

Guest Calculator - How many visitors do we need to meet our growth targets? Instructions in bold are for PDF file users to calculate manually.

Enter the requested data into the shaded boxes:

Please note: Please send us your figures and we will calculate the results for you. The formulas are complex to communicate, verbally.

Current Number of Members
Membership Goal (total)
Years to Growth Goal

What is provided to UUA as your certified number
Total number of certified members you want to have
Years between now and the goal. If less than a year, express as a decimal.

Use the following rates (blue boxes) unless you have more accurate ones for your congregation

Conversion Rate (New Members/Visitors) **18%**
Annual Membership Loss Rate **10%**

Use a number between 16-20%, or your percentage from the "**Conversion**" tool
Use a number between 8 and 12%, or your percentage from the "**Loss**" spreadsheet tool for TOTAL membership loss

Required number of weekly local, first time guests to reach growth goal

weekly guests

first time, local guests per week

[For suggestions on how to reach that many visitors, see pages 18-29 of The Membership Journey.](#)