

CLUB MEMBERSHIP RETENTION ANALYSIS

Rotary Club of		Shark Valley (Initial)	
Note: This Retention Model is based on the <u>Start Date</u> of		1-Jul-04	
and the <u>End Date</u> of		30-Jun-07	
Number of <u>Existing</u> Members on the Start Date		84	
Total Number of Members on the End Date		89	
<i>Percent Net Gain or Loss</i>		6.0%	
Existing Member Analysis			
<u>Existing</u> Members that have been Terminated		29	
% <u>Existing</u> Members Termination Rate		34.5%	
<u>Existing</u> CCR Terminated Members		7	
% <u>Existing</u> Members CCR Termination Rate		8.3%	
<u>Existing</u> Terminated Members for causes that the club can rectify		22	
% <u>Existing</u> Members Termination Rate that club CAN rectify		26.2%	
New Member Analysis			
<u>New</u> Members Inducted after Start Date		49	
<u>New</u> Members that have been Terminated		15	
% <u>New</u> Members Termination Rate		30.6%	
<u>New</u> CCR Terminated Members		2	
% <u>New</u> Members CCR Termination Rate		4.1%	
<u>New</u> Terminate Members for causes that the club can rectify.		13	
% <u>New</u> Members Termination Rate that club CAN rectify		26.5%	
Club Analysis			
Total Active Members		89	
OVERALL TERMINATION RATE		33.1%	
<i>Cells Requiring Input</i>		<i>Calculated Cells</i>	
Club Health Gage - Termination Rate			
Three Year Study			
Goal 15%	Good 15-25%	Problem 25-35	Danger >35%
Five Year Study			
Goal 15%	Good 15-30%	Problem 30-45%	Danger >45%