

FACP Survey Report

Survey: **Thursday Survey - 12/19/13 - Membership Retention**

Total Responses: **26**







What was your chamber's overall retention rate for 2013? For consistency, please use the following formula: # of members at this time (less any that joined during 2013) divided by the # of members at this time in 2012. For example, if your chamber had 400 members at this time in 2012 and you recruited 100 new members in 2013 and your current number of members is 475, you would have a retention rate of 93.7% ($475 - 100 = 375$; $375 / 400 = 93.75\%$)

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What was your chamber's retention rate for first year members that joined in 2012? For consistency, please use the following formula: Determine the # of new members members that joined in 2012 as well as how many of them have renewed for 2013. Then, divide the number of the renewals by the original joined number. For example, if your chamber recruited 100 new members in 2012 and, of those 100 members, 75 have renewed in 2013, you would have a first year member retention rate of 75% ($75 / 100 = 75\%$)

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What percentage of your Chamber's dropped members in 2013 had gone out of business?

Answer	Votes	%	Graph
0-5%	8	30.7%	
6-10%	10	38.4%	
11-20%	1	3.8%	
31-40%	1	3.8%	
More than 40%	1	3.8%	
We do not track	4	15.3%	
No Response	1	3.8%	