



## Action Plan

To Become a Platinum Chapter

## Chapter Remaining the Same Size

- Current Chapter Size = 35
- Retention Rate (%) = 60%
- Members Lost per year = 14
- Net chapter size after 12 months = 21
- Replace Lost Members = 14
- Conversion Rate = 10%
- Visitors needed in a year = 140
- Visitors needed in a week = 3



## Chapter Wanting to Become Platinum

- Current Chapter Size = 35
- Retention Rate (%) = 60%
- Target Chapter Size = 51
- Increase Chapter Size by =  $51-35=16$
- New Members Required =  $16+14=30$
- Conversion Rate = 10%
- Visitors needed in a year = 300
- Visitors needed in a week = 6

**Minimum Performance**

- 1 VPM
- 35 Visitors / month
- 9 Visitors / week



## Chapter Wanting to Become Platinum

- Current Chapter Size = 25
- Retention Rate (%) = 60%
- Target Chapter Size = 51
- Increase Chapter Size by =  $51-25=26$
- New Members Required =  $26+10=36$
- Conversion Rate = 10%
- Visitors needed in a year = 360
- Visitors needed in a week = 7

**Minimum Performance**

- 1 VPM
- 25 Visitors / month
- 6 Visitors / week



## Chapter Wanting to Become Platinum

- Current Chapter Size =
- Retention Rate (%) =
- Target Chapter Size =
- Increase Chapter Size by =
- New Members Required =
- Conversion Rate =
- Visitors needed in a year =
- Visitors needed in a week =

**Minimum Performance**

- 1 VPM
- 35 Visitors / month
- 9 Visitors / week





## Next Steps:

- Your Commitment
- Your Actions
- Your Inviting
- Your Coverations
- STARTS NOW!