

Incorporating the 5/5/5 scale into the explanation of the 5/5/5 Retention & Recruiting Program provides a clearer understanding of how the percentages work in practice:

- **Base Support (5%):** Units receive foundational support of 5% from the full dues payments to assist with ongoing operations and member services. This is a guaranteed baseline for all units.
- **Retention Activity (2.5%):** Units earn an additional 2.5% by actively contacting lapsed members and updating a dynamic spreadsheet. The target for this activity is contacting 1.5% of the unit membership each month. The scale for this component uses emojis to indicate performance levels:
 - 😇 (Angel): 100% contact, earning 100% of the 2.5% retention pay.
 - 😍 (Love): 90% contact, earning 90% of the pay.
 - 😎 (Cool): 80% contact, earning 80% of the pay.
 - 😘 (Kiss): 75% contact, earning 75% of the pay.
 - 😲 (Surprised): 70% contact, earning 50% of the pay.
 - 😟 (Worried): Below 70% contact, earning 0% of the pay.
- **Retention Performance (2.5%):** This incentive is based on reducing the lapse rate of current members. The scale is based on 12-month losses as a percentage of attendance:
 - 😊: 0% loss, earning 100% of the 2.5% pay.
 - 😍: Up to 5% loss, earning 90% of the pay.
 - 😎: 5.5% loss, earning 80% of the pay.
 - 😘: 6% loss, earning 50% of the pay.
 - 😲: 6.5% loss, earning 25% of the pay.
 - 😟: 7% or more loss, earning 0% of the pay.
- **Recruitment Performance (5%):** Units can earn an extra 5% by recruiting new members. The scale is based on new members as a percentage of pre-COVID levels:
 - 😊: 100% recruitment, earning 100% of the 5% pay.
 - 😍: 90% recruitment, earning 90% of the pay.
 - 😎: 80% recruitment, earning 80% of the pay.
 - 😘: 75% recruitment, earning 65% of the pay.
 - 😲: 70% recruitment, earning 50% of the pay.
 - 😟: 65% or less recruitment, earning 0% of the pay.