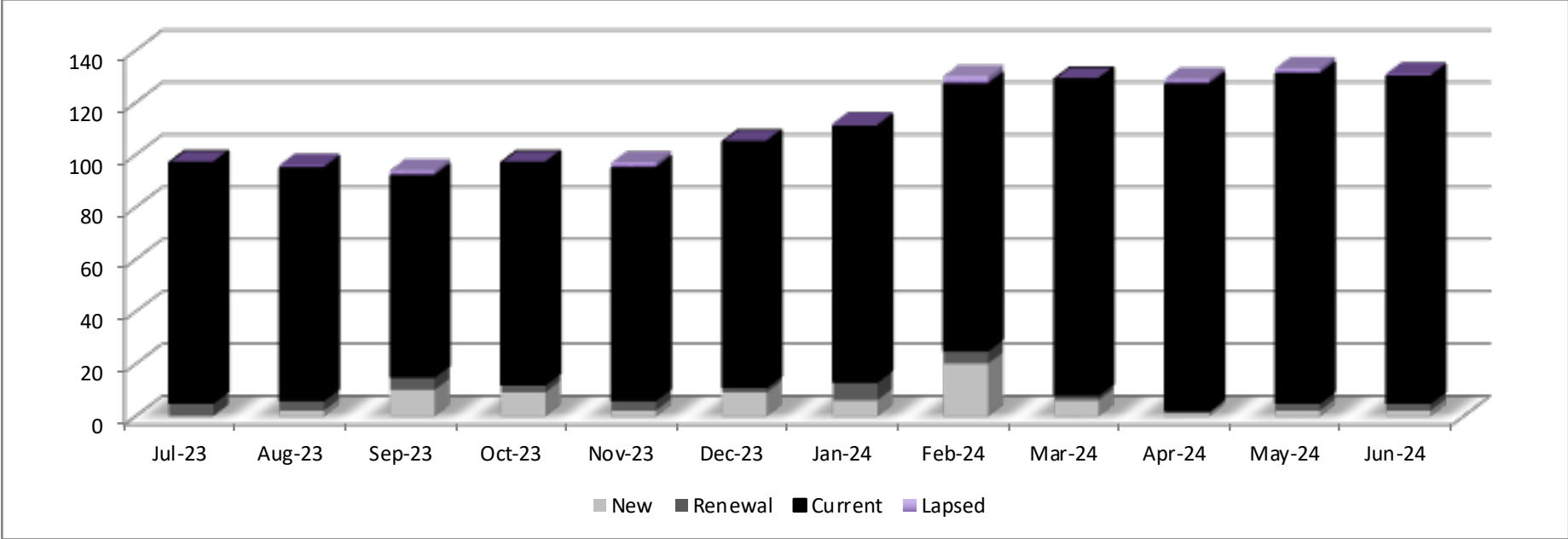


Fox Valley Reading Council

Yearlong Trend of Total Membership

July 2023 to June 2024



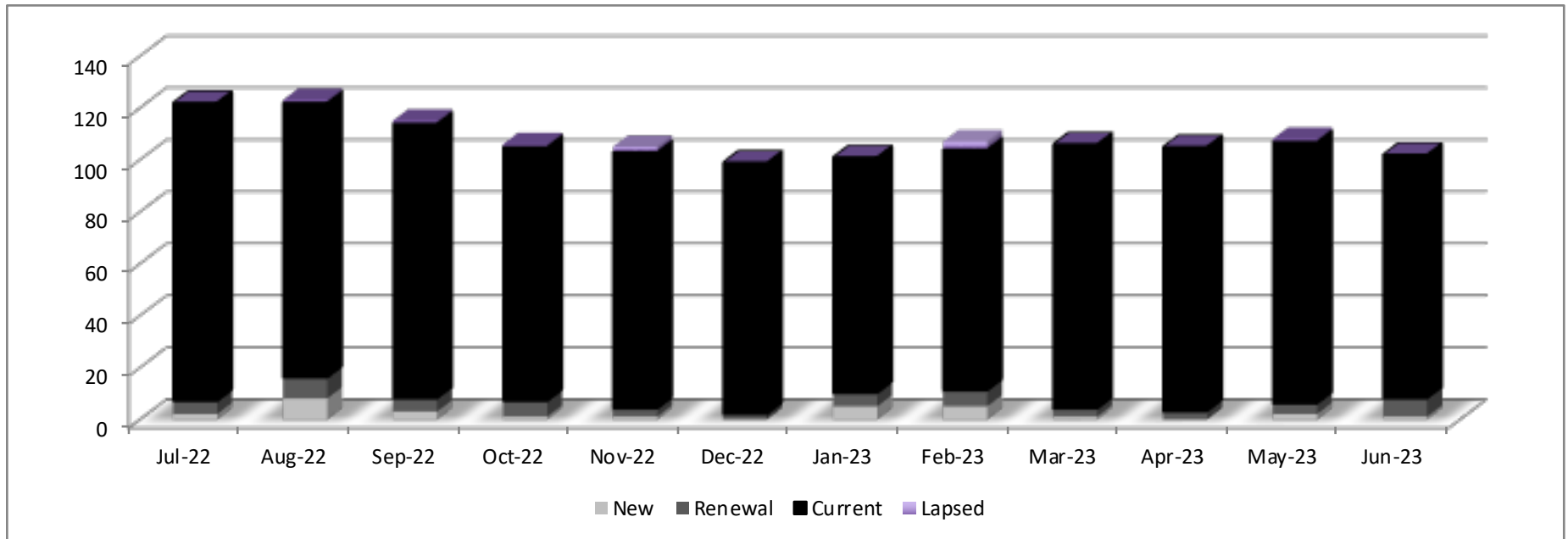
| | Jul-23 | Aug-23 | Sep-23 | Oct-23 | Nov-23 | Dec-23 | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 | Total |
|-------------------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
| New | 0 | 2 | 10 | 9 | 2 | 9 | 6 | 20 | 6 | 1 | 2 | 2 | 69 |
| Lapsed | 0 | 1 | 2 | 0 | 2 | 0 | 1 | 3 | 0 | 2 | 2 | 1 | 14 |
| Renewal | 5 | 4 | 5 | 3 | 4 | 2 | 7 | 5 | 2 | 1 | 3 | 3 | 44 |
| Current | 92 | 89 | 77 | 85 | 89 | 94 | 98 | 102 | 121 | 125 | 126 | 125 | |
| Total | 97 | 96 | 94 | 97 | 97 | 105 | 112 | 130 | 129 | 129 | 133 | 131 | |
| Gain/Loss | -5 | -1 | -2 | 3 | 0 | 8 | 7 | 18 | -1 | 0 | 4 | -2 | 29 |
| % Change | -4.90% | -1.03% | -2.08% | 3.19% | 0.00% | 8.25% | 6.67% | 16.07% | -0.77% | 0.00% | 3.10% | -1.50% | 28.43% |
| Non-Renew | 5 | 4 | 14 | 6 | 4 | 1 | 0 | 5 | 7 | 3 | 0 | 5 | 54 |
| Student NR | 1 | 0 | 9 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 12 |
| | YTD % of Renewals (w/o Student Non-Renewals) | | | | | | | | | | | | 64.44% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership

