



# Maryland State Council Spring Meeting 2021

Online Growth



# AGENDA

- By the Numbers
- What Has Worked



# By the Numbers

ONLINE GROWTH GOAL

304

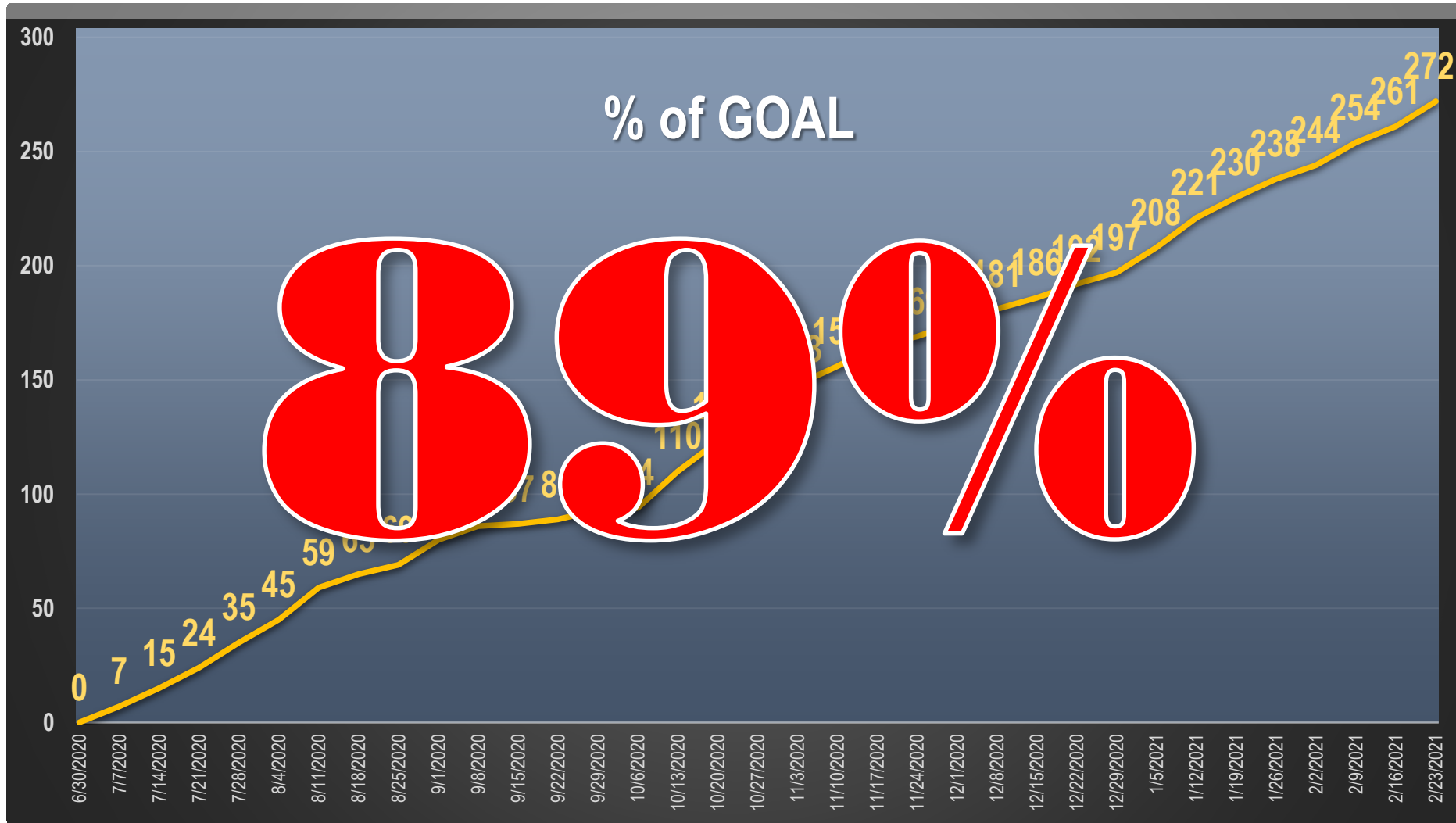
6/30/2020 7/7/2020 7/14/2020 7/21/2020 7/28/2020 8/4/2020 8/11/2020 8/18/2020 8/25/2020 9/1/2020 9/8/2020 9/15/2020 9/22/2020 9/29/2020 10/6/2020 10/13/2020 10/20/2020 10/27/2020 11/3/2020 11/10/2020 11/17/2020 11/24/2020 12/1/2020 12/8/2020 12/15/2020 12/22/2020 12/29/2020 1/5/2021



