

# CHAPTER PERFORMANCE MEASUREMENT TOOL

The Chapter Performance Measurement Tool helps national leadership teams garner their comprehension of a chapter's achievements, activities, and needs going forward.

Instructions: Summarize and average the results gathered from the [Chapter Evaluation Survey](#) in this Chapter Performance Measurement Tool. Plug in the raw numbers and get a full picture of the association's activity at the local level in the past 12 months. You can complete this exercise at any point and compare performance over time.

## Board & General

- \_\_\_ Total number of chapters in the association
- \_\_\_ Number of board members
- \_\_\_ Average term on a board



## Revenues & Sales

- \_\_\_ Revenues of dues collection
- \_\_\_ Revenues of events
- \_\_\_ Revenues of merchandise



## Membership

- \_\_\_ Number of members
- \_\_\_ Number of non-members
- \_\_\_ New members added
- \_\_\_ Expired members



## Email Communication

- \_\_\_ Number of surveys
- \_\_\_ Number of newsletters
- \_\_\_ Number of blog articles



## Meetings

- \_\_\_ Number of meetings planned
- \_\_\_ Number of meetings held
- \_\_\_ Number of members registered
- \_\_\_ Number of members attended
- \_\_\_ Number of guests (non-members) registered
- \_\_\_ Number of guests (non-members) attended