July 2022 to June 2023



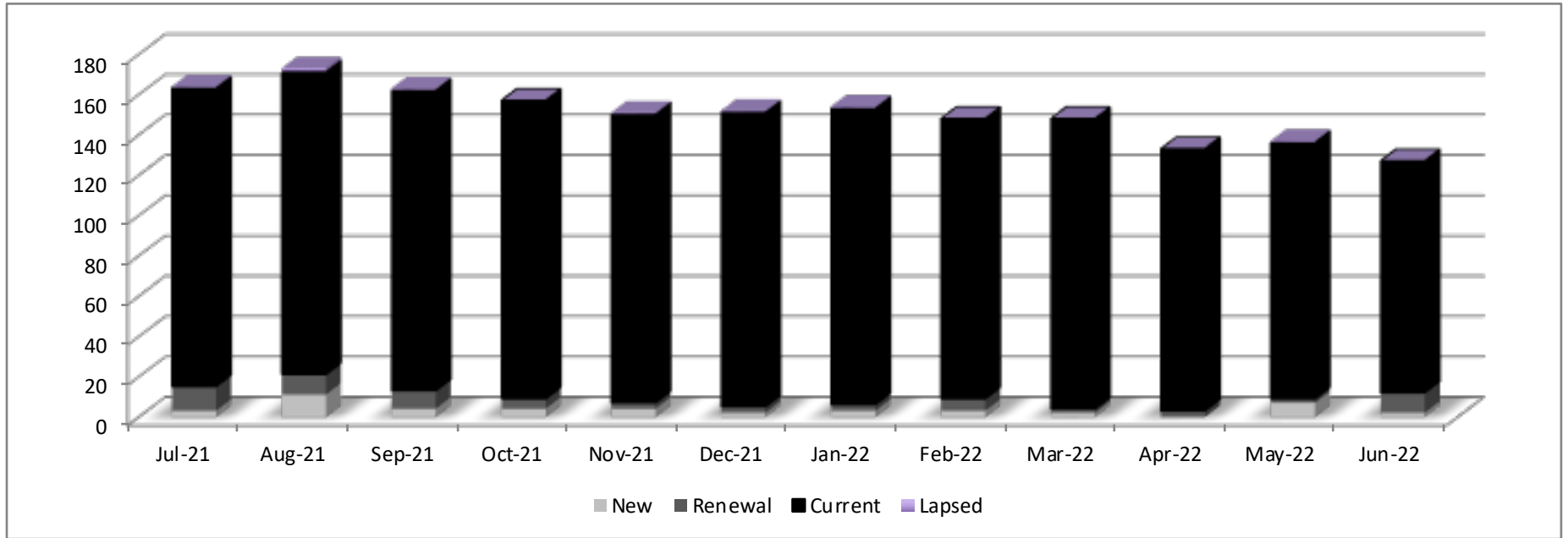
| | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Total | |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---|---------------|
| New | 2 | 8 | 3 | 1 | 1 | 0 | 5 | 5 | 1 | 0 | 2 | 1 | 29 | |
| Lapsed | 0 | 1 | 1 | 1 | 2 | 0 | 0 | 3 | 0 | 0 | 1 | 0 | 9 | |
| Renewal | 5 | 8 | 5 | 6 | 3 | 2 | 5 | 6 | 3 | 3 | 4 | 7 | 57 | |
| Current | 115 | 106 | 106 | 98 | 99 | 97 | 91 | 93 | 102 | 102 | 101 | 94 | | |
| Total | 122 | 123 | 115 | 106 | 105 | 99 | 101 | 107 | 106 | 105 | 108 | 102 | | |
| Gain/Loss | -5 | 1 | -8 | -9 | -1 | -6 | 2 | 6 | -1 | -1 | 3 | -6 | -25 | |
| % Change | -3.94% | 0.82% | -6.50% | -7.83% | -0.94% | -5.71% | 2.02% | 5.94% | -0.93% | -0.94% | 2.86% | -5.56% | -19.69% | |
| Non-renew | 7 | 7 | 12 | 11 | 4 | 6 | 3 | 2 | 2 | 1 | 0 | 7 | 62 | |
| | | | | | | | | | | | | | YTD # of Student Members Non-Renewals | 7 |
| | | | | | | | | | | | | | YTD % of Renewals (w/o Student Non-Renewals) | 55.00% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership

July 2021 to June 2022



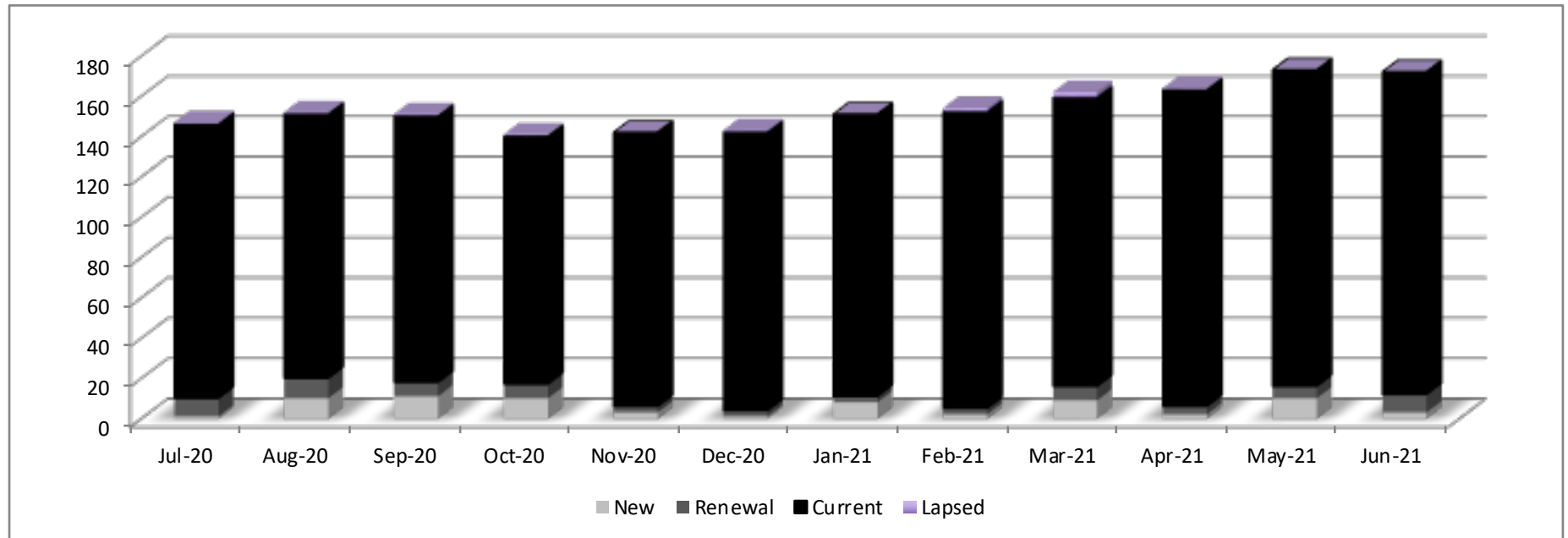
| | Jul-21 | Aug-21 | Sep-21 | Oct-21 | Nov-21 | Dec-21 | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Total | |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|---|---------------|
| New | 3 | 11 | 4 | 4 | 4 | 2 | 3 | 3 | 2 | 0 | 7 | 2 | 45 | |
| Lapsed | 1 | 2 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 8 | |
| Renewal | 12 | 10 | 9 | 5 | 3 | 3 | 3 | 6 | 2 | 3 | 2 | 10 | 68 | |
| Current | 148 | 150 | 149 | 148 | 143 | 146 | 147 | 139 | 144 | 130 | 127 | 115 | | |
| Total | 164 | 173 | 163 | 157 | 151 | 152 | 154 | 148 | 148 | 133 | 137 | 127 | | |
| Gain/Loss | -8 | 9 | -10 | -6 | -6 | 1 | 2 | -6 | 0 | -15 | 4 | -10 | -45 | |
| % Change | -4.65% | 5.49% | -5.78% | -3.68% | -3.82% | 0.66% | 1.32% | -3.90% | 0.00% | -10.14% | 3.01% | -7.30% | -26.16% | |
| Non-renew | 12 | 4 | 15 | 10 | 11 | 2 | 2 | 9 | 2 | 13 | 4 | 12 | 96 | |
| | | | | | | | | | | | | | YTD # of Student Members Non-Renewals | 3 |
| | | | | | | | | | | | | | YTD % of Renewals (w/o Student Non-Renewals) | 44.97% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership

