

## FORM 27 - MONTHLY BRANCH MEMBERSHIP REPORT

Blue cells are calculated fields:  
passworded and locked.

Year

2023

Report  
Month

APR

Region

5

Area

16

Branch

8

### MEMBERSHIP

Line	Description	Previous Years			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total	Year %	Min Goal	Branch Goal
		2020	2021	2022																
1	NUMBER OF MEMBERS LAST MONTH (= Line 4 last month)	326	305	274	259	260	256	250									-----	-----	-----	-----
2	NUMBER OF MEMBERS IN	17	13	14	3	5	1	0									9	3.5%	30	
3	NUMBER OF MEMBERS OUT (ATTRITION)	38	44	29	2	9	7	4									22	8.5%	-----	-----
4	NUMBER OF MEMBERS (Lines 1+2-3)	305	274	259	260	256	250	246									-----	-----	260	
5	TOTAL NUMBER OF ACTIVITIES - including Partner activities	56	59	57	-----	-----	59	-----	-----		-----	-----		-----	-----		-----	-----	-----	
6	NUMBER OF PARTNER ACTIVITIES	34	37	36	-----	-----	38	-----	-----		-----	-----		-----	-----		-----	-----	-----	
7	MEDIAN BRANCH AGE	80.0	80.0	80.6	-----	-----	80.4	-----	-----		-----	-----		-----	-----		-----	-----	-----	

**Line 2 Minimum Goal- Process:** review Line 3 Attrition for the past 3 years. Estimate attrition by current year-end. Add +1 gain (or other desired gain) to this estimate= Line 2 Goal. **THIS IS A KEY GOAL FOR YOUR BRANCH**

Membership change  
this year

-13

**Line 4 Goal- Process:** Add +1 gain (or other desired gain) to Line 4's prior year-end actual= Line 4 Goal.

### LUNCHEON ATTENDANCE

Enter "PDL" here for artner Day months ==>

Line	Description	2020	2021	2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total	Year %	Min Goal	Branch Goal
8	NUMBER OF BRANCH MEMBERS IN ATTENDANCE	-----	-----	-----	103	125	107	111								0	-----	-----	-----	-----
9	PERCENT OF NUMBER OF MEMBERS IN ATTENDANCE	68%	40%	40%	40%	49%	43%	45%									-----	0%	70%	
10	GUESTS (Guests are potential members only)	8	4	23	7	1	2	3									13	5%	49	49

**Line 9 Total:** To exclude Partner Day Luncheons from the Year %" data enter "PDL" above the appropriate months.

**Line 10 Minimum Goal- Process:** Divide previous year 'Guests' total by previous year 'Members In' total. Result is No. of Guests needed per New Member (in blue box). Then multiply Line 2 'Min Goal for Members In' by this ratio and this = Min Goal for Guests. It is calculated for you automatically.

Previous Year Guest conversion ratio =

1.6 guests to add 1 new member

LAST MONTH's FORM 27  
REVIEWED BY BEC?

YES

**NOTE:** All of the data in this report are to be determined after the monthly BEC and luncheon meetings. New inductions and resignations that occur after the monthly meetings shall be reported after the next BEC and luncheon meetings.

#### MONTHLY DISTRIBUTION

sirstateform27@gmail.com, BEC, Area Governor, Region Director, Branch RAMP Committee Chairs (Recruitment, Activities, Member Relations, Publicity),

Form 27 for the month should be distributed to the list above by the end the month.

SUBMITTED BY:

Manuel Dominguez

Title

Attendance Secretary

Phone #

MEETING DATE:

4/10/2022

925-938-5380