

2020 Member Challenge
Surf's Up- and so is membership!

Chapter	Goal #1					Goal #2				
	Seas the Day- Recruitment					Ride the Tide- Retention				
Chapter	2018-2019 Non-Members	5% increase goal	10% increase goal	15% increase goal	Current Conversion	2019 Chapter Membership	5% increase goal	10% increase goal	Current Membership	
Albany	41	2	4	6	0	20	21	22	14	70%
Alberta	337	17	34	51	2	37	39	41	33	89%
Baltimore	79	4	8	12	1	30	32	33	27	90%
Birmingham	12	1	2	3	2	12	13	14	12	100%
British Columbia	301	15	30	45	8	59	62	65	53	90%
Capital	190	10	19	29	5	63	66	69	50	79%
Carolinas	278	14	28	42	4	31	33	34	23	74%
Central Indiana	54	3	5	8	7	53	56	58	47	89%
Central Ohio	48	2	5	7	4	41	43	45	41	100%
Central Pennsylvania	101	5	10	15	4	33	35	36	30	91%
Chicago	283	14	28	42	7	70	74	77	56	80%
Cincinnati/Dayton	79	4	8	12	7	25	26	28	28	112%
Colorado	99	5	10	15	6	55	58	61	47	85%
Dallas-Fort Worth	138	7	14	21	9	83	87	91	75	90%
Des Moines	107	5	11	16	2	30	32	33	26	87%
Detroit	103	5	10	15	7	49	51	54	48	98%
Georgia	154	8	15	23	8	46	48	51	43	93%
Greater Boston	291	15	29	44	5	74	78	81	58	78%
Greater Philadelphia	304	15	30	46	4	78	82	86	63	81%
Greater Pittsburgh	79	4	8	12	3	53	56	58	42	79%
Halifax	143	7	14	21	4	22	23	24	22	100%
Houston	122	6	12	18	11	55	58	61	46	84%
Jacksonville/ NE Florida	76	4	8	11	6	25	26	28	20	80%
Kansas City	93	5	9	14	5	39	41	43	38	97%
Los Angeles	203	10	20	30	4	39	41	43	30	77%
Louisville	35	2	2	3	1	19	20	21	17	89%
Milwaukee	121	6	12	18	12	99	104	109	98	99%
Nebraska	40	2	4	6	5	40	42	44	40	100%
New York Metro	342	17	34	51	15	114	120	125	102	89%
Northeast Ohio	54	3	5	8	2	47	49	52	37	79%
Northern California	162	8	16	24	4	71	75	78	61	86%
Northern New Jersey	126	6	13	19	6	49	51	54	46	94%
Orange County	231	12	23	35	3	16	17	18	14	88%
Pacific Northwest	300	15	30	45	10	74	78	81	67	91%
Phoenix	59	3	6	9	1	15	16	17	11	73%
Richmond	73	4	7	11	2	45	47	50	40	89%
Southwestern Ontario	275	14	28	41	4	44	46	48	35	80%
St. Louis	91	5	9	14	5	49	51	54	43	88%
Tampa Bay Area	65	3	7	10	6	24	25	26	24	100%
Toronto	709	35	71	106	4	95	100	105	76	80%
Twin Cities	144	7	14	22	11	96	101	106	89	93%
West Michigan	53	3	5	8	2	32	34	35	27	84%
Total local members	6595	330	659	988	218	2051	2154	2257	1799	0.79693

3/17/2020		3/17/2020	
Legend		Legend	
5% conversion	10% conversion	Maintain membership	5% increase
15% conversion			10% increase