

TARGET NUMBERS:

Each chapter has a target number based on your January 1st membership number. Know your chapters target number and shoot for it. Remember this is a target number. It is a base line number and your goal should be to achieve and/or exceed your target number every month. *Keep in mind your target number is a combination of renewals and new member adds.*

<u>CHAPTER TARGET NUMBERS</u>		
<u>Chapter Division</u>	<u>Chapter Size (Jan. 1st Base)</u>	<u>Member Goal</u>
1	0 – 20	2 members
2	21 – 30	2 members
3	31 – 50	4 members
4	51 – 70	5 members
5	71 – 90	8 members
6	91 – 125	9 members
7	126 – 150	11 members
8	150 – 200	15 members
9	201 – and Up	17 members

For example, if a chapter's target number is 5 and they have 4 renewals, then they need one NMA. If they have 6 renewals then they have achieved and exceeded their target for the month and they can focus on next month. Notice this does not always get a chapter to YTD "Growth". It does get you within striking distance in most cases.

NET 30: *What is it and how will it work?*

If a chapter sends in their February renewals on January 15th and then turns in their January new on closeout, but does not pay by February 15th, we will not accept early renewal for March. If the AR is not paid by the end of February then we will not accept any new either. If they are not paid up by end of March, then their renewals will start being dropped. This is not to say we will not work with chapters to get them current, but we need to stop the fact that we carry between \$20,000 and \$30,000 in accounts receivable every year.

Simple terms :

You have:

- * 2 weeks from the end of the month to get your membership dues paid or you risk the chance of losing early renewal discounts.
- * 30 days to get AR paid up or possibly lose the rights to turn in renewals or new members.

RECOMMENDATION:

On or before the 15th of every month you should be sending in to the state your renewals for the next month PLUS your month-end dues from the previous month. This will require 1 check each month from each chapter

*** if an underlying issue arises, it will be handled on a case by case bases with VP Joel Blom and President Travis Ahlquist*