

Conversion - Is our “path to membership” effective?

Enter the requested data into the yellow shaded boxes. **Instructions in bold are for PDF file users to calculate manually.**

Enter ONE of the following:

Annual visitors

First time, local visitors in a given year

OR

Weekly visitors

Approximate first time, local guests each week

New members

Number of new members who sign the membership book in a given year
If this number fluctuates significantly, use an average of the past three years.

Annual Conversion rate if you used annual visitor data

Weekly Conversion rate if you used weekly visitor data

Count the total new members in a given year, and divide by the number of first-time, adult, local visitors in that same year.

Evangelical churches claim that 25% of their visitors end up joining the church. Data from the UUA's Houston marketing campaign suggests a similar number. Most liberal churches appear to be closer to 15-20%.

If the number in the green box is less than 20%, first determine if it is "first impressions." Do your first time guests come back for a second look? (See the "**Return Rate**" spreadsheet tool.) Or do you need a more effective way to convert interest to membership? If the number in the green box is 25% or more, you are likely doing an excellent job of converting guests to members.