

CR -13B Member Outreach Efforts - Passport to Service (PTS)

Summary Report 2012 through 2020

	SEP- DEC 2012	CY 2013	CY 2014	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	CY 2020	Total
Inquiries Received	140	322	429	235	209	194	154	112	93	1795
Referrals to Clubs	210	419	523	261	224	208	161	120	105	2126
Referrals to MAL	2	15	39	31	31	24	0	4	9	146
Joined JCNA	24	56	83	19	4	4	5	4	14	199
Success Rate (# joined/#nquired)	17.14%	17.39%	19.35%	8.09%	1.91%	2.06%	3.24%	3.57%	11.28%	11.09%

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 until 2020. The reason for the decline is unknown but suspect the Dealer Discount Program.
- In the past, we reported it is not known how many referrals are actually pursued (or how vigorously) by local clubs. In 2020 the success rate increased from 3.57% in 2019 to 11.28% in 2020. The Membership Committee took the lead to inform each club the importance of following up on these opportunities for membership growth.
- A special thanks to those clubs whose efforts to pursue the PTS referrals resulted in new memberships.

Google Map (public link from JCNA website) – 35216 views as of July 11, 2021

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