

# FORM 27 - MONTHLY BRANCH MEMBERSHIP REPORT

Blue cells are calculated fields:  
passworded and locked.

Year **2017** Report Month **Feb** Region **8** Area **22** Branch **103**

**MEMBERSHIP**

| Line | Description                                     | Previous Years |      |      | Jan   | Feb   | Mar | Apr   | May   | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Year Total | Year % | Min Goal | Branch Goal |
|------|---|----------------|------|------|-------|-------|-----|-------|-------|-----|-----|-----|-----|-----|-----|-----|------------|--------|----------|-------------|
|      |   | 2014           | 2015 | 2016 |       |       |     |       |       |     |     |     |     |     |     |     |            |        |          |             |
| 1    | ACTIVE MEMBERS LAST MONTH (= Line 4 last month) | 220            | 211  | 224  | 226   | 225   |     |       |       |     |     |     |     |     |     |     | -----      | -----  | -----    | -----       |
| 2    | NUMBER OF MEMBERS IN                            | 31             | 31   | 3    | 1     | 3     |     |       |       |     |     |     |     |     |     |     | 4          | 1.8%   | 2        |             |
| 3    | NUMBER OF MEMBERS OUT (ATTRITION)               | 40             | 24   | 1    | 2     | 0     |     |       |       |     |     |     |     |     |     |     | 2          | 0.9%   | -----    | -----       |
| 4    | NUMBER OF ACTIVE MEMBERS (Lines 1+2-3)          | 211            | 218  | 226  | 225   | 228   |     |       |       |     |     |     |     |     |     |     | -----      | -----  | 227      |             |
| 5    | TOTAL NUMBER OF ACTIVITIES - including couples  | 5              | 6    | 5    | ----  | ----  |     | ----  | ----  |     |     |     |     |     |     |     | -----      | -----  | -----    |             |
| 6    | NUMBER OF COUPLES ACTIVITIES                    | 2              | 3    | 2    | ----  | ----  |     | ----  | ----  |     |     |     |     |     |     |     | -----      | -----  | -----    |             |
| 7    | MEDIAN BRANCH AGE (Active Members)              | 74.2           | 73.6 | 74.4 | ----- | ----- |     | ----- | ----- |     |     |     |     |     |     |     | -----      | -----  | -----    |             |

**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 **2**

**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 "LDL" above Ladies Day months ==>

| Line | Description                                | 2014 | 2015 | 2016 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Year Total | Year % | Min Goal | Branch Goal |   |
|------|--|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|--------|----------|-------------|---|
|      |  |      |      |      |     |     |     |     |     |     |     |     |     |     |     |     |            |        |          |             | 8 |
| 9    | PERCENT OF ACTIVE MEMBERS IN ATTENDANCE    |      |      |      | 51% | 51% |     |     |     |     |     |     |     |     |     |     |            | -----  | 51%      | 70%         |   |
| 10   | GUESTS (Guests are potential members only) |      |      |      | 3   | 1   |     |     |     |     |     |     |     |     |     |     |            | 4      | 2%       | 0           |   |

**Line 9 Total:** To exclude Ladies Days Luncheons from the Year %" data enter "LDL" 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 = **0.0 guests to add 1 new member**

LAST MONTH'S FORM 27  
REVIEWED BY BEC?

**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.

|                             |  |
|-----------------------------|--|
| <b>MONTHLY DISTRIBUTION</b> | <b>sirstateform27@gmail.com</b> , BEC, Area Governor, Region Director, Branch RAMP Committee Chairs (Recruitment, Activities, Member Relations, Publicity),<br>Form 27 for the month should be distributed to the list above by the 10th of the following month (Rule 167) |
|-----------------------------|--|

|               |                    |                |
|---------------|--------------------|----------------|
| SUBMITTED BY: | <b>Bill Axtell</b> |                |
| Title         | <b>Membership</b>  | <b>Phone #</b> |
| MEETING DATE: | <b>2/22/2017</b>   | 209-863-2915   |