July 2020 to June 2021



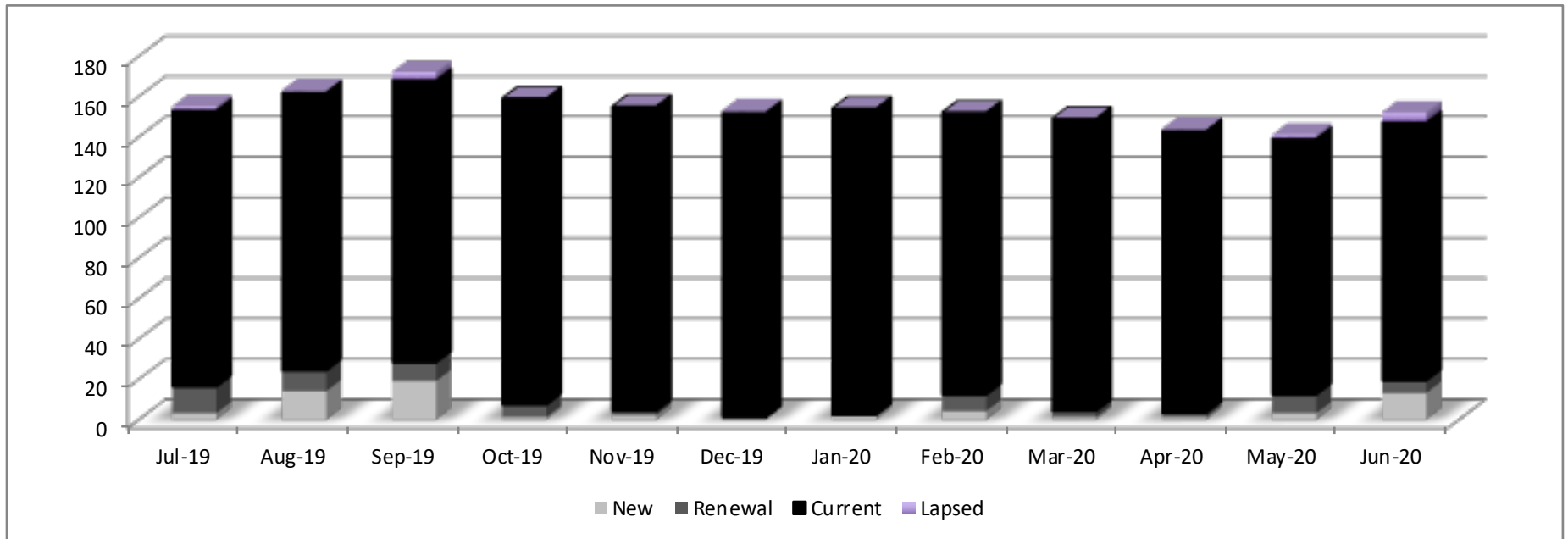
| | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Feb-21 | Mar-21 | Apr-21 | May-21 | Jun-21 | Total |
|------------------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
| New | 1 | 10 | 11 | 10 | 3 | 1 | 8 | 2 | 9 | 2 | 10 | 3 | 70 |
| Lapsed | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 2 | 3 | 1 | 0 | 0 | 11 |
| Renewal | 9 | 10 | 7 | 7 | 3 | 3 | 3 | 3 | 7 | 4 | 6 | 9 | 71 |
| Current | 136 | 131 | 132 | 123 | 136 | 138 | 140 | 147 | 143 | 157 | 157 | 160 | |
| Total | 147 | 152 | 151 | 141 | 142 | 143 | 151 | 154 | 162 | 164 | 173 | 172 | |
| Gain/Loss | -5 | 5 | -1 | -10 | 1 | 1 | 8 | 3 | 8 | 2 | 9 | -1 | 20 |
| % Change | -3.29% | 3.40% | -0.66% | -6.62% | 0.71% | 0.70% | 5.59% | 1.99% | 5.19% | 1.23% | 5.49% | -0.58% | 13.16% |
| Non-renew | 7 | 6 | 13 | 21 | 2 | 1 | 0 | 1 | 4 | 1 | 1 | 4 | 61 |
| | YTD # of Student Members Non-Renewals | | | | | | | | | | | | 9 |
| | YTD % of Renewals (w/o Student Non-Renewals) | | | | | | | | | | | | 57.34% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership

July 2019 to June 2020



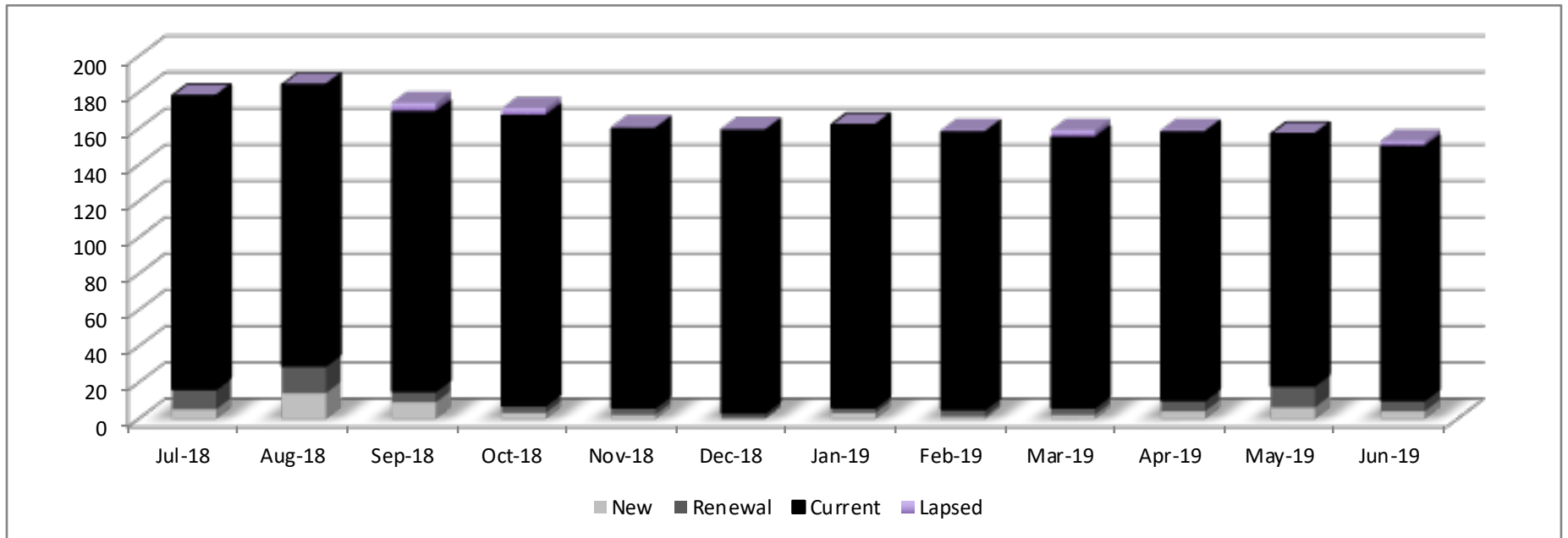
| | <i>Jul-19</i> | <i>Aug-19</i> | <i>Sep-19</i> | <i>Oct-19</i> | <i>Nov-19</i> | <i>Dec-19</i> | <i>Jan-20</i> | <i>Feb-20</i> | <i>Mar-20</i> | <i>Apr-20</i> | <i>May-20</i> | <i>Jun-20</i> | <i>Total</i> |
|-------------------------|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <i>New</i> | 3 | 14 | 19 | 1 | 2 | 0 | 2 | 4 | 1 | 1 | 3 | 13 | 63 |
| <i>Lapsed</i> | 2 | 1 | 4 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 2 | 5 | 16 |
| <i>Renewal</i> | 13 | 10 | 9 | 6 | 2 | 1 | 0 | 8 | 3 | 2 | 9 | 6 | 69 |
| <i>Current</i> | 137 | 138 | 140 | 152 | 151 | 151 | 152 | 140 | 145 | 140 | 127 | 128 | |
| <i>Total</i> | 155 | 163 | 172 | 159 | 155 | 153 | 154 | 152 | 149 | 144 | 141 | 152 | |
| <i>Gain/Loss</i> | 2 | 8 | 9 | -13 | -4 | -2 | 1 | -2 | -3 | -5 | -3 | 11 | -1 |
| <i>% Change</i> | 1.31% | 5.16% | 5.52% | -7.56% | -2.52% | -1.29% | 0.65% | -1.30% | -1.97% | -3.36% | -2.08% | 7.80% | -0.65% |
| <i>Non-renew</i> | 3 | 6 | 14 | 14 | 6 | 3 | 1 | 6 | 4 | 6 | 8 | 6 | 77 |
| | <i>YTD # of Student Members Non-Renewals</i> | | | | | | | | | | | | 7 |
| | <i>YTD % of Renewals (w/o Student Non-Renewals)</i> | | | | | | | | | | | | 58.22% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership

