

Chapter Goals



Chapter Name _____ Date Goals Set _____ Next Review Date _____

of New Members _____
 # of Guests per month _____
 # of Guest per Member _____
 # of Tips Passed by Chapter _____
 \$ of Tips Passed by Chapter _____
 Value of average seat _____

CALCULATIONS:

What size group would you like your chapter to be one year from today?

of Members _____ - _____ + _____ = _____
 Goal in 12 months Current Attrition # of New Members

- *Attrition - You need to anticipate some of your members leaving as their businesses change*

How many guests do you need to invite to reach your membership goal?

of Guest Monthly _____ x 4 _____ ÷ 12 = _____
 # of New Members # of Guests # guest per month

- # of Guests – National averages - out of every 4 guests, 1 will become a new member.

of Guests per Member _____ ÷ _____ = _____
 # of Guest # of Member # of Guest per Member

How much business should your chapter pass in the next 12 months?

	Example	Seat Value Goal
# of Tips Passed for Chapter	1,404	
Avg # of Members for year	27	
Avg # of Tips per member	52	
Total \$ Tips Passed for Chapter	\$425,252	
Average Value of a Seat	\$15,750	