

CR 10: Member Outreach Efforts - Passport to Service (PTS)

Summary Report 2012 through 2019

Time Period >>>>>>>>	SEP- DEC 2012	CY 2013	CY 2014	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	Total
# of Inquiries Received	140	322	429	235	209	194	154	112	1795
# of Referrals to Clubs	210	419	523	261	224	208	161	120	2126
# of Referrals to MAL	2	15	39	31	31	24	0	4	146
# who joined JCNA	24	56	83	19	4	4	5	4	199
Success rate: (# joined/# inquired)	17.14%	17.39%	19.35%	8.09%	1.91%	2.06%	3.24%	3.57%	11.09%

Total Referrals by Region	2012-2019	2019
Northwest	76	5
Southwest	392	32
North Central	345	20
South Central	307	12
Northeast	454	25
Southeast	526	25
Member-At- Large	146	4
Other - Not enough information	1	0

Notes:

- Some requests were referred to multiple clubs, therefore the total number of referrals exceeds the total number of club locator requests received.
- Some requests came from areas distant from, but within possible driving distance of, a local club. In these cases, the prospective member was referred to both the local club and to the MAL program.
- The number of requests received peaked in 2014 and has declined sharply since then. The reason for the decline is unknown, but suspect the Dealer Discount Program.
- It is not known how many referrals are actually pursued (or how vigorously) by local clubs.

Google Map (public link from JCNA website) – 26,687 views as of January 29, 2020.

The URL for the map showing the location of all JCNA-affiliated clubs is

<https://drive.google.com/open?id=1EnCwdMySxo9jpnbsfILDnfH44pc&usp=sharing> .

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JCNA Member Outreach – Passport to Service

JCNA Membership Committee