July 2018 to June 2019

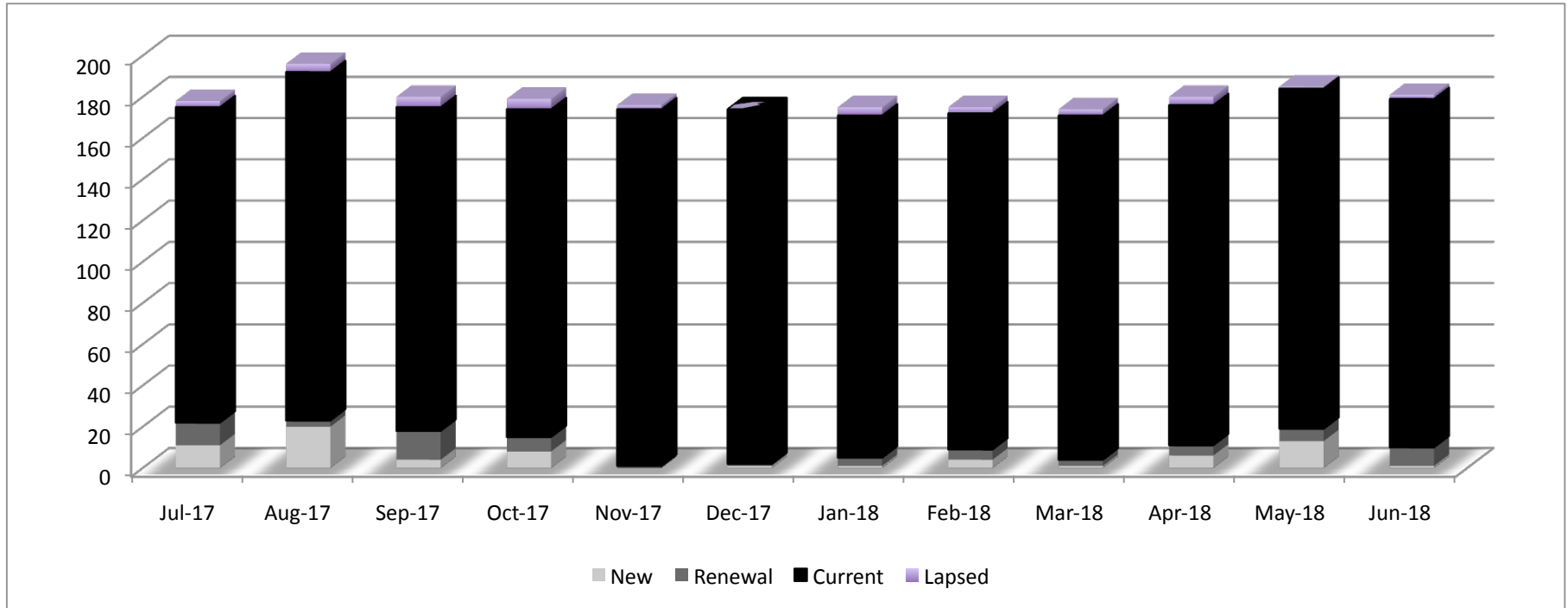


| | <i>Jul-18</i> | <i>Aug-18</i> | <i>Sep-18</i> | <i>Oct-18</i> | <i>Nov-18</i> | <i>Dec-18</i> | <i>Jan-19</i> | <i>Feb-19</i> | <i>Mar-19</i> | <i>Apr-19</i> | <i>May-19</i> | <i>Jun-19</i> | <i>Total</i> | |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---|---------------|
| New | 5 | 14 | 9 | 3 | 2 | 0 | 3 | 1 | 2 | 4 | 6 | 4 | 53 | |
| Lapsed | 0 | 0 | 5 | 4 | 1 | 1 | 0 | 1 | 4 | 1 | 0 | 3 | 20 | |
| Renewal | 11 | 15 | 6 | 4 | 4 | 3 | 3 | 4 | 4 | 6 | 12 | 6 | 78 | |
| Current | 162 | 155 | 154 | 160 | 154 | 156 | 156 | 153 | 149 | 148 | 139 | 140 | | |
| Total | 178 | 184 | 174 | 171 | 161 | 160 | 162 | 159 | 159 | 159 | 157 | 153 | | |
| Gain/Loss | -3 | 6 | -10 | -3 | -10 | -1 | 2 | -3 | 0 | 0 | -2 | -4 | -28 | |
| % Change | -1.66% | 3.37% | -5.43% | -1.72% | -5.85% | -0.62% | 1.25% | -1.85% | 0.00% | 0.00% | -1.26% | -2.55% | -15.47% | |
| Non-renew | 8 | 8 | 24 | 10 | 13 | 2 | 1 | 5 | 6 | 5 | 8 | 11 | 101 | |
| | | | | | | | | | | | | | YTD # of Student Members Non-Renewals | 11 |
| | | | | | | | | | | | | | YTD % of Renewals (w/o Student Non-Renewals) | 57.65% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership July 2017 to June 2018

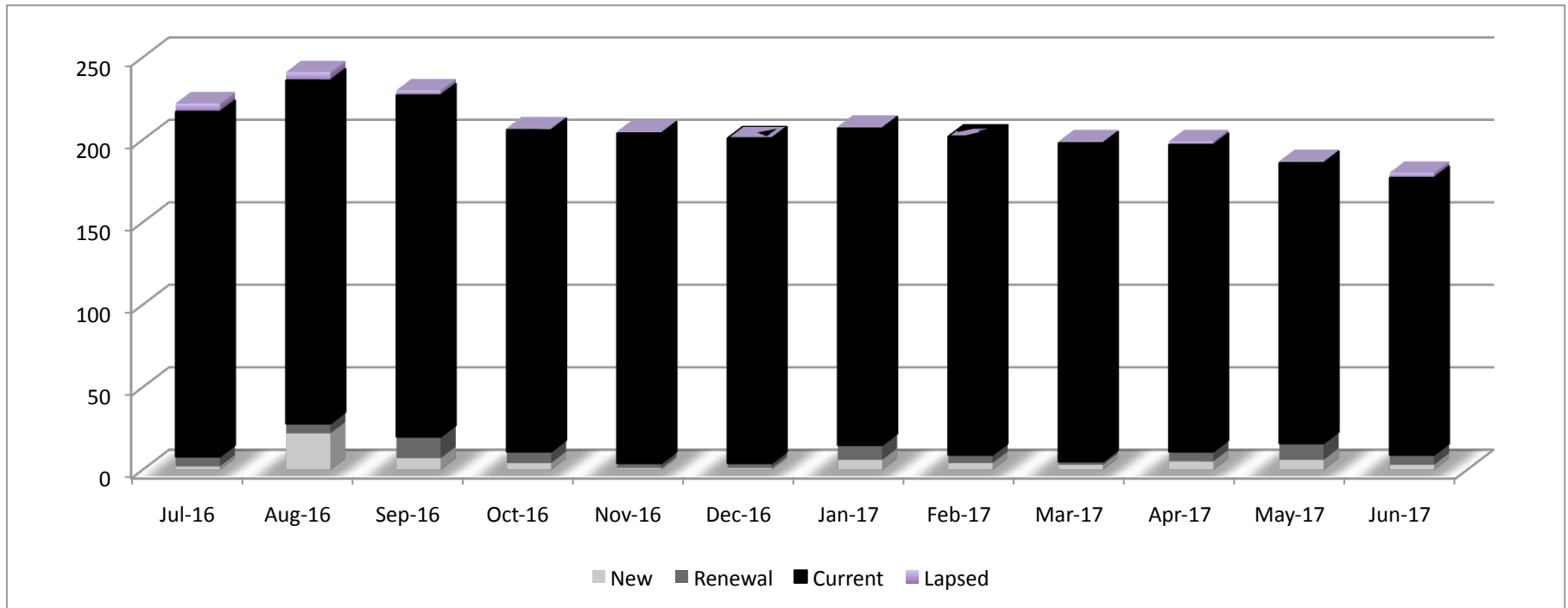


| | <i>Jul-17</i> | <i>Aug-17</i> | <i>Sep-17</i> | <i>Oct-17</i> | <i>Nov-17</i> | <i>Dec-17</i> | <i>Jan-18</i> | <i>Feb-18</i> | <i>Mar-18</i> | <i>Apr-18</i> | <i>May-18</i> | <i>Jun-18</i> | <i>Total</i> |
|-------------------------|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <i>New</i> | 11 | 20 | 4 | 8 | 0 | 1 | 1 | 4 | 1 | 6 | 13 | 1 | 70 |
| <i>Lapsed</i> | 3 | 4 | 5 | 5 | 2 | 0 | 4 | 3 | 3 | 4 | 1 | 2 | 36 |
| <i>Renewal</i> | 11 | 3 | 14 | 7 | 1 | 1 | 4 | 5 | 3 | 5 | 6 | 9 | 69 |
| <i>Current</i> | 153 | 169 | 157 | 159 | 173 | 172 | 166 | 163 | 167 | 165 | 165 | 169 | |
| <i>Total</i> | 178 | 196 | 180 | 179 | 176 | 174 | 175 | 175 | 174 | 180 | 185 | 181 | |
| <i>Gain/Loss</i> | -2 | 18 | -16 | -1 | -3 | -2 | 1 | 0 | -1 | 6 | 5 | -4 | 1 |
| <i>% Change</i> | -1.11% | 10.11% | -8.16% | -0.56% | -1.68% | -1.14% | 0.57% | 0.00% | -0.57% | 3.45% | 2.78% | -2.16% | 0.56% |
| <i>Non-renew</i> | 16 | 6 | 25 | 14 | 5 | 3 | 4 | 7 | 5 | 4 | 9 | 7 | 105 |
| | <i>YTD # of Student Members Non-Renewals</i> | | | | | | | | | | | | 20 |
| | <i>YTD % of Renewals (w/o Student Non-Renewals)</i> | | | | | | | | | | | | 65.63% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership July 2016 to June 2017

