

FORM 27 - MONTHLY BRANCH MEMBERSHIP REPORT

Blue cells are calculated fields:
passworded and locked.

Year **2022** Report Month **FEB** Region **2** Area **18** 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
		2019	2020	2021																
1	NUMBER OF MEMBERS LAST MONTH (= Line 4 last month)	159	158	123	123	125											-----	-----	-----	-----
2	NUMBER OF MEMBERS IN	21	11	10	2	0											2	1.6%	46	
3	NUMBER OF MEMBERS OUT (ATTRITION)	26	11	45	0	1											1	0.8%	-----	-----
4	NUMBER OF MEMBERS (Lines 1+2-3)	159	158	123	125	124											-----	-----	124	
5	TOTAL NUMBER OF ACTIVITIES - including Partner activities	121	50	58	----	----	24	----	----								-----	-----	-----	
6	NUMBER OF PARTNER ACTIVITIES	12	2	1	----	----	3	----	----								-----	-----	-----	
7	MEDIAN BRANCH AGE	75.3	77.4	74.4	-----	-----	74.9	-----	-----								-----	-----	-----	

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 **1**

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	2019	2020	2021	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	100	104	55	55	55												-----	-----	-----	-----
9	PERCENT OF NUMBER OF MEMBERS IN ATTENDANCE	64%	63%	58%	44%	44%												-----	44%	70%	
10	GUESTS (Guests are potential members only)	19	20	1	2	0												2	2%	5	

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 = **0.1 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:	Bob Kredit	
Title	Merbership Chairman	Phone #
MEETING DATE:	2/26/2022	209-672-0326