# By the Numbers

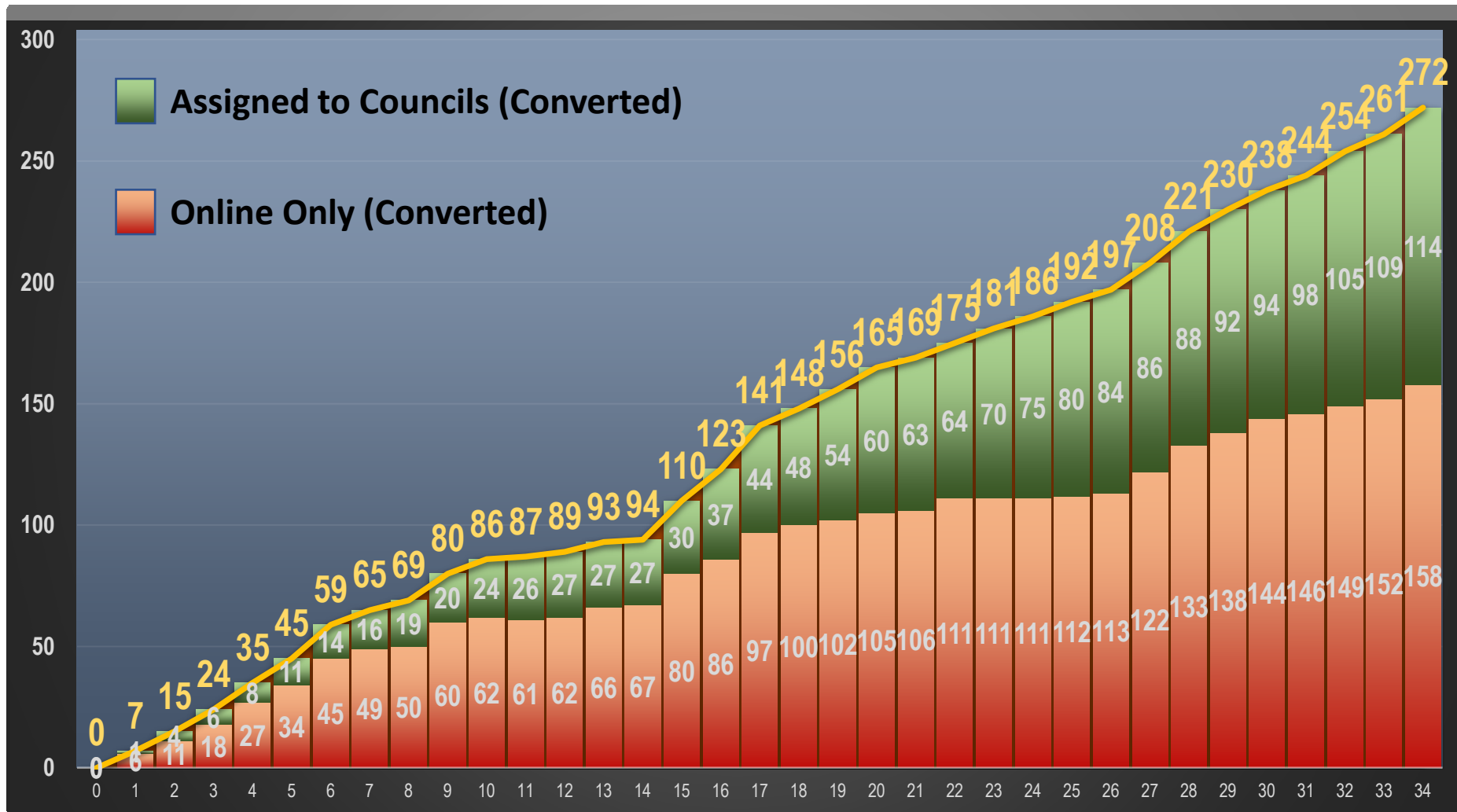


# By the Numbers





# By the Numbers



# By the Numbers

**272** – Growth via Online Registration

**114** – Online Members Converted to Councils

**42%**

Percentage of Online Members Converted



# By the Numbers

- Not quite  $\frac{1}{2}$  Full





# By the Numbers

21



# By the Numbers

# 21

Councils with More than 3 Online  
Prospects as Potential Conversions



# What Has Worked



# What Has Worked

- GK or FS contact the Candidate
- Invite to Meetings (virtual or live)
- Invite to Help with Events



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- GK or FS contact the Candidate
- Invite to Meetings (virtual or live)
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**MAKE CONTACT!!!**







ONLINE GROWTH

