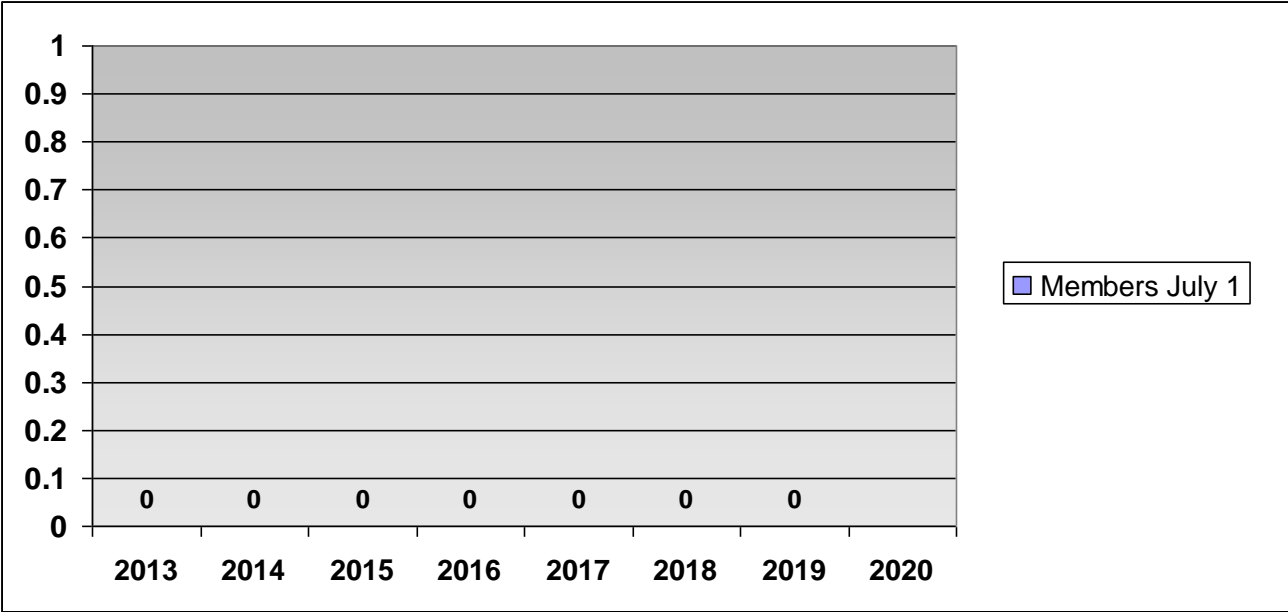
2020-2021 Membership Goal Setting

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

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

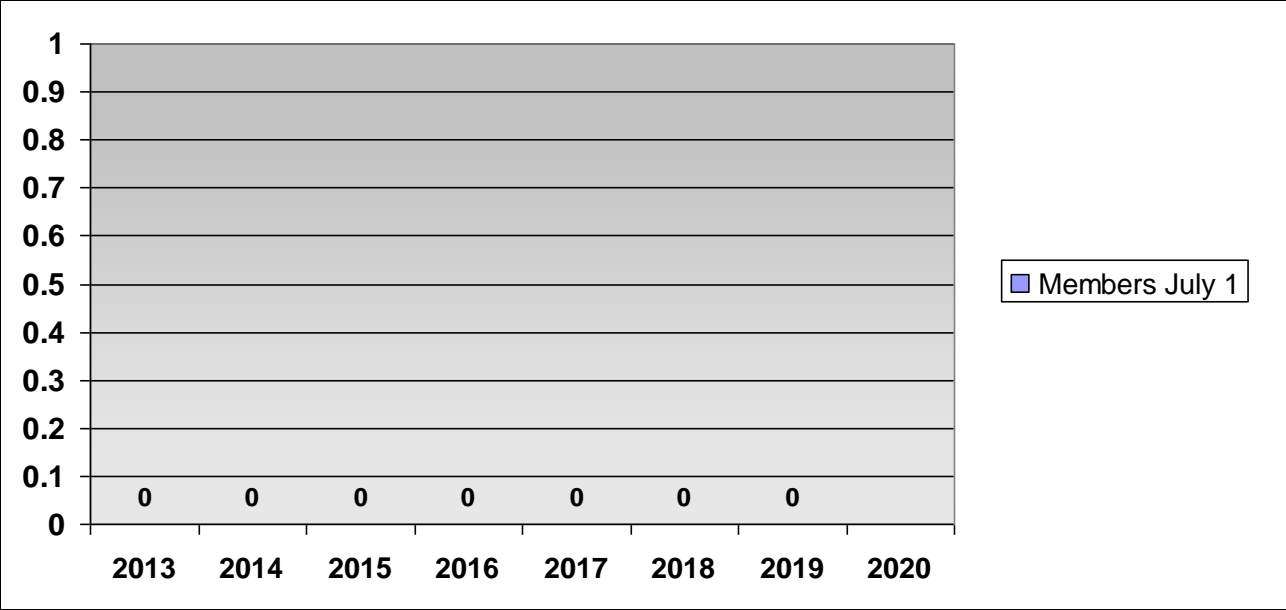
2020-2021 Membership Goal Setting

