Growthzone End-of-Year Checklist

Billing

Review Chart of Accounts	✔ Review your chart of accounts to ensure that all names of accounts in GZ match names in your accounting software ✔ Deactivate any accounts that you are no longer using (DO NOT DELETE) to clean up your database	Chart of Accounts
Review Non-Dues Fee Items	✔ Do you need to increase your prices and/or change descriptions? ✔ Deactivate any fee items that you are no longer using (DO NOT DELETE) to clean up your database	Set Up Standard Fee Items Deactivate Fee Items
Review Member Data for Billing Completeness	✔ Generate the Membership Report to check for Fee Schedules, Fee Items, Renewal Month, and Billing Contact ✔ Update Member Billing details if necessary ✔ Verify Credit Card Expiration dates	Membership Report Stored Payment Profiles Report
Review/Manage Past Due Invoices	✔ For Memberships, view Memberships > Unpaid to resend overdue membership invoices ✔ Use the Sales/Invoices tab in the Billing Module to resend other overdue invoices ✔ Based on your processes, use the Open Invoices report to write-off unpaid invoices	Manage Unpaid Membership Dues Resend Overdue Invoices Open Invoices Report
Review Invoice Template	✔ Make any needed changes to your invoice template (ie. do you need to change any terms or deductibility statements?)	Set up your Invoice Templates

Membership Review

Update Your Membership Application	✔ Review your membership application for any needed changes	Membership Application
Review Membership Pricing	✔ Do you need to increase your prices and/or change descriptions?	Manage Membership Recalculated Pricing Effective Date Pricing
Review Autopayment	✔ Review membership autopayment status, and CC expiration dates ✔ Is Invoice Before Autopay turned on? Should it be?	Stored Payment Profiles Report Invoice Before Autopay

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Budgeting/Projection Reporting

Sales by Account	✔ Generate this report to review the sales from this year for better budgeting	Sales by Account Report
Recurring Billing Report	✔ Generate this report to view expected sales for the coming year	Recurring Billing Report

Year-End Reporting

Take Year-End Snapshots of Member Statistics	✔ How many members were active this year? How many new members? How many drops? Take snapshots of this information for future historical comparison and to include in your year-end calculations	Membership Change Report Membership Referral Report Membership Report New Membership Report Renewal Membership Report Dropped Membership Report Retention Report
Common Calculations	✔ Retention Rate ✔ Lapse Rate ✔ Renewal Rate ✔ Average Membership Tenure (AMT) ✔ Member Lifetime Value (MLV) ✔ Member Acquisition Cost (MAC) ✔ MLV to MAC ratio	Common Membership Calculations
Revenue Reports	✔ Sales Summaries – Membership Dues ✔ Sales Summaries – Non-Dues Revenue	Total Spending by Contact Report
Accounts Receivable	✔ The aging report can be used as a primary tool used by collections personnel to determine which invoices are overdue for payment.	Accounts Receivable Aging Detail

Database Cleanup

Contact Clean-up	✔ Merge Duplicates ✔ Send Member Update Email to get members to update their information ✔ Drop Members	Merge Contacts Member Update Email Mass Drop Members with Overdue Membership Invoices
Group Clean-up	✔ Create new groups for the coming year ✔ Disable contacts no longer participating ✔ Disable groups no longer needed	Add a New Email List Add a New Committee View/Edit Contacts on a List/Committee Update List/Committee Settings

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