

A circular silver seal with a scalloped edge, containing a smaller inner circle with stars. A horizontal silver banner is superimposed across the center of the seal.

**PLATINUM**

**CHAPTER**

# Action Plan

To Become a Platinum Chapter

## Chapter Remaining the Same Size

- Current Chapter Size = 35
- Retention Rate (%) = 60%
- Members Lost per year = 14
- Net chapter size after 12 months = 21
- Replace Lost Members = 14
- Conversion Rate = 10%
- Visitors needed in a year = 140
- Visitors needed in a week = 3



## Chapter Wanting to Become Platinum

- Current Chapter Size = 35
- Retention Rate (%) = 60%
- Target Chapter Size = 51
- Increase Chapter Size by =  $51-35=16$
- New Members Required =  $16+14=30$
- Conversion Rate = 10%
- Visitors needed in a year = 300
- Visitors needed in a week = 6

### Minimum Performance

- 1 VPMPM
- 35 Visitors / month
- 9 Visitors / week



## Chapter Wanting to Become Platinum

- Current Chapter Size = 25
- Retention Rate (%) = 60%
- Target Chapter Size = 51
- Increase Chapter Size by =  $51 - 25 = 26$
- New Members Required =  $26 + 10 = 36$
- Conversion Rate = 10%
- Visitors needed in a year = 360
- Visitors needed in a week = 7

### Minimum Performance

- 1 VPMPM
- 25 Visitors / month
- 6 Visitors / week



## Chapter Wanting to Become Platinum

- Current Chapter Size =
- Retention Rate (%) =
- Target Chapter Size =
- Increase Chapter Size by =
- New Members Required =
- Conversion Rate =
- Visitors needed in a year =
- Visitors needed in a week =

### Minimum Performance

- 1 **VPMPM**
- 35 **Visitors / month**
- 9 **Visitors / week**



A silver, circular seal with a scalloped edge and a banner across the middle. The banner contains the word "PLATINUM" in bold, black, uppercase letters. The seal has a textured background with small stars.

**PLATINUM**

**CHAPTER**

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## Next Steps:

- Your Commitment
- Your Actions
- Your Inviting
- Your Conversions
- **STARTS NOW!**