

Does my congregation get enough visitors to grow?

Enter the requested information in the shaded yellow boxes

Current number of members

What is provided to UUA as your certified number

Enter ONE of the following

Annual visitors

First time, local adult visitors in the past 12 months

OR

Weekly visitors

Approximate number of first time, local adult visitors every week
Be sure to average in any weeks you get NO visitors

Ratio of Visitors/Members

If the number in the green box is close to or more than 1, you are probably getting enough visitors to grow.

If your number is close to or over 1 and you are still not growing, you may be unintentionally making visitors feel unwelcome [link to F], not be converting enough visitors to members [link to G], or are losing too many members [link to I].

If the number in the green box is significantly less than 1, you may not be getting enough visitors to grow.

See pages 18-29 of The Membership Journey [link to Membership Journey pdf] for suggestions on how to increase visitors.