FORM 27 - MONTHLY BRANCH MEMBERSHIP REPORT

Blue cells are calculated fields: passworded and locked.

Year	Report Month	Region	Area	Branch
2018	OCT	3	10	17

MEMBERSHIP

Line	Description	Previous Years 2015	2016	2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total	Year %	Min Goal	Branch Goal
1	ACTIVE MEMBERS LAST MONTH (= Line 4 last month)	122	102	96	91	86	85	85	87	87	87	88	88	89			-----	-----	-----	-----
2	NUMBER OF MEMBERS IN	8	10	3	0	0	1	2	0	0	1	0	1	3	0	0	**8**	**8.8%**	**9**	
3	NUMBER OF MEMBERS OUT (ATTRITION)	28	16	8	5	1	1	0	0	0	0	0	0	3	0	0	**10**	**11.0%**	-----	-----
4	NUMBER OF ACTIVE MEMBERS (Lines 1+2-3)	102	96	91	86	85	85	87	87	87	88	88	89	89			-----	-----	**92**	
5	TOTAL NUMBER OF ACTIVITIES - including couples	7	11	12	----	----	12	----	----	12	----	----	14	----	----		-----	-----	-----	
6	NUMBER OF COUPLES ACTIVITIES	3	3	3	----	----	3	----	----	3	----	----	4	----	----		-----	-----	-----	
7	MEDIAN BRANCH AGE (Active Members)	78.0	78.3	79.6	-----	-----	78.5	-----	-----	78.7	-----	-----	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	-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 "LDL" above Ladies Day months ==> LDL LDL

Line	Description	2015	2016	2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total	Year %	Min Goal	Branch Goal
8	ACTIVE BRANCH MEMBERS IN ATTENDANCE	-----	-----	-----	65	66	66	66	54	0	54	65	60	55			-----	-----	-----	-----
9	PERCENT OF ACTIVE MEMBERS IN ATTENDANCE	67%	72%	69%	76%	78%	78%	76%	62%	0%	61%	74%	67%	62%			-----	**70%**	**70%**	
10	GUESTS (Guests are potential members only)	33	14	10	2	2	5	3	1	0	1	3	2	3			**22**	**24%**	**30**	

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.

Previous Year Guest conversion ratio =	3.3 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 the10th of the following month (Rule 167)

SUBMITTED BY:	John French	
Title	Attendance Secretary	Phone #
MEETING DATE:	10/18/2018	707-280-4120