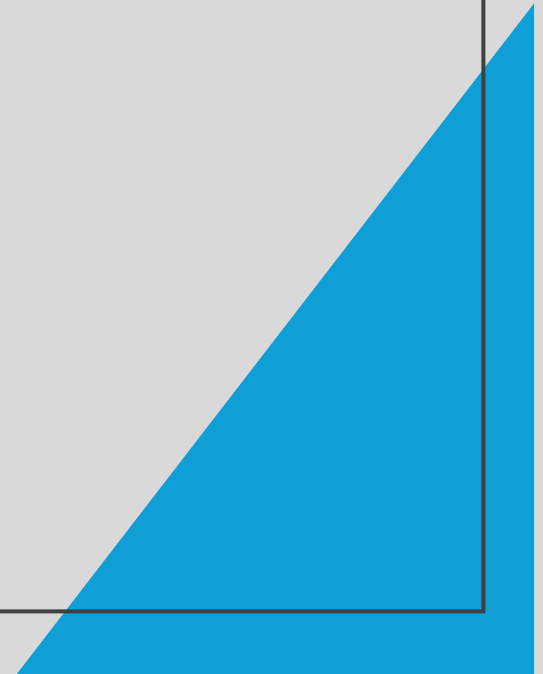




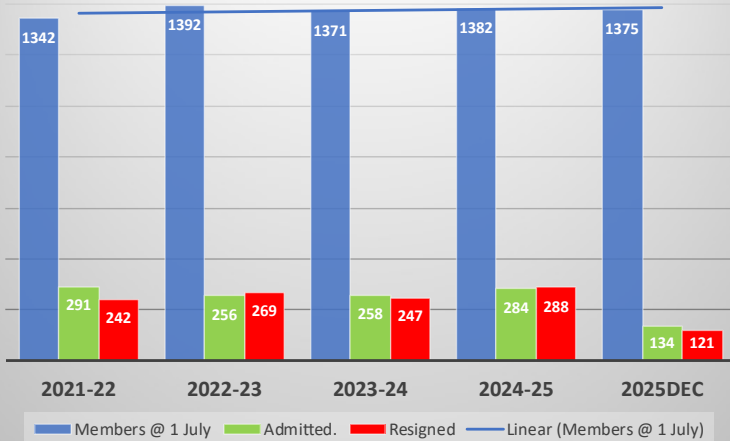
Membership

Where Your Club Has Been and What Is Possible

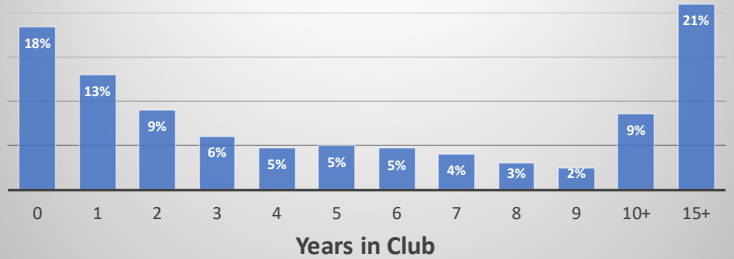


District 5500

zD5500 Total Membership History

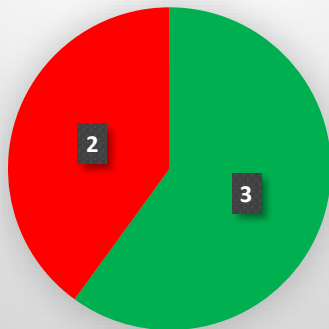


Resignation Tenure (Multiple Items)



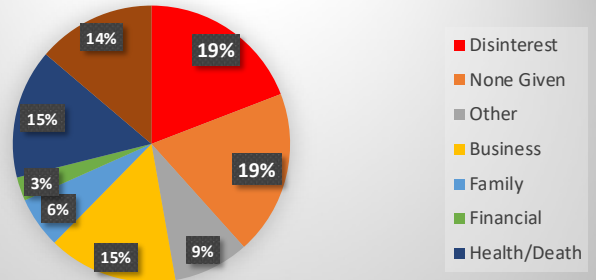
	Attraction Rate	Resignation Rate
5-Yr Avg	18%	17%

EOY Performance zD5500 Total



■ Growth
 ■ No Change
 ■ Loss

Resignation Reasons (Multiple Items)



Club Experience % Loss			zD5500 Total	
38 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
1223	1167	443	1388	1831

Vibrant Club = Great Club Experience

- Conducts frequent & meaningful projects
- Reflects its members interests
- Is relevant in its community
- Has a unique identity and advertises it
- Is welcoming to members and visitors
- Tries new ideas
- Is Fun!

