

Growth Test - Does my congregation get enough visitors to grow?

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

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 **Identify the total number of first-time, local adult visitors you get in a year, and divide by the number of members you have. Enter the result in the green box. Divide the annual result, above, by 52 to obtain the weekly number.**

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 (refer to the **Return Rate** spreadsheet tool), not be converting enough visitors to members (refer to the **Conversion** spreadsheet tool), or are losing too many members (refer to the **Loss** spreadsheet tool).

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 for suggestions on how to increase visitors.](#)