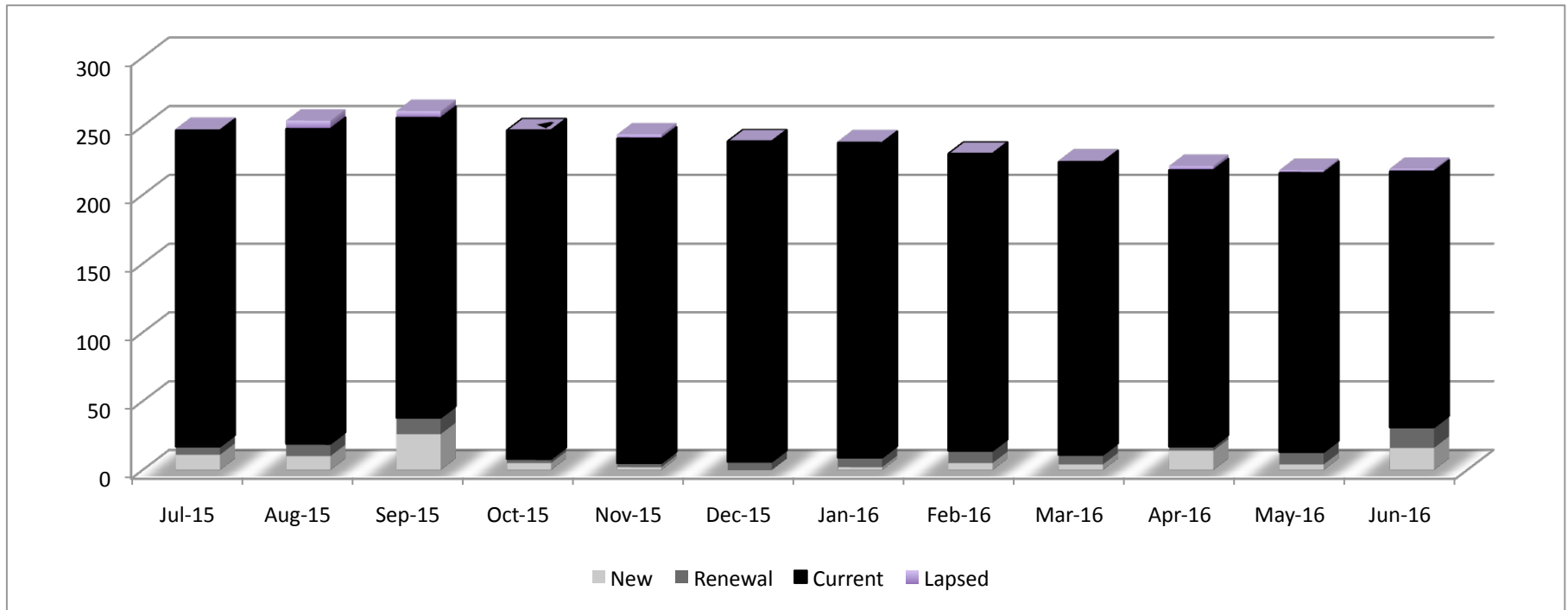


| | <i>Jul-16</i> | <i>Aug-16</i> | <i>Sep-16</i> | <i>Oct-16</i> | <i>Nov-16</i> | <i>Dec-16</i> | <i>Jan-17</i> | <i>Feb-17</i> | <i>Mar-17</i> | <i>Apr-17</i> | <i>May-17</i> | <i>Jun-17</i> | <i>Total</i> |
|-------------------------|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
| <i>New</i> | 2 | 22 | 7 | 4 | 1 | 1 | 6 | 4 | 3 | 5 | 6 | 3 | 64 |
| <i>Lapsed</i> | 5 | 5 | 3 | 1 | 1 | 0 | 1 | 0 | 1 | 2 | 1 | 3 | 23 |
| <i>Renewal</i> | 6 | 6 | 13 | 7 | 3 | 3 | 9 | 5 | 2 | 6 | 10 | 6 | 76 |
| <i>Current</i> | 209 | 208 | 207 | 195 | 200 | 197 | 192 | 193 | 193 | 186 | 170 | 168 | |
| <i>Total</i> | 222 | 241 | 230 | 207 | 205 | 201 | 208 | 202 | 199 | 199 | 187 | 180 | |
| <i>Gain/Loss</i> | 3 | 19 | -11 | -23 | -2 | -4 | 7 | -6 | -3 | 0 | -12 | -7 | -39 |
| <i>% Change</i> | 1.37% | 8.56% | -4.56% | -10.00% | -0.97% | -1.95% | 3.48% | -2.88% | -1.49% | 0.00% | -6.03% | -3.74% | -17.81% |
| <i>Non-renew</i> | 4 | 8 | 21 | 28 | 4 | 5 | 0 | 10 | 7 | 7 | 19 | 13 | 126 |
| | <i>YTD # of Student Members Non-Renewals</i> | | | | | | | | | | | | 14 |
| | <i>YTD % of Renewals (w/o Student Non-Renewals)</i> | | | | | | | | | | | | 33.17% |

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership July 2015 to June 2016

