

Growth Rates in Growing UU Churches

(1) The **Visitor to Member Ratio** is the ratio of the number of first time visitors for a year to the number of members. In growing churches, it is 1:1.

(2) The **Conversion Rate** is the number of new members divided by the number of first time visitors over a period of at least a year. 20% is a very good rate for a UU congregation. 14 - 20% is the expected range.

(3) The **Loss Rate** is the percentage of members that leave a congregation during one year. We're told to expect 10-12% loss, with half from moves or death.

An example may be helpful: A church of 100 members has had 100 new visitors over the last year. 15% of those 100 visitors became members. The Loss Rate was 12%, as 12 members left the church. The net growth was 3 or 3%.