

Chamber Sample 2021 KPI Dashboard

	January	February	March	April	May	June	July	August	September	October	November	December	Summary
Chamber Net Promoter Score	96%	97%	95%										103 Surveys Completed (204 YTD - 56 prior month)
<i>Overall satisfaction with Chamber. 80% + green; 64-79% yellow; 64% or less red. (goal was 65% in 2020)</i>													
Membership Engagement	17%	15%	24%										226 Members Engaged (32% YTD)
<i>Chamber membership attending programs, committees and event. 20% or more green; 16% to 19% yellow; 16% or less red. Score is calculated monthly.</i>													
90 Day New Member Survey	100%	99%	99%										
<i>Overall satisfaction with 1st 90 Days as a Member. 90% + green; 75-89% yellow; 69% or less red.</i>													
Event Net Promoter Score	87%	82%	85%										
<i>Overall satisfaction with Chamber Monthly Events. 80% + green; 65-79% yellow; 64% or less red. Combo of BNL, L&L and BreakfastLinks.</i>													
Net Members Per Month	-9	4	5										
<i>Net New Members Per Month: 6+ Green, 0-5 yellow, -1 or less red.</i>													
New Members Per Month	16	11	25										
<i>Budget based on 200 new members so green is 200/12=17 per month. 17+ Green, 13-16 yellow, 12 or less red.</i>													
Board Absences	95%	90%	100%										
<i>Board Members monthly attendance. 85% + green; 60-84% yellow; 59% or less red.</i>													

