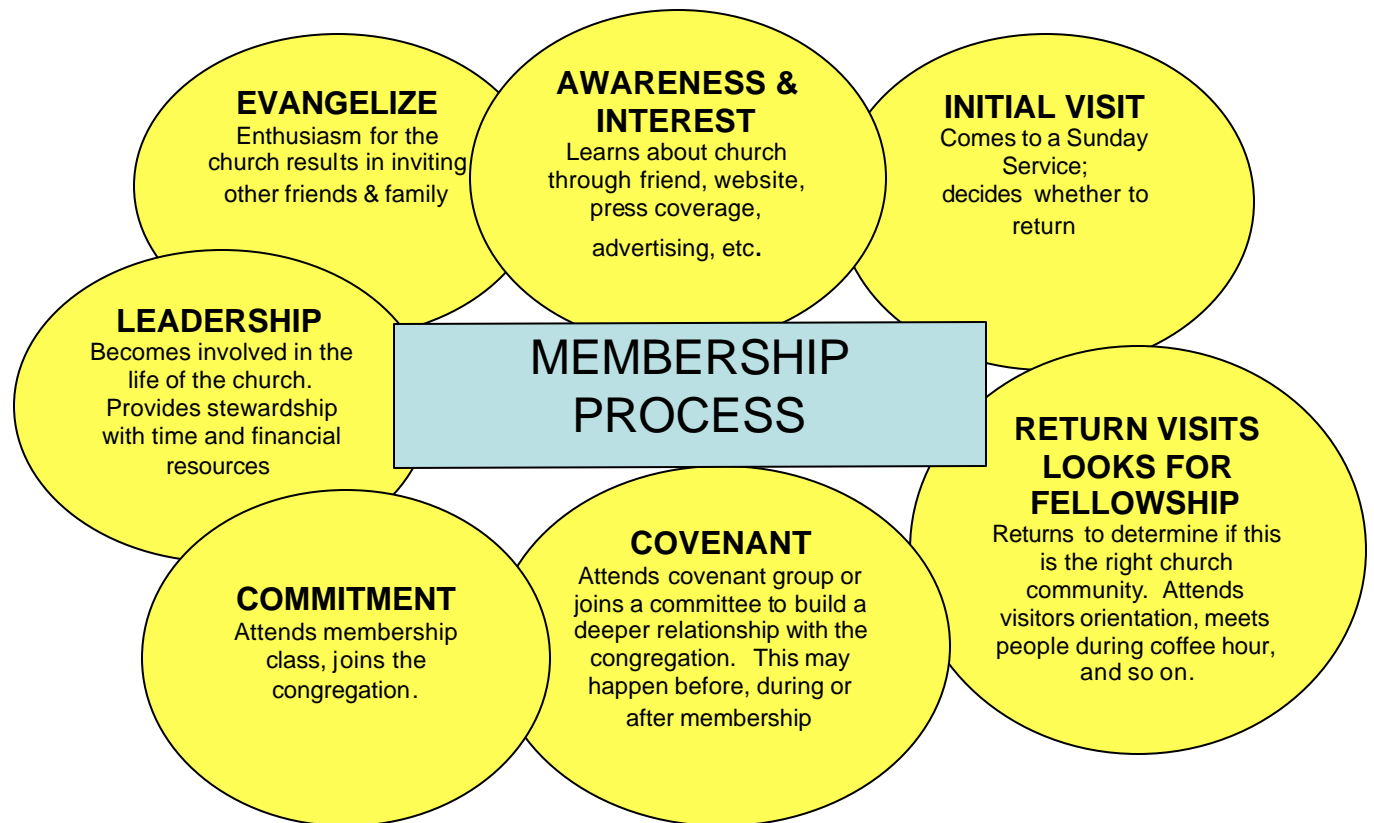


## A Membership Process Diagram

Think of the membership process as a continuous flow, from the time a person first learns about a particular Unitarian Universalist church, to the first visit, to the return and subsequent visits, the decision to become a member, becoming “connected” and active in that church, to leaving it – through inactivity, moving away, or death. The membership journey, for an individual or a family, might resemble a diagram of intersecting circles, starting with “Awareness.”



Though every prospective member is slightly different and has their own timetable and decision-making process, collectively there are ways to measure the progress of a group through this process:

**Awareness:** What percent of the surrounding community (those who would be close enough to likely attend) know the church is there and know what it stands for?

**Initial Visit:** How many first-time, in-town visitors attend in a year, and how does this compare to the total membership and the regular attendance? What is the source of these visitors?

**Return Visits:** What percent of the initial visitors come back at least a second time?

**Joining:** How many first time, in-town visitors does it typically take for the congregation to gain one new member?

**Becoming Active:** What percent of new members participate in some ongoing activity other than Sunday worship? What percent of total members do this?

**Leaving:** What percent of total members leave each year due to moves, inactivity, and deaths? What percent of new members leave each year due to these same reasons?