FORM 27 - MONTHLY BRANCH MEMBERSHIP REPORT

Blue cells are calculated fields: passworded and locked.

Year	2021	Report Month	MAR	Region	3	Area	10	Branch	17

MEMBERSHIP

Line	Description	Previous Years 2018	2019	2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total	Year %	Min Goal	Branch Goal
1	NUMBER OF MEMBERS LAST MONTH (= Line 4 last month)	91	88	84	79	79	78										-----	-----	-----	-----
2	NUMBER OF MEMBERS IN	10	13	4	0	0	0										0	0.0%	10	
3	NUMBER OF MEMBERS OUT (ATTRITION)	13	\17	9	0	1	0										1	1.3%	-----	-----
4	NUMBER OF MEMBERS (Lines 1+2-3)	88	84	79	79	78	78										-----	-----	80	
5	TOTAL NUMBER OF ACTIVITIES - including Partner activities	14	13	0	----	----		----	----		----	----		----	----		-----	-----	-----	
6	NUMBER OF PARTNER ACTIVITIES	4	4	0	----	----		----	----		----	----		----	----		-----	-----	-----	
7	MEDIAN BRANCH AGE	78.3	78.3	78.1	-----	-----	78.7	-----	-----		-----	-----		-----	-----		-----	-----	-----	

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

Line	Description	2018	2019	2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total	Year %	Min Goal	Branch Goal
	Enter "PDL" here for artner Day months ==>				CV	CV	CV													
8	NUMBER OF BRANCH MEMBERS IN ATTENDANCE	-----	-----	-----	22	20	23										-----	-----	-----	-----
9	PERCENT OF NUMBER OF MEMBERS IN ATTENDANCE	69%	67%	71%	28%	26%	29%										-----		70%	
10	GUESTS (Guests are potential members only)	10	24	3	0	0	0										0	0%	8	

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 =	0.8 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 end the month.

SUBMITTED BY:	Elias Zegarra	
Title	Attendance Chairman	Phone #
MEETING DATE:	3/18/21	707-206-2994

Form 27 Revised 2020_02_10