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

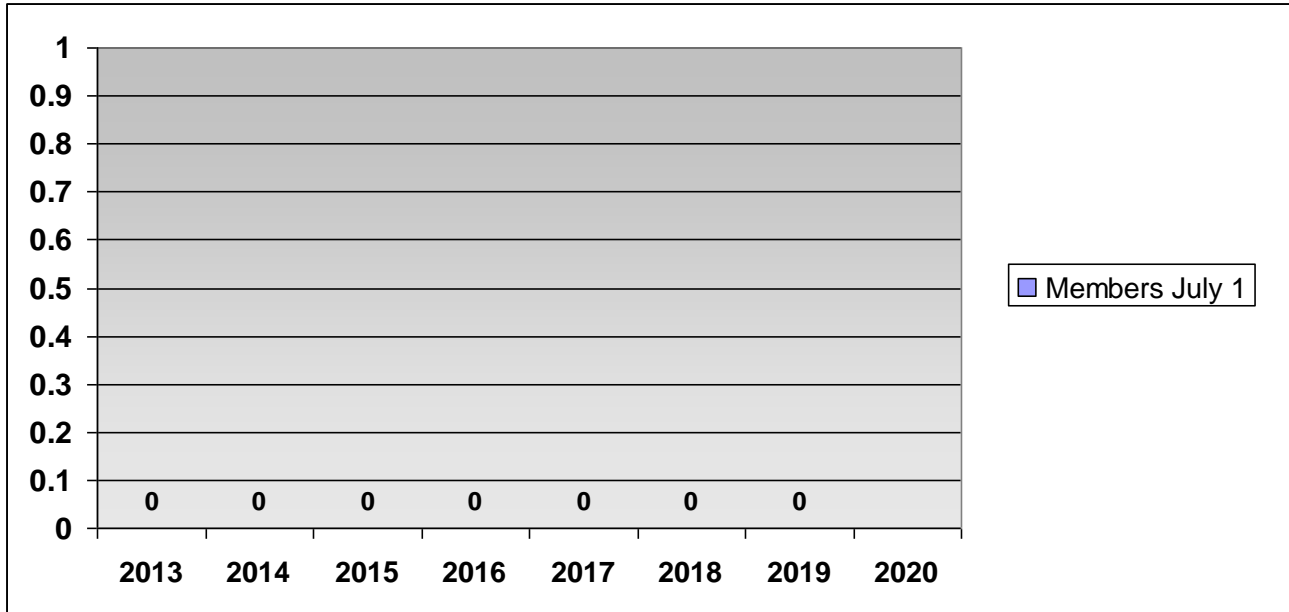
2020-2021 Membership Goal Setting

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

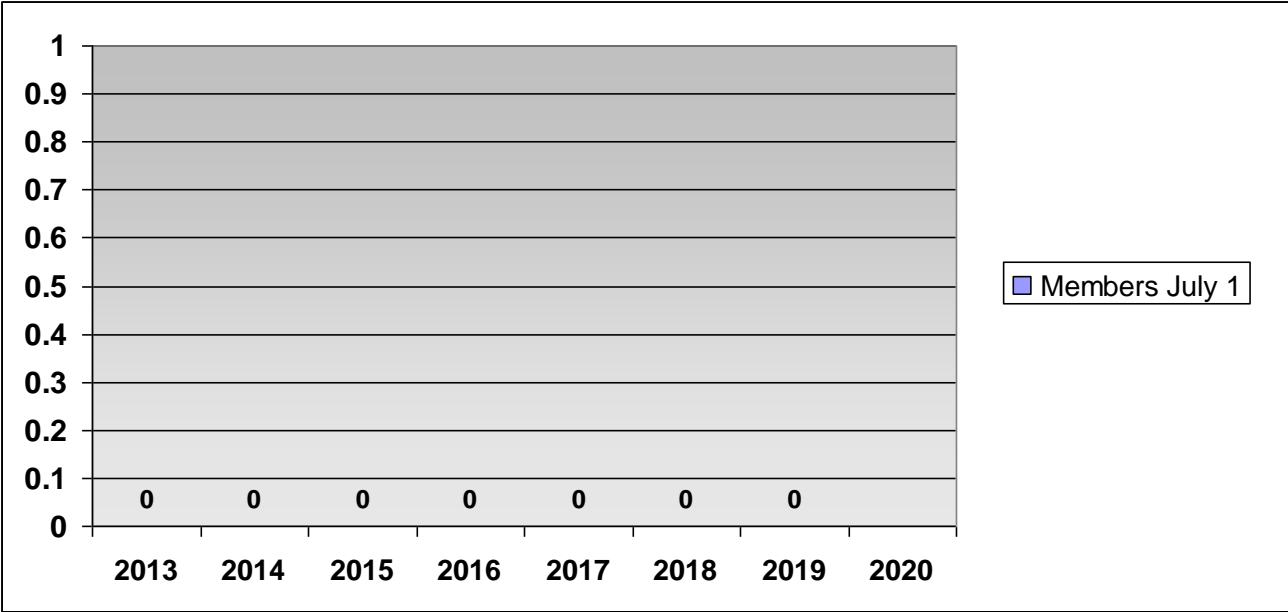
2020-2021 Membership Goal Setting

