

# MEMBER ENGAGEMENT

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Active and engaged members help bring in more members.

## EVALUATE

- Meeting attendance
- Email open rates by type of email
  - Newsletter
  - Events
  - Member information
  - Reminders
- Website logins
- Number of volunteers
- Member retention
  - Renewal rate year over year - increasing, decreasing, flat
  - Identify why people are not renewing

## ASSESSMENT

By the Numbers	Current	Goal
Number of members		
Number of non-members		
Average attendance per event		