Service - Fun - Belonging



The Power of Just One Member

It means...

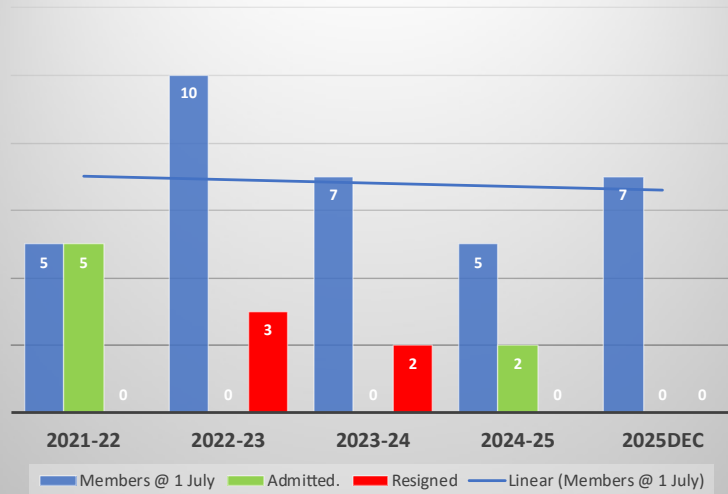
- Your club experience is worth your members' Time, Talent and Treasure.
- You actually gain more than one member because you did not have a loss
(e.g., $-2 \rightarrow +1 = +3$)
- It is an opportunity for more service in your community and the world.
- It is another candidate for club leadership.
- It builds confidence for the next year.



“shifting baseline syndrome.”- The concept that small, incremental year-to-year changes mask a larger long-term trend—often a decline—because each generation accepts the state they first encounter the situation as “normal.”