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

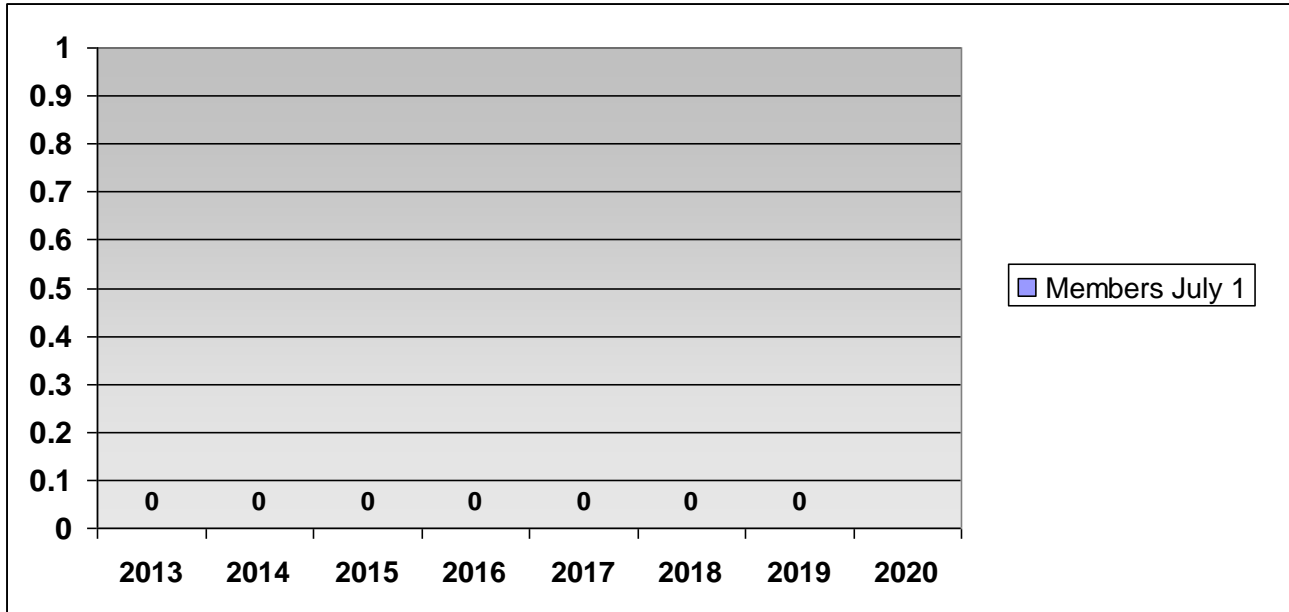
2020-2021 Membership Goal Setting

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

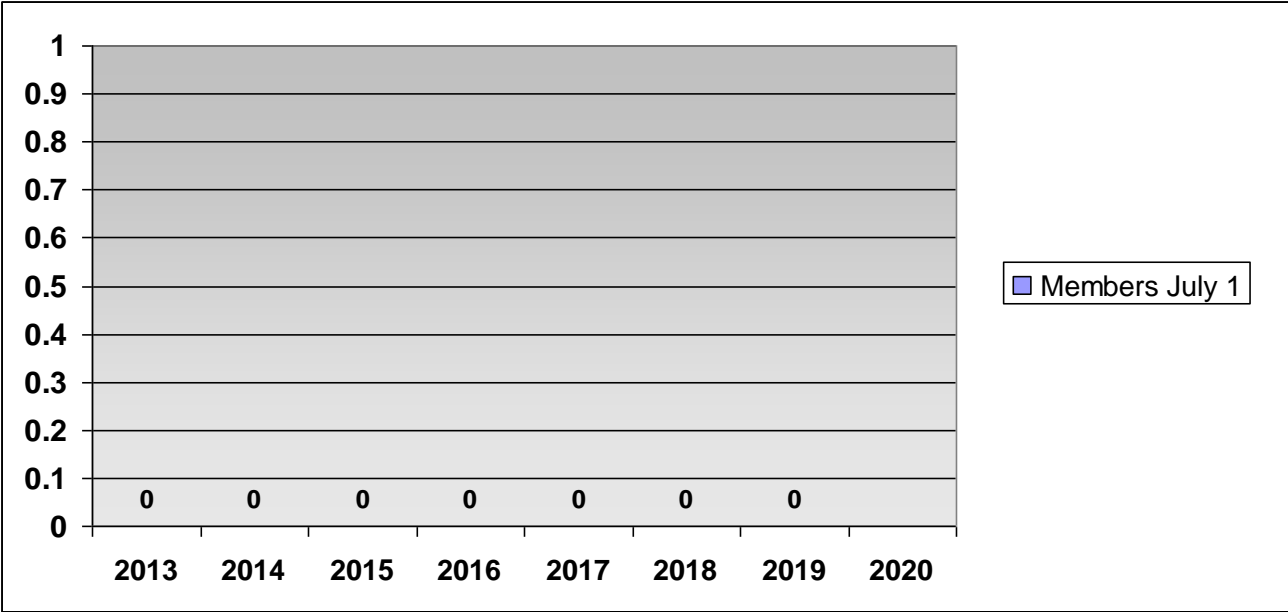
2020-2021 Membership Goal Setting

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

