

YEAR IN REVIEW '15



EVENTS

13,319

Events Planned

92%

Attendance Rate at Events

49%



OF EVENT ATTENDEES ARE NON-MEMBERS OF ORGANIZATIONS USING STARCHAPTER

Turn guests into members, learn more [here](#)

3.2k

New members
Joined Organizations
Using StarChapter

29%

Increase
In Membership
Count From 2014

MEMBERSHIP



331,591

Total Active
Members

1,126,354

Total Non-
Members



WEBSITE

2,032

ANNOUNCEMENTS

2,843

BLOG POSTS & ARTICLES

2,117

SURVEYS

40.5

MILLION

EMAILS

Were Sent
This Year



3,827,365

Newsletters

368,138

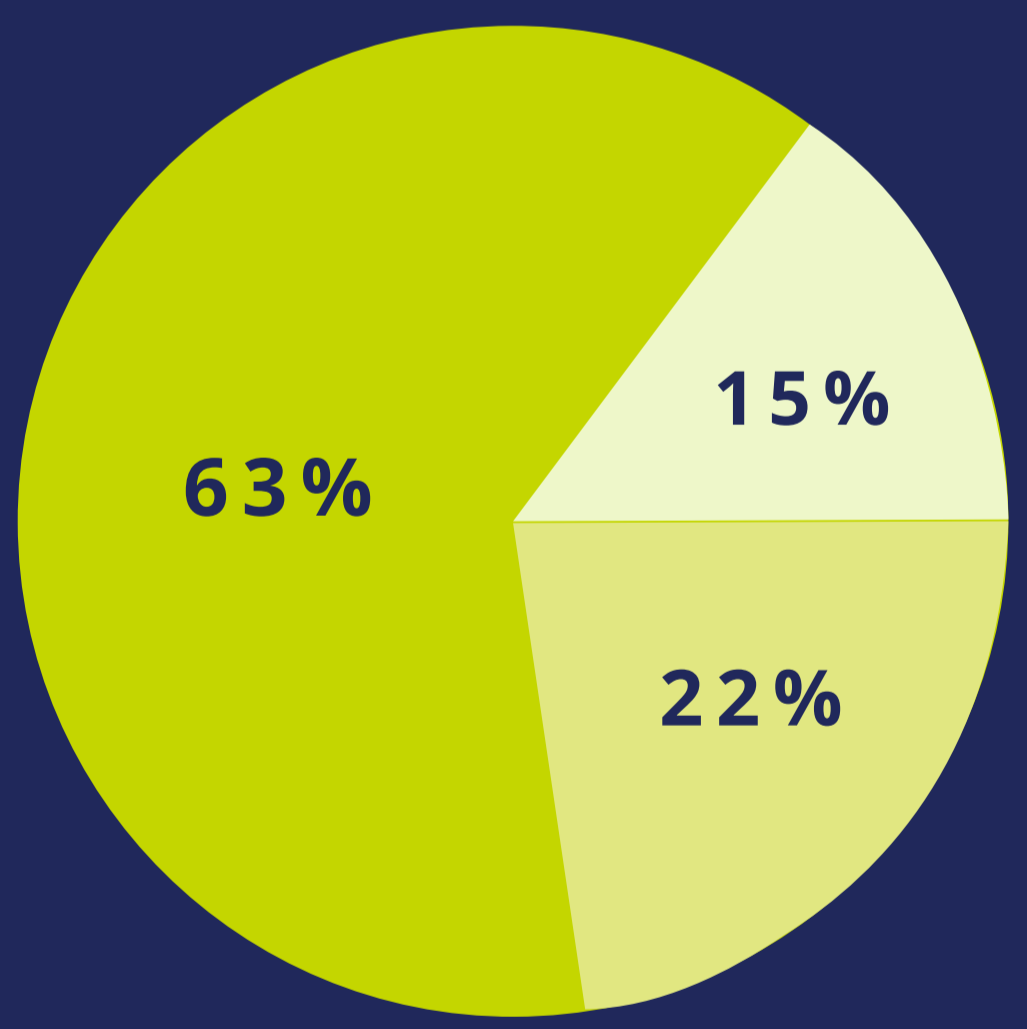
Surveys

Top 5 Blog Posts

- 1 How to get Members Excited about Meetings
- 2 Need a powerful Newsletter?
- 3 The StarChapter Checklist for Successful Board Transitions
- 4 4 Easy Redesign Ideas
- 5 The 4 Secrets of Planning the Perfect chapter Event

In Total Sales,
Our Chapters
Collected Over

41 MILLION DOLLARS



- Dues Collection
- Merchandise
- Event Ticket Sales

BUSIEST MONTHS

March & October

EQUALS TO
20%
ON AVERAGE
OF TOTAL
YEARLY
ACTIVITY

7,817,127
MILLION
Emails Sent

8,058,468
MILLION DOLLARS
In Sales