

Growth Plan

I. **Set your goals:** How many members would you like your chapter to have at the end of the year?
Write that number here. _____ (This should match the third trimester goal)

II. **Where are you starting from?**

1. Write down your May Base. _____
2. Look at your district roster or Activation/Retention Checklist. Count up the number of members due each trimester and write those numbers below.

Due Tri 1 _____ Due Tri 2 _____ Due Tri 3 _____

3. Now look at the names. Count up how many you know will renew.

Renew Tri 1 _____ Renew Tri 2 _____ Renew Tri 3 _____

4. Total the Renew Trimester numbers. _____

III. **Look at the impact of renewals on your goal.**

1. Subtract the Renew Trimester Total from your Goal. _____
This is how many new members your district will need to meet your goal. You can lower this number if you renew (reactivate) more of your current members.
2. Estimate when you will get those new members. Spread them out over the 3 trimesters.
(note: NMA = new member add)

NMAs Tri 1 _____ NMAs Tri 2 _____ NMAs Tri 3 _____

IV. **Set some trimester goals** – check your progress every trimester!

First Trimester	
May Base	_____
Minus Due Tri 1	_____
Plus Renew Tri 1	_____
Plus NMAs Tri 1	_____

Equals Tri 1 Goal	_____

First Trimester	
Tri 1 Ending Base	_____
Minus Due Tri 2	_____
Plus Renew Tri 2	_____
Plus NMAs Tri 2	_____

Equals Tri 2 Goal	_____

First Trimester	
Tri 2 Ending Base	_____
Minus Due Tri 3	_____
Plus Renew Tri 3	_____
Plus NMAs Tri 3	_____

Equals Tri 3 Goal	_____