Membership History

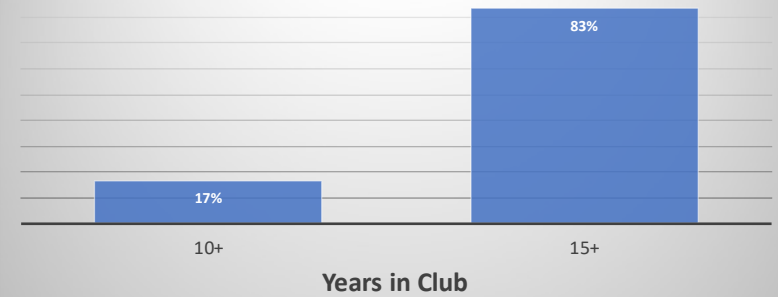
Ajo



Ajo

Resignation Tenure

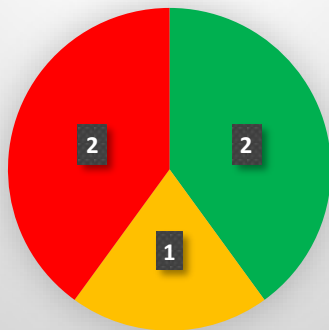
Ajo



	Attraction Rate	Resignation Rate
5-Yr Avg	28%	12%

EOY Performance

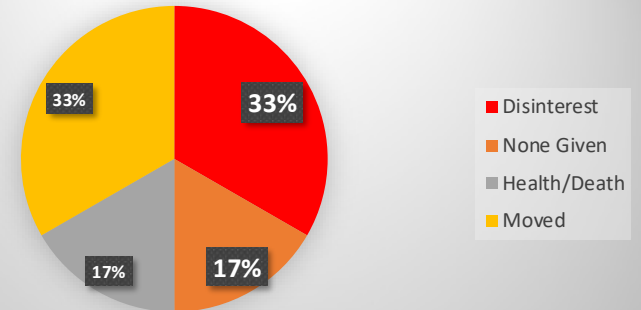
Ajo



■ Growth
 ■ No Change
 ■ Loss

Resignation Reasons

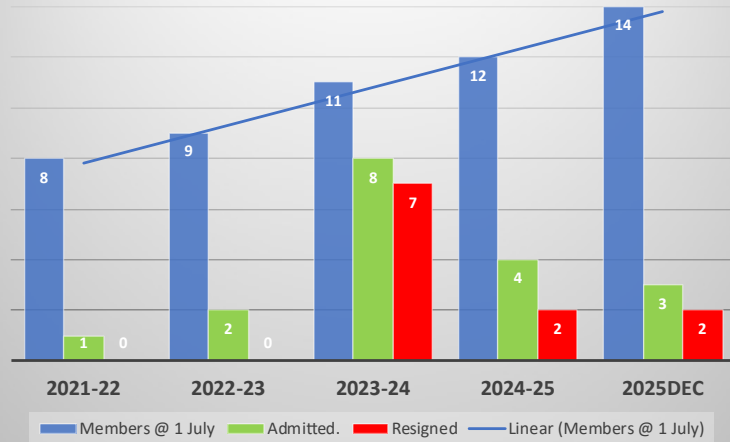
Ajo



Club Experience % Loss			Ajo	
50 %				
2021-Current			Current Membership	Best Case Membership
New Members	Resigned Members	Club Xper Losses		
7	5	2	7	9

Membership History

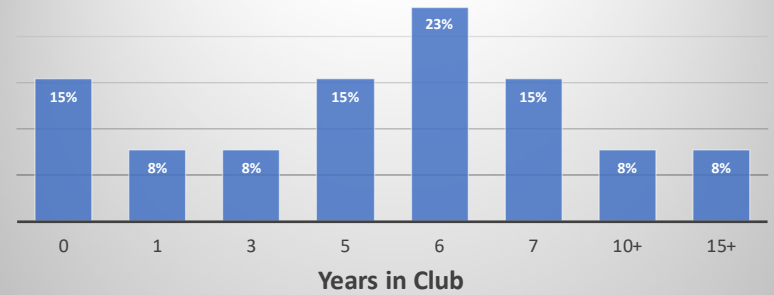
Benson



Benson

Resignation Tenure

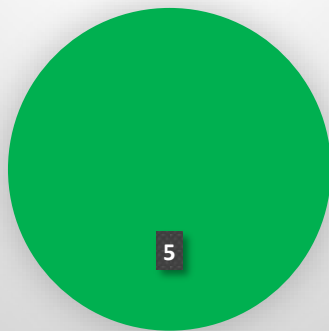
Benson



	Attraction Rate	Resignation Rate
5-Yr Avg	32%	19%

5-Yr Performance

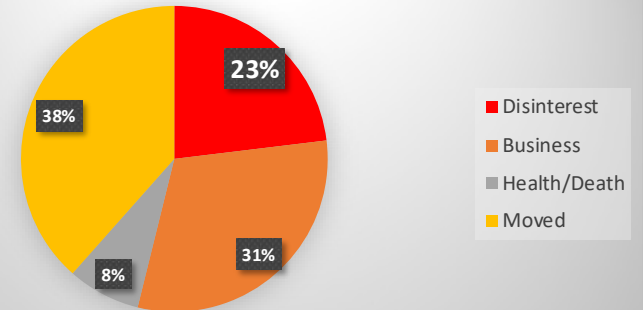
Benson



■ Growth
 ■ No Change
 ■ Loss

Resignation Reasons

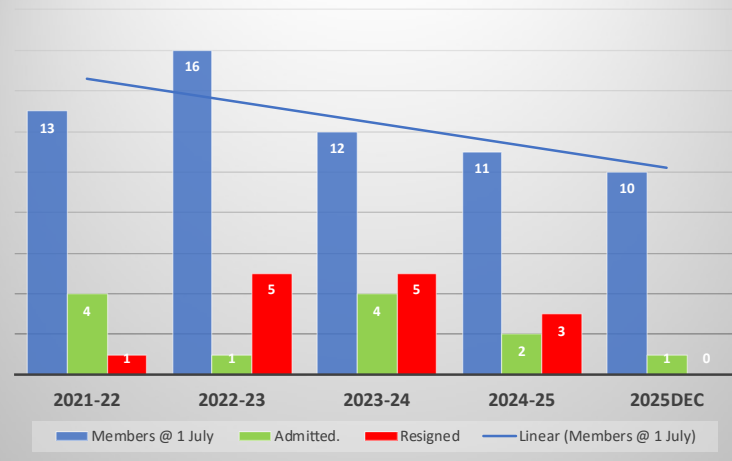
Benson



Club Experience % Loss			Benson	
2021-Current			Current Membership	Best Case Membership
New Members	Resigned Members	Club Xper Losses		
18	11	2	15	17

