

FORM 27 - MONTHLY BRANCH MEMBERSHIP REPORT

Blue cells are calculated fields:
passworded and locked.

Year 2021 Report Month MAR Region 2 Area 18 Branch 103

MEMBERSHIP		Previous Years			Year 2021												Year Total	Year %	Min Goal	Branch Goal		
		2018	2019	2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec						
1	NUMBER OF MEMBERS LAST MONTH (= Line 4 last month)	164	159	158	158	158	158	158	158	158	158	158	158	158	158	158	158	158	-----	-----	-----	-----
2	NUMBER OF NEW MEMBERS IN	19	21	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%	17	-----
3	NUMBER OF MEMBERS OUT (ATTRITION)	24	26	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%	-----	-----
4	NUMBER OF MEMBERS (Lines 1+2-3)	164	159	158	158	158	158	158	158	158	158	158	158	158	158	158	158	158	-----	-----	164	-----
5	TOTAL NUMBER OF ACTIVITIES - including Partner activities	112	121	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-----	-----	-----
6	NUMBER OF PARTNER ACTIVITIES	12	12	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-----	-----	-----
7	MEDIAN BRANCH AGE	75.2	75.3	74.4	74.67	74.53	74.62	74.77	74.77	74.8	74.81	74.71	74.8	74.85	74.47	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 0

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 ==>

		Year 2021												Year Total	Year %	Min Goal	Branch Goal					
Line	Description	2018	2019	2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep					Oct	Nov	Dec		
8	NUMBER OF BRANCH MEMBERS IN ATTENDANCE AVERAGE	-----	100	104	0	0	0	0	0	0	0	0	0	0	0	0	-----	-----	-----	-----	-----	-----
9	PERCENT OF NUMBER OF MEMBERS IN ATTENDANCE		64%	63%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-----	-----	-----	70%	-----	-----
10	GUESTS (Guests are potential members only)		19	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	31	-----

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 = 1.8 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 10th of the following month.

SUBMITTED BY:	<i>Bob Kredit</i>	
Title	Membership Chairman	Phone #
MEETING DATE:	Zoom Meetings only	209-672-0326
	DATE: 3/30/2021	