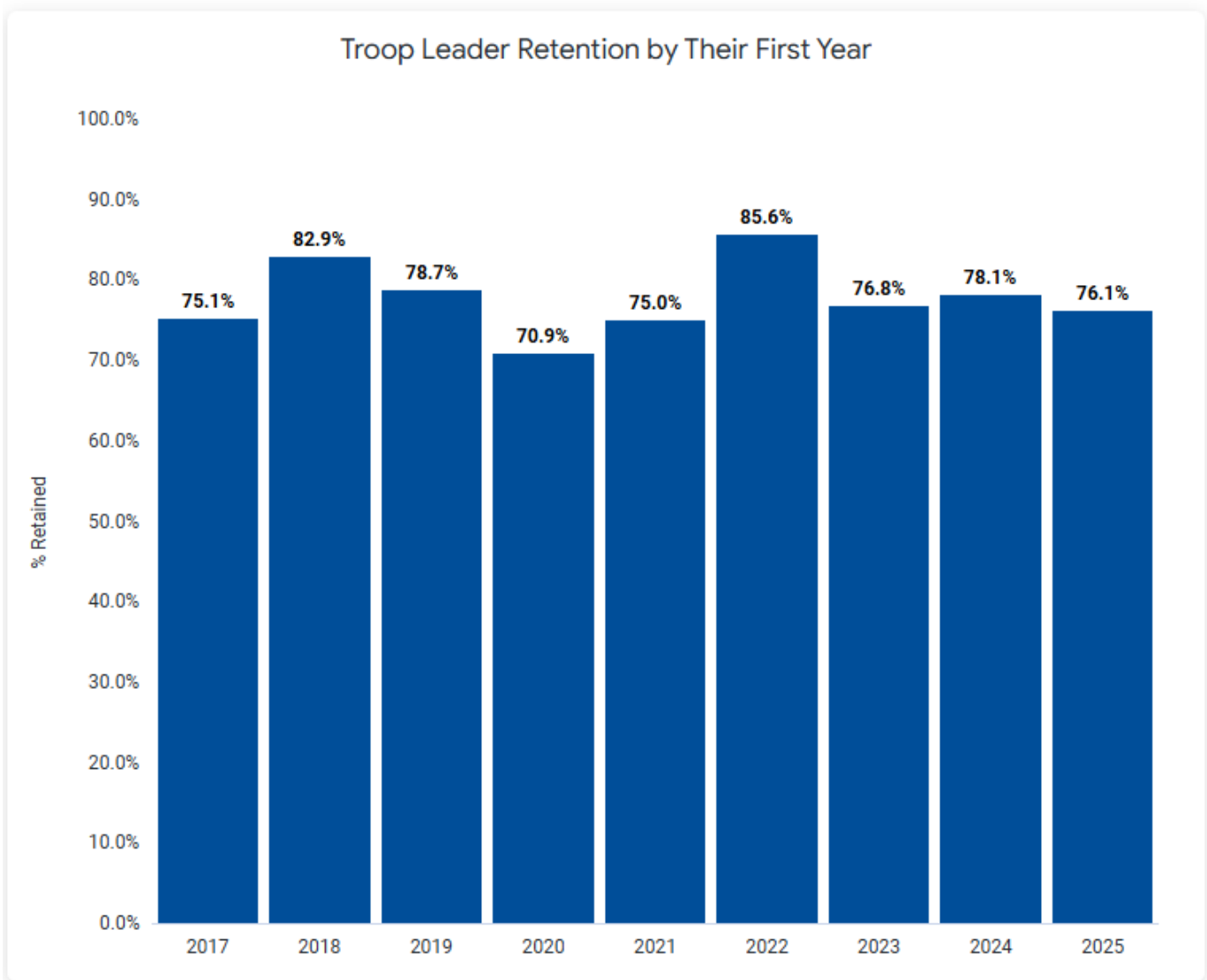


The "Troop Leader Retention by Their First Year" report shows the rate at which the new Troop Leaders renewed for another year. The annual retention percentages from 2017 through 2025 reveal a period of significant fluctuation followed by recent stabilization. Retention reached its peak in 2022 at 85.6% after hitting a period low of 70.9% in 2020. Over the nine-year span, the rate has generally remained within the 75% to 80% range, with the most recent data for 2025 showing a retention rate of 76.1%.

Note: 2026 data is not shown as new adults that joined in 2026 have not had to chance to renew yet. We will know more after the upcoming renewal season.



The “**Troop Leader Retention by Troop Program Grade Level**” report highlights a relatively stable overall leader retention rate, fluctuating between **73.8% and 79.0%** from 2023 to 2026. While mid-level programs like **Cadette (96.6%)** and **Brownie (95.3%)** are currently seeing peak engagement, the **Daisy** level consistently struggles with the lowest retention, dropping to **41.0%** this year. This data prompted the adjustment to the way that we serve and support our first year and Daisy Troop Leaders.

Note: We will know more after the upcoming renewal season.

| | Membership Year | > | 2022 | 2023 | 2024 | 2025 | 2026 |
|--------|---------------------|---|------------|------------|------------|------------|------------|
| | Program Grade Level | ^ | % Retained | % Retained | % Retained | % Retained | % Retained |
| 1 | Daisy | ∅ | | 45.2% | 58.5% | 44.7% | 41.0% |
| 2 | Brownie | ∅ | | 79.8% | 73.0% | 83.4% | 95.3% |
| 3 | Junior | ∅ | | 77.7% | 74.0% | 91.2% | 74.0% |
| 4 | Cadette | ∅ | | 81.8% | 73.1% | 89.2% | 96.6% |
| 5 | Senior | ∅ | | 101.2% | 72.1% | 79.4% | 82.0% |
| 6 | Ambassador | ∅ | | 69.0% | 106.0% | 132.1% | 73.6% |
| 7 | Multi-Level | ∅ | | 86.3% | 83.7% | 83.6% | 74.8% |
| 8 | Not Applicable | ∅ | | ∅ | 0.0% | ∅ | ∅ |
| Totals | | | | 78.7% | 76.8% | 79.0% | 73.8% |