

## FORM 27 - MONTHLY BRANCH MEMBERSHIP REPORT

Blue cells are calculated fields:  
passworded and locked.

Year **2020**

Report Month **APR**

Region **2**

Area **18**

Branch **103**

### MEMBERSHIP

Line	Description	Previous Years			2020												Year Total	Year %	Min Goal	Branch Goal		
		2017	2018	2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec						
1	NUMBER OF MEMBERS LAST MONTH (= Line 4 last month)	170	164	159	158	159	160	160	160	160	160	160	160	160	160	160	160	160	-----	-----	-----	-----
2	NUMBER OF NEW MEMBERS IN	18	19	21	3	3	1	0	0	0	0	0	0	0	0	0	0	0	7	4.4%	27	
3	NUMBER OF MEMBERS OUT (ATTRITION)	71	24	26	2	2	1	0	0	0	0	0	0	0	0	0	0	0	5	3.2%	-----	-----
4	NUMBER OF MEMBERS (Lines 1+2-3)	170	164	159	159	160	160	160	160	160	160	160	160	160	160	160	160	160	-----	-----	165	
5	TOTAL NUMBER OF ACTIVITIES - including Partner activities	88	112	121	10	12	4	0	0	0	0	0	0	0	0	0	0	0	26	-----	-----	-----
6	NUMBER OF PARTNER ACTIVITIES	11	12	12	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	-----	-----	-----
7	MEDIAN BRANCH AGE	73.2	75.2	75.3	74.67	74.53	74.62	74.62	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

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

Line	Description	Previous Years			2020												Year Total	Year %	Min Goal	Branch Goal		
		2017	2018	2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec						
8	NUMBER OF BRANCH MEMBERS IN ATTENDANCE AVERAGE	-----	100	104	100	101	0	0											-----	-----	-----	-----
9	PERCENT OF NUMBER OF MEMBERS IN ATTENDANCE		64%	63%	63%	63%	0%	0%	63%	68%	54%	74%	65%	69%	56%	44%			-----	62%	70%	
10	GUESTS (Guests are potential members only)		19	20	4	4	0	0											8	5%	26	

**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

Previous Year Guest conversion ratio = **1.0 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](mailto: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 10th of the following month.

<b>SUBMITTED BY:</b>	<i>Bob Kredit</i>	
<b>Title</b>	<b>Membership Chairman</b>	<b>Phone #</b>
<b>MEETING DATE:</b>	<b>No Meeting due to Virus</b>	209-672-0326