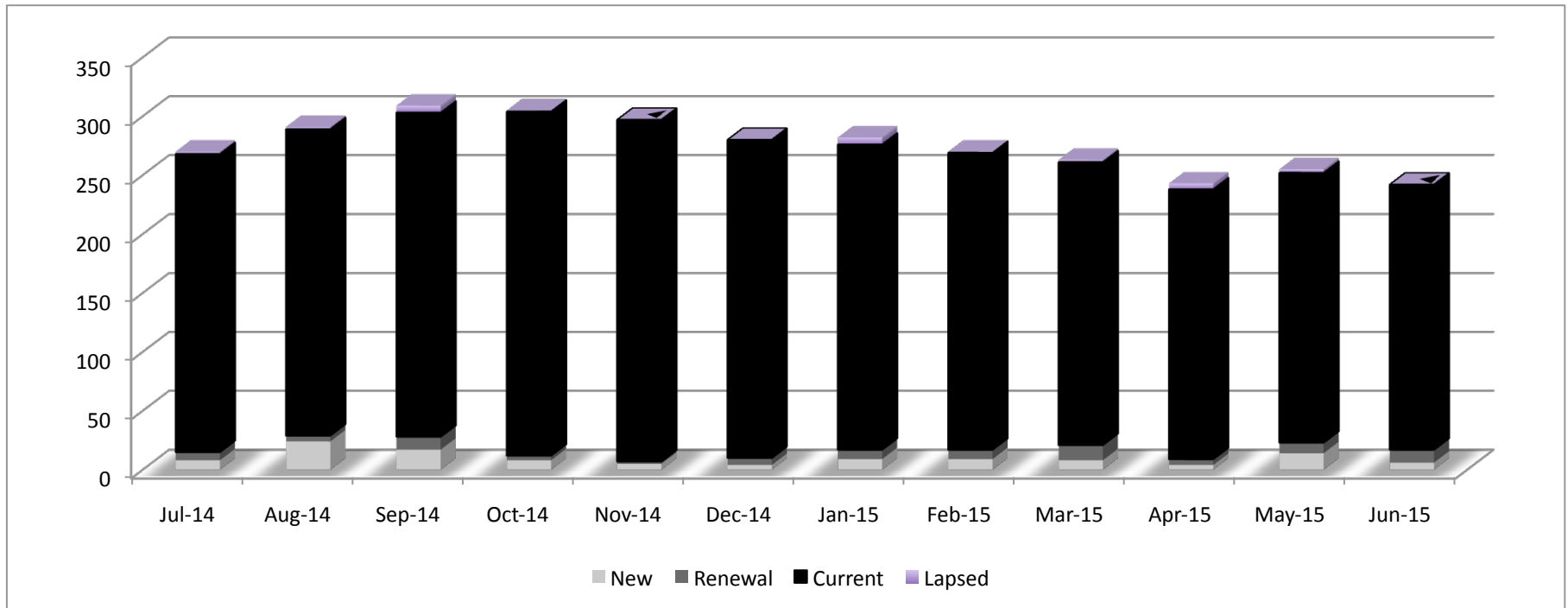


| | <i>Jul-15</i> | <i>Aug-15</i> | <i>Sep-15</i> | <i>Oct-15</i> | <i>Nov-15</i> | <i>Dec-15</i> | <i>Jan-16</i> | <i>Feb-16</i> | <i>Mar-16</i> | <i>Apr-16</i> | <i>May-16</i> | <i>Jun-16</i> | <i>Total</i> |
|-------------------------|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <i>New</i> | 11 | 10 | 26 | 5 | 2 | 0 | 2 | 5 | 4 | 14 | 4 | 16 | 99 |
| <i>Lapsed</i> | 1 | 6 | 5 | 0 | 3 | 0 | 1 | 0 | 1 | 3 | 2 | 2 | 24 |
| <i>Renewal</i> | 6 | 9 | 12 | 3 | 3 | 6 | 7 | 9 | 7 | 3 | 9 | 15 | 89 |
| <i>Current</i> | 230 | 229 | 218 | 239 | 236 | 233 | 229 | 216 | 213 | 201 | 203 | 186 | |
| <i>Total</i> | 248 | 254 | 261 | 247 | 244 | 239 | 239 | 230 | 225 | 221 | 218 | 219 | |
| <i>Gain/Loss</i> | 6 | 6 | 7 | -14 | -3 | -5 | 0 | -9 | -5 | -4 | -3 | 1 | -23 |
| <i>% Change</i> | 2.48% | 2.42% | 2.76% | -5.36% | -1.21% | -2.05% | 0.00% | -3.77% | -2.17% | -1.78% | -1.36% | 0.46% | -9.50% |
| <i>Non-renew</i> | 6 | 10 | 24 | 19 | 8 | 5 | 3 | 14 | 10 | 21 | 9 | 17 | 146 |
| | <i>YTD # of Student Members Non-Renewals</i> | | | | | | | | | | | | 29 |
| | <i>YTD % of Renewals (w/o Student Non-Renewals)</i> | | | | | | | | | | | | 53.05% |

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership July 2014 to June 2015

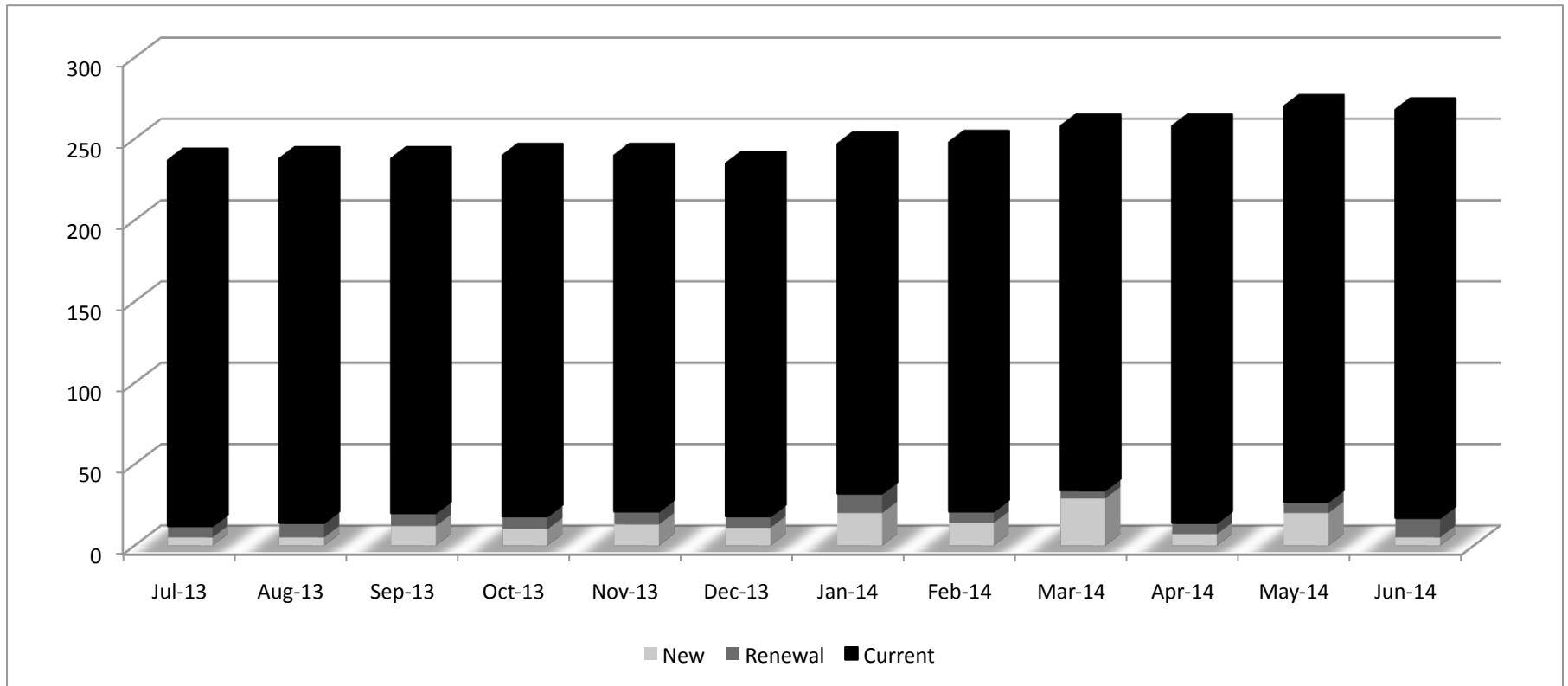


| | <i>Jul-14</i> | <i>Aug-14</i> | <i>Sep-14</i> | <i>Oct-14</i> | <i>Nov-14</i> | <i>Dec-14</i> | <i>Jan-15</i> | <i>Feb-15</i> | <i>Mar-15</i> | <i>Apr-15</i> | <i>May-15</i> | <i>Jun-15</i> | <i>Total</i> |
|-------------------------|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <i>New</i> | 8 | 24 | 17 | 8 | 5 | 4 | 9 | 9 | 8 | 4 | 14 | 6 | 116 |
| <i>Lapsed</i> | 2 | 2 | 6 | 1 | 0 | 0 | 6 | 1 | 2 | 5 | 3 | 0 | 28 |
| <i>Renewal</i> | 7 | 5 | 11 | 4 | 2 | 6 | 8 | 8 | 13 | 5 | 9 | 11 | 89 |
| <i>Current</i> | 253 | 260 | 275 | 292 | 290 | 270 | 259 | 252 | 240 | 229 | 229 | 225 | |
| <i>Total</i> | 270 | 291 | 309 | 305 | 297 | 280 | 282 | 270 | 263 | 243 | 255 | 242 | |
| <i>Gain/Loss</i> | 2 | 21 | 18 | -4 | -8 | -17 | 2 | -12 | -7 | -20 | 12 | -13 | -26 |
| <i>% Change</i> | 0.75% | 7.78% | 6.19% | -1.29% | -2.62% | -5.72% | 0.71% | -4.26% | -2.59% | -7.60% | 4.94% | -5.10% | -9.70% |
| <i>Non-renew</i> | 8 | 5 | 5 | 13 | 13 | 21 | 13 | 22 | 17 | 29 | 5 | 19 | 170 |
| | <i>YTD # of Student Members Non-Renewals</i> | | | | | | | | | | | | 11 |
| | <i>YTD % of Renewals (w/o Student Non-Renewals)</i> | | | | | | | | | | | | 45.53% |

