

CR-15 CLUB LOCATOR SERVICE***Summary Report 2012 through 2021**

Time Period	Sec-Dec 2012	CY 2013	CY 2014	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	CY 2020	CY 2021	TOTAL
Total Number of Club Locator Requests Received	140	322	429	235	209	194	154	112	93	118	2006
Total Number of Referrals to Clubs (See Notes)	210	419	523	261	224	208	161	120	105	136	2367
Total Number of Referrals as MAL (See Notes)	2	15	39	31	31	24	0	4	9	9	164
Number of Requestors who Joined JCNA	24	56	83	19	4	4	5	4	14	21	234
Success rate (# Requests Received vs # Joined)	17.14%	17.39%	19.35%	8.09%	1.91%	2.06%	3.25%	3.57%	15.05%	17.80%	11.67%

*Previously reported as Passport to Service (PTS)

Notes:

- A number of requests were referred to multiple clubs, therefore the 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 peaked in 2014 then declined sharply until 2020. The reason for the decline is unknown; however, the assumption is the Dealer Discount Program contributed to the high number of requests.
- In 2019 the Membership Committee took the lead to inform each club of the importance of following up on these opportunities for growing memberships. As a result, in 2020 the success rate increased from 3.57% to 15.05%, and 2021 resulted in a increase to 17.80%.
- A special thanks to those clubs whose efforts to pursue the Club Locator Service referrals resulted in new memberships, job well done.
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- Google Map (public link from JCNA website) – 39,253 views as of February 21,2022
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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