

FORM 27 - MONTHLY BRANCH MEMBERSHIP REPORT

Blue cells are calculated fields: passworded and locked.	Year	2018	Report Month	NOV	Region	2	Area	27	Branch	172
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MEMBERSHIP

Line	Description	Previous Years			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total	Year %	Min Goal	Branch Goal
		2015	2016	2017																
1	ACTIVE MEMBERS LAST MONTH (= Line 4 last month)	167	180	169	149	151	151	151	154	159	160	159	159	160	159		-----	-----	-----	-----
2	NUMBER OF MEMBERS IN	19	6	13	2			3	6	1	0	1	1	0	0		14	9.4%	6	
3	NUMBER OF MEMBERS OUT (ATTRITION)	6	17	5	0				1		1	1	0	1	0		4	2.7%	-----	-----
4	NUMBER OF ACTIVE MEMBERS (Lines 1+2-3)	180	169	149	151	151	151	154	159	160	159	159	160	159	159		-----	-----	150	
5	TOTAL NUMBER OF ACTIVITIES - including couples	9	9	10	----	----	10	----	----		----	----	10	----	----	10	-----	-----	-----	
6	NUMBER OF COUPLES ACTIVITIES	2	2	3	----	----	3	----	----	3	----	----	3	----	----	3	-----	-----	-----	
7	MEDIAN BRANCH AGE (Active Members)	77.0	77.0	77.0	----	----	77.0	----	----	77.0	----	----	77.0	----	----	78.0	-----	-----	-----	

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 10
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Line 4 Goal- Process: Add +1 gain (or other desired gain) to Line 4's prior year-end actual= Line 4 Goal.

LUNCHEON ATTENDANCE

Line	Description	Enter "LDL" above Ladies Day months ==>			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total	Year %	Min Goal	Branch Goal
		2015	2016	2017																
8	ACTIVE BRANCH MEMBERS IN ATTENDANCE	-----	-----	-----	125	115	79	122	122	114	113	0	128	104	112		-----	-----	-----	-----
9	PERCENT OF ACTIVE MEMBERS IN ATTENDANCE	74%	75%	76%	83%	76%	52%	79%	77%	71%	71%	0%	80%	65%	70%		-----	73%	70%	
10	GUESTS (Guests are potential members only)	31	15	21	1	1	3	9	2	2	1	0	2	0	2		23	15%	10	

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.
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Previous Year Guest conversion ratio = 1.6 guests to add 1 new member	LAST MONTH'S FORM 27 REVIEWED BY BEC? YES
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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 (Rule 167)

SUBMITTED BY:	Paul Halek	
Title	Membership Chairman	Phone #
MEETING DATE:	12/5/2018	#####