

**CLUB LOCATOR SERVICE \*****Summary Report 2012 Through 2023**

Time Period	Sep Dec 2012	CY 2013	CY 2014	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	CY 2020	CY 2021	CY 2022	CY 2023	Total
Total Number of Club Locator Requests Received	140	322	429	235	209	194	154	112	93	118	90	80	2176
Total Number of Referrals to Clubs (See Notes)	210	419	523	261	224	208	161	120	105	136	99	95	2460
Total Number of Referrals as MAL (See Notes)	2	15	39	31	31	24	0	4	9	9	6	5	175
Number of Requestors who Joined JCNA	24	56	83	19	4	4	5	4	14	21	19	13	266
Success rate # Requests Received/# Joined	17.14%	17.39%	19.35%	8.09%	1.91%	2.06%	3.25%	3.57%	15.05%	17.80%	21.11%	16.25%	12.22%

**NOTES:**

\*Previously reported as Passport to Service

Several requests were referred to multiple clubs, therefore the total number of referrals exceed 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 those cases, the prospective member was referred to both the nearest local club and the MAL Program.
- In the past, it was not known how many referrals were actually pursued (or how vigorously) by local clubs. Starting in 2020, the Membership Committee took the lead to inform each club of the importance of these opportunities for membership growth.
- Goggle Map (public link from JCNA website) – 55,560 total views, an increase of 10,270 since this time last year.
- Sampling of Jaguars owned by those inquiring about JCNA membership:  
MK 6, E-Type 28, XK 140-150 8, XJ-S 8, XJ 43, XK 29, XE 11, XE 2, XF 8, S-Type 10, F-Type 29, F-Pace 16

A special thank you to those clubs that successfully gained membership through the Club Locator Service, thanks for a job well done!

**Nedra Rummell JCNA Club Locator Service**