

FORM 27 - MONTHLY BRANCH MEMBERSHIP REPORT

Blue cells are calculated fields:
passworded and locked.

Year **2021**

Report Month **NOV**

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
		2018	2019	2020																
1	NUMBER OF MEMBERS LAST MONTH (= Line 4 last month)	343	323	326	305	298	296	289	278	280	279	279	275	274	271		-----	-----	-----	-----
2	NUMBER OF MEMBERS IN	27	35	17	0	2	2	0	2	0	1	0	1	1	3		12	3.9%	39	
3	NUMBER OF MEMBERS OUT (ATTRITION)	47	32	38	7	4	9	11	0	1	1	4	2	4	0		43	14.1%	-----	-----
4	NUMBER OF MEMBERS (Lines 1+2-3)	323	326	305	298	296	289	278	280	279	279	275	274	271	274		-----	-----	306	
5	TOTAL NUMBER OF ACTIVITIES - including Partner activities	52	54	56	----	----	58	----	----	59	----	----	58	----	----		-----	-----	-----	
6	NUMBER OF PARTNER ACTIVITIES	32	36	34	----	----	37	----	----	38	----	----	37	----	----		-----	-----	-----	
7	MEDIAN BRANCH AGE	79.0	79.0	80.0	----	----	80.0	----	----	80.0	----	----	80.0	----	----		-----	-----	-----	

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 **-31**

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 ==> **Canc Canc Canc Canc Canc Canc Canc Canc Canc Canc 11 8 LDL**

Line	Description	2018	2019	2020	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	-----	-----	-----	0	0	0	0	0	0	0	0	0	104	115		-----	-----	-----	-----
9	PERCENT OF NUMBER OF MEMBERS IN ATTENDANCE	74%	68%	69%	0%	0%	0%	0%	0%	0%	0%	0%	0%	38%	42%		-----	0%	70%	
10	GUESTS (Guests are potential members only)	49	35	8	0	0	0	0	0	0	0	0	0	3	0		3	1%	18	18

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 =

0.5 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:

Dan Smith

Title

Attendance Secretary

Phone #

MEETING DATE:

11/8/2021

925-588-6792