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

Fox Valley Reading Council

Yearlong Trend of Total Membership July 2013 to June 2014

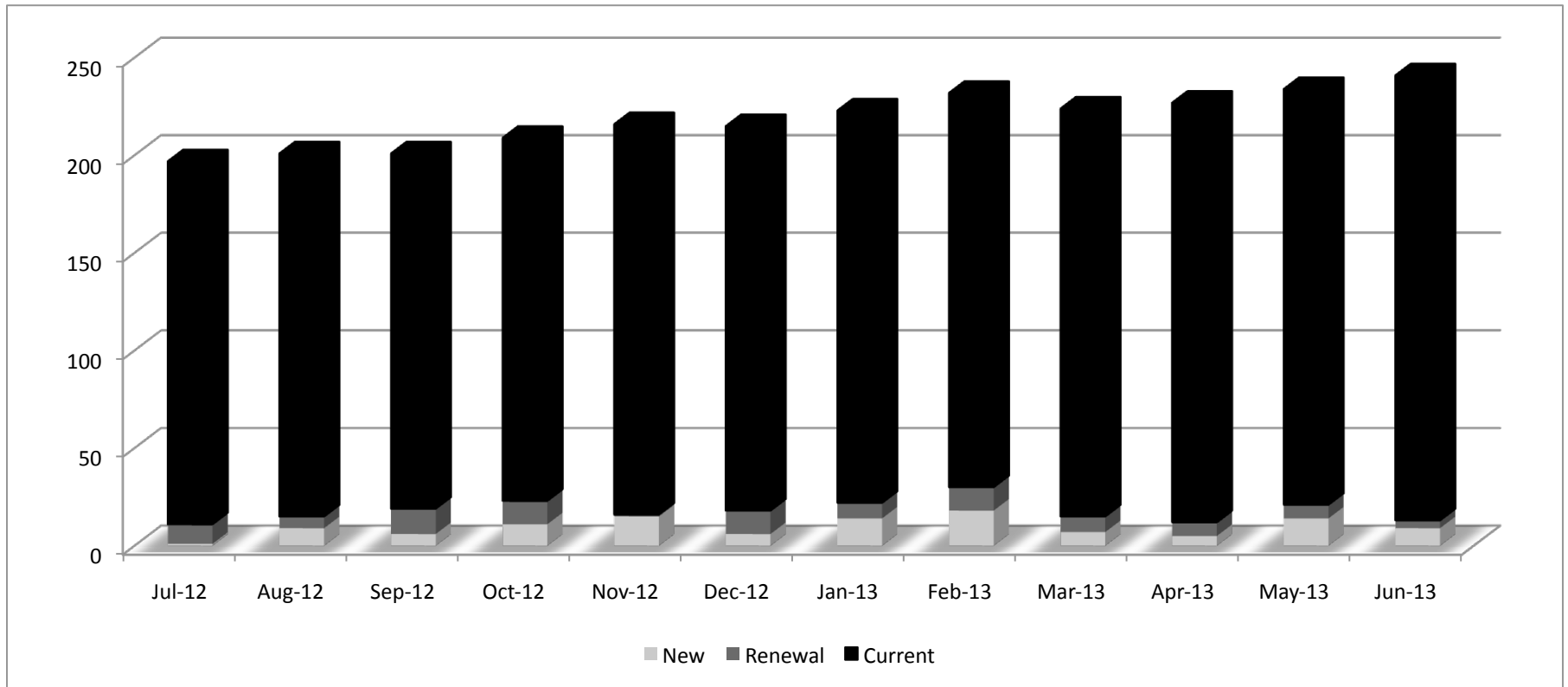


| | <i>Jul-13</i> | <i>Aug-13</i> | <i>Sep-13</i> | <i>Oct-13</i> | <i>Nov-13</i> | <i>Dec-13</i> | <i>Jan-14</i> | <i>Feb-14</i> | <i>Mar-14</i> | <i>Apr-14</i> | <i>May-14</i> | <i>Jun-14</i> | <i>Total</i> |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| New | 5 | 5 | 12 | 10 | 13 | 11 | 20 | 14 | 29 | 7 | 20 | 5 | 151 |
| Renewal | 7 | 9 | 8 | 8 | 8 | 7 | 12 | 7 | 5 | 7 | 7 | 12 | 97 |
| Current | 225 | 224 | 218 | 222 | 219 | 217 | 215 | 227 | 224 | 244 | 243 | 251 | |
| Total | 237 | 238 | 238 | 240 | 240 | 235 | 247 | 248 | 258 | 258 | 270 | 268 | |
| Gain/Loss | -4 | 1 | 0 | 2 | 0 | -5 | 12 | 1 | 10 | 0 | 12 | -2 | 27 |
| % Change | -1.66% | 0.42% | 0.00% | 0.84% | 0.00% | -2.08% | 5.11% | 0.40% | 4.03% | 0.00% | 4.65% | -0.74% | 11.20% |
| Non-renew | 9 | 4 | 12 | 8 | 13 | 16 | 8 | 13 | 19 | 7 | 8 | 7 | 124 |

