CLUB GROWTH: KEEPING SCORE

Invite prospects. Welcome guests. Add members.

PURPOSE: To track how well your club is converting guests to members and celebrate members who bring the most guests to meetings, events and service projects.

AUDIENCE: Club members, the membership committee and any participating district leaders.

FREQUENCY: Share during monthly club board meetings and once per quarter at club meetings.

INSTRUCTIONS

Left column: List every guest who attends one of your club meetings, service projects or special events. Include the member who invited them to attend/participate.

Middle column: List every new member. Include the member who sponsored them.

Right column: List every member who leaves your club.

TO MEASURE SUCCESS

Review the left and middle columns: See how well your club is converting guests into members. You will also see the club members who are inviting guests and sponsoring new members — a good way to thank them and encourage others to follow their lead.

Review the middle and right columns: See how your club is faring in your quest to end the administrative year with net-positive membership growth.

MEMBERSHIP GROWTH SCORECARD

GUESTS	ADDITIONS	DELETIONS
Name / Guest of	Name / Sponsored by	Name
Name / Guest of	Name / Sponsored by	Name
Name / Guest of	Name / Sponsored by	Name
Name / Guest of	Name / Sponsored by	Name
Name / Guest of	Name / Sponsored by	Name
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