DANILLER + COMPANY

Membership + Direct Response
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Membership Numbers to Know

Tracking your data over time will help establish your organization's benchmarks, identify trends and new opportunities, and advocate for your program.

- Active membership households = total unique households with an active membership in a given period of time (households, not individuals; family membership = 1 household)

- Conversion rate by channel
  - Mail = Number of memberships sold ÷ total mail pieces
  - Email = Number of memberships sold ÷ total emails delivered
  - Onsite, Phone, Web = Number of memberships sold ÷ total transactions

- Renewal rate
  - Renewal rate = # of members who renew ÷ # of members expiring in the same period
  - Track by year and by expire group
  - Calculate first-year and multi-year renewal rates separately

- Retention rate
  - Retention rate = (Total member households – new member households) ÷ Total member households
  - Renewal rate tells you how many expiring members came back. Retention rate tells you the percentage of your member base you kept year over year.

- Membership average gift = Total membership income ÷ Total membership gifts
  - Track new and renewing members separately. Renewing members often give at higher levels.

- Simplified Lifetime value = (Average membership dues + average ancillary spend + average donation from members – average annual cost) x average membership tenure

- Campaign return on investment = Total income received from a campaign ÷ total cost of the campaign

- Cost to acquire = campaign cost ÷ number of members acquired

- Upgrade and downgrade rates
  - Upgrade rate = renewing members who moved to a higher level ÷ all renewing members
  - Downgrade rate = renewing members who moved to a lower level ÷ all renewing members

- Automatic renewal enrollment = households enrolled in automatic renewal ÷ total active member households

Questions? Contact Caitlin Roetheli, Director of Analytics at croetheli@daniller.com