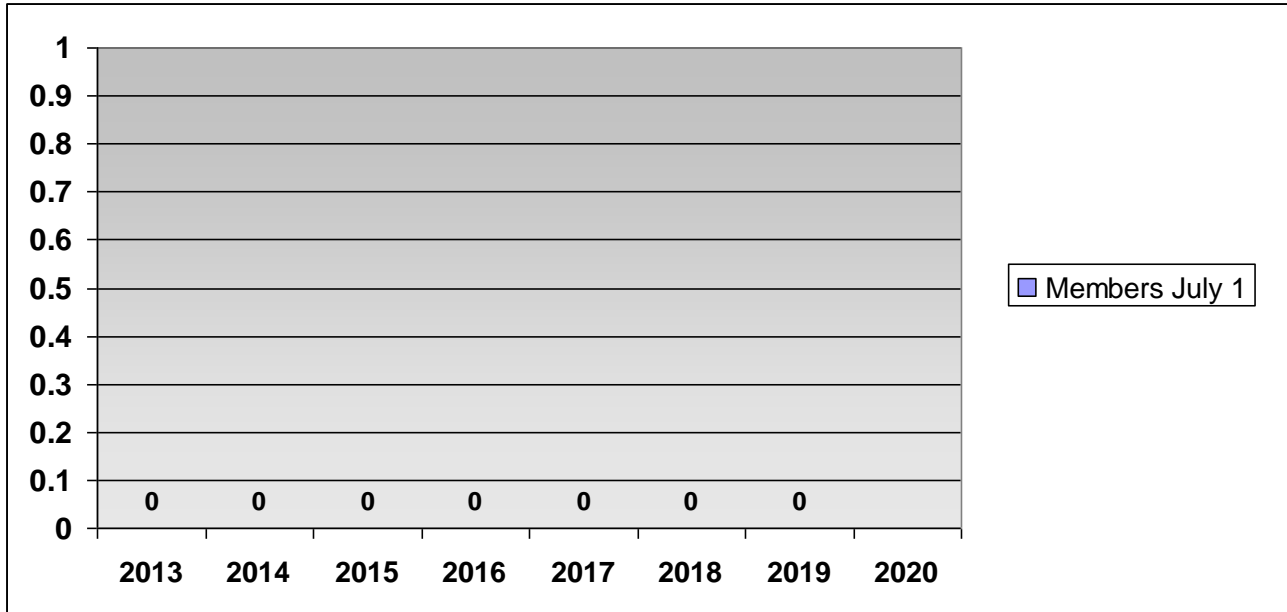
2020-2021 Membership Goal Setting

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

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



Membership Goal Worksheet 2020-2021

West Wateree-Lugoff