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

Fox Valley Reading Council

Yearlong Trend of Total Membership July 2012 to June 2013

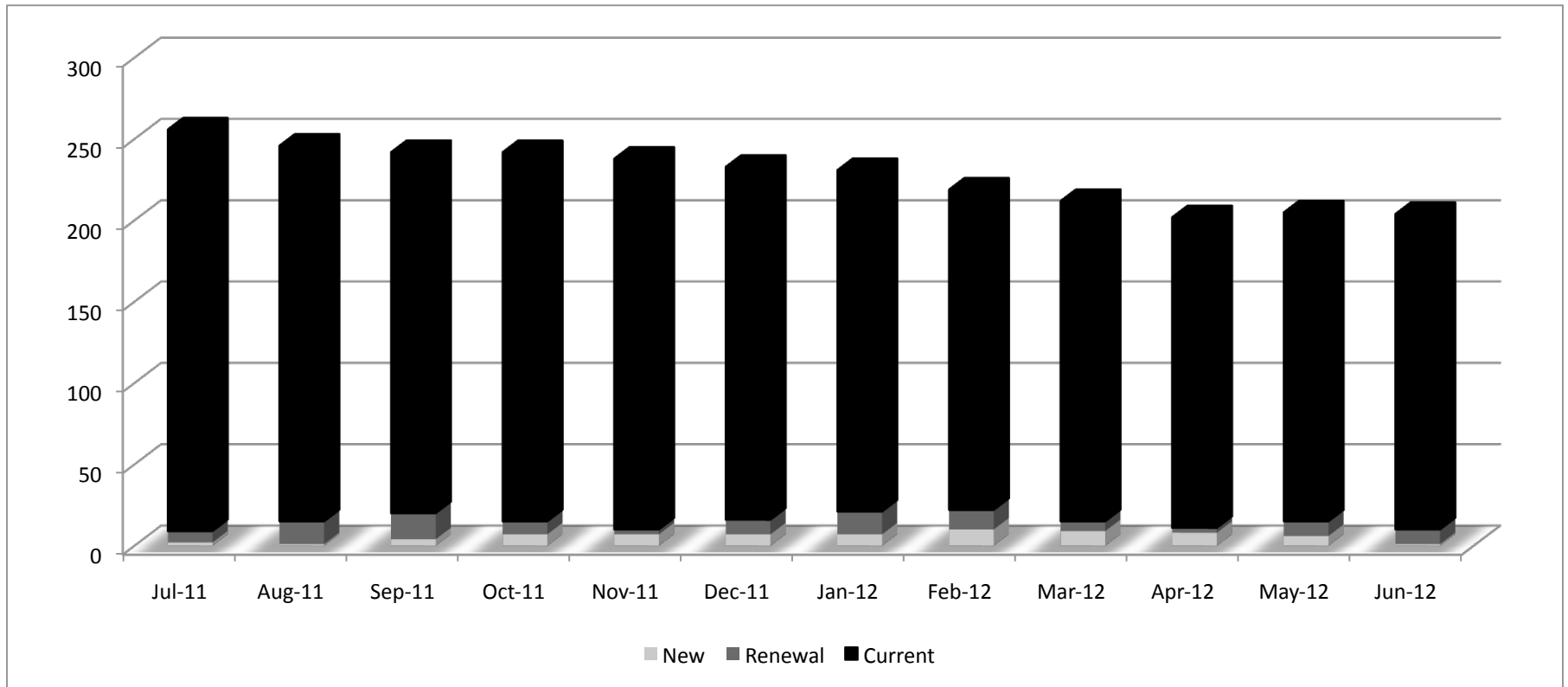


| | <i>Jul-12</i> | <i>Aug-12</i> | <i>Sep-12</i> | <i>Oct-12</i> | <i>Nov-12</i> | <i>Dec-12</i> | <i>Jan-13</i> | <i>Feb-13</i> | <i>Mar-13</i> | <i>Apr-13</i> | <i>May-13</i> | <i>Jun-13</i> | <i>Total</i> |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| New | 1 | 9 | 6 | 11 | 15 | 6 | 14 | 18 | 7 | 5 | 14 | 9 | 115 |
| Renewal | 10 | 6 | 13 | 12 | 1 | 12 | 8 | 12 | 8 | 7 | 7 | 4 | 100 |
| Current | 186 | 186 | 182 | 186 | 200 | 197 | 201 | 202 | 209 | 215 | 213 | 228 | |
| Total | 197 | 201 | 201 | 209 | 216 | 215 | 223 | 232 | 224 | 227 | 234 | 241 | |
| Gain/Loss | -7 | 4 | 0 | 8 | 7 | -1 | 8 | 9 | -8 | 3 | 7 | 7 | 37 |
| % Change | -3.43% | 2.03% | 0.00% | 3.98% | 3.35% | -0.46% | 3.72% | 4.04% | -3.45% | 1.34% | 3.08% | 2.99% | 18.14% |
| Non-renew | 8 | 5 | 6 | 3 | 8 | 7 | 6 | 9 | 15 | 2 | 7 | 2 | 78 |

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

Fox Valley Reading Council

Yearlong Trend of Total Membership July 2011 to June 2012

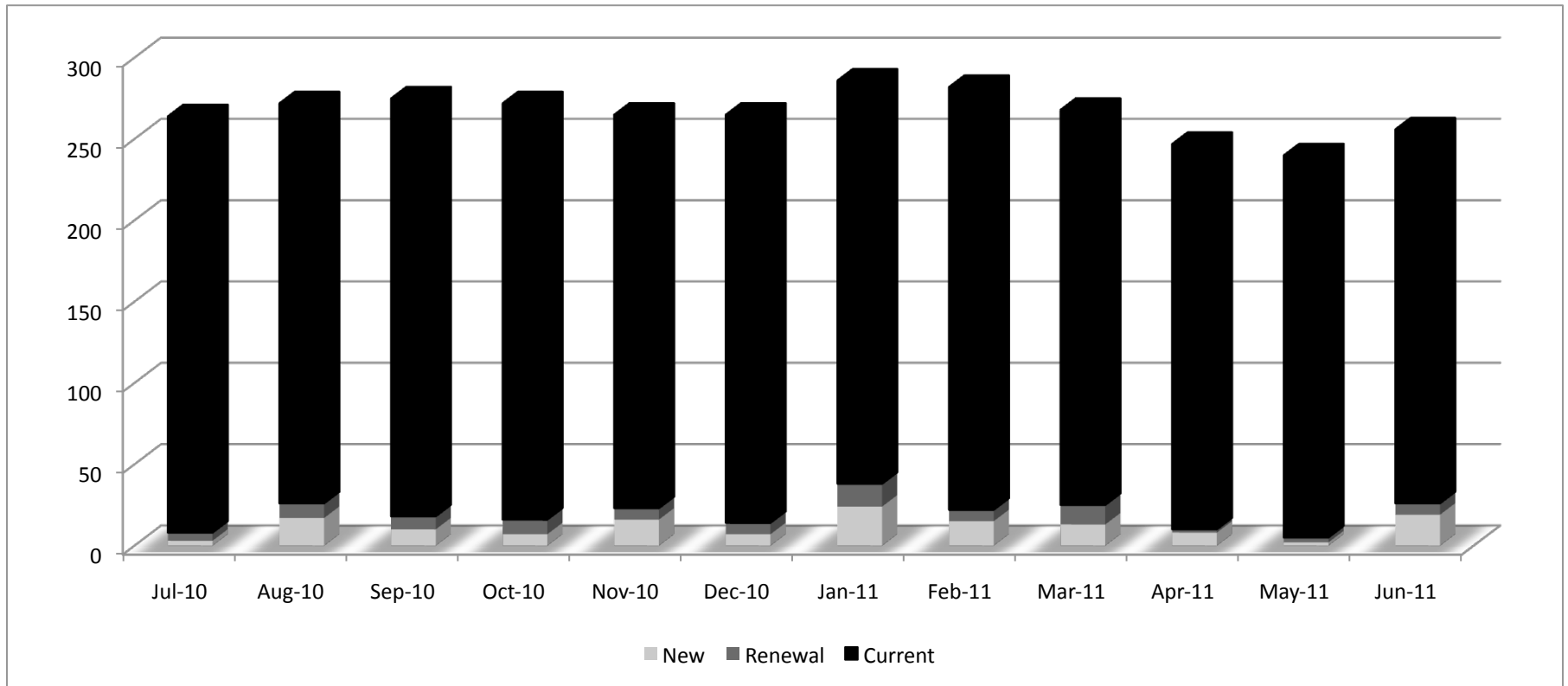


| | <i>Jul-11</i> | <i>Aug-11</i> | <i>Sep-11</i> | <i>Oct-11</i> | <i>Nov-11</i> | <i>Dec-11</i> | <i>Jan-12</i> | <i>Feb-12</i> | <i>Mar-12</i> | <i>Apr-12</i> | <i>May-12</i> | <i>Jun-12</i> | <i>Total</i> |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
| New | 2 | 1 | 4 | 7 | 7 | 7 | 7 | 10 | 9 | 8 | 6 | 1 | 69 |
| Renewal | 7 | 14 | 16 | 8 | 3 | 9 | 14 | 12 | 6 | 3 | 9 | 9 | 110 |
| Current | 247 | 231 | 222 | 227 | 228 | 217 | 210 | 197 | 197 | 191 | 190 | 194 | |
| Total | 256 | 246 | 242 | 242 | 238 | 233 | 231 | 219 | 212 | 202 | 205 | 204 | |
| Gain/Loss | 0 | -10 | -4 | 0 | -4 | -5 | -2 | -12 | -7 | -10 | 3 | -1 | -52 |
| % Change | 0.00% | -3.91% | -1.63% | 0.00% | -1.65% | -2.10% | -0.86% | -5.19% | -3.20% | -4.72% | 1.49% | -0.49% | -20.31% |
| Non-renew | 2 | 11 | 8 | 7 | 11 | 12 | 9 | 22 | 16 | 18 | 3 | 2 | 121 |

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

Fox Valley Reading Council

Yearlong Trend of Total Membership July 2010 to June 2011



| | <i>Jul-10</i> | <i>Aug-10</i> | <i>Sep-10</i> | <i>Oct-10</i> | <i>Nov-10</i> | <i>Dec-10</i> | <i>Jan-11</i> | <i>Feb-11</i> | <i>Mar-11</i> | <i>Apr-11</i> | <i>May-11</i> | <i>Jun-11</i> | <i>Total</i> |
|-------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| <i>New</i> | 3 | 17 | 10 | 7 | 16 | 7 | 24 | 15 | 13 | 8 | 2 | 19 | 141 |
| <i>Renewal</i> | 5 | 9 | 8 | 9 | 7 | 7 | 14 | 7 | 12 | 2 | 3 | 7 | 90 |
| <i>Current</i> | 256 | 246 | 257 | 256 | 242 | 251 | 248 | 260 | 243 | 237 | 235 | 230 | |
| <i>Total</i> | 264 | 272 | 275 | 272 | 265 | 265 | 286 | 282 | 268 | 247 | 240 | 256 | |
| <i>Gain/Loss</i> | -1 | 8 | 3 | -3 | -7 | 0 | 21 | -4 | -14 | -21 | -7 | 16 | -9 |
| <i>% Change</i> | -0.38% | 3.03% | 1.10% | -1.09% | -2.57% | 0.00% | 7.92% | -1.40% | -4.96% | -7.84% | -2.83% | 6.67% | -3.40% |
| <i>Non-renew</i> | 4 | 9 | 7 | 10 | 23 | 7 | 3 | 19 | 27 | 29 | 9 | 3 | 150 |