Membership History

Bisbee



Bisbee

Resignation Tenure

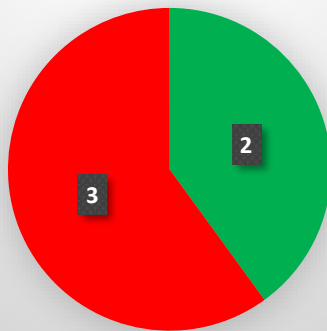
Bisbee



	Attraction Rate	Resignation Rate
5-Yr Avg	20%	22%

5-Yr Performance

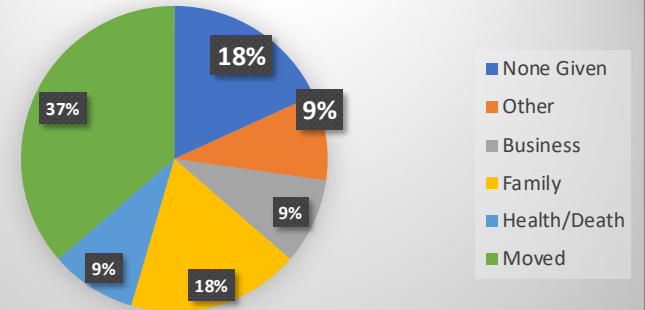
Bisbee



■ Growth
 ■ No Change
 ■ Loss

Resignation Reasons

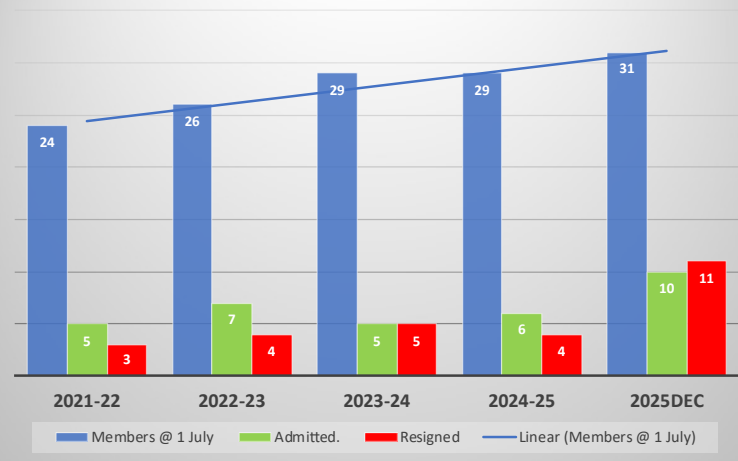
Bisbee



Club Experience % Loss			Bisbee	
18 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
12	14	2	11	13

Membership History

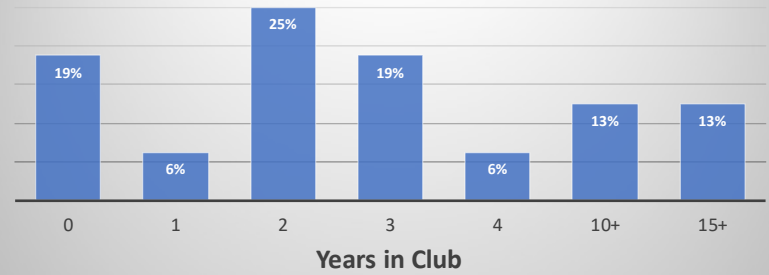
Casa Grande



Casa Grande

Resignation Tenure

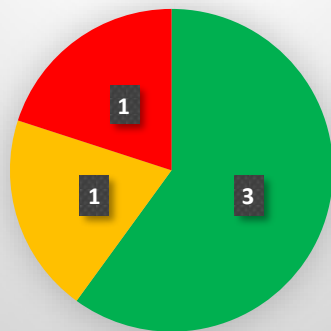
Casa Grande



	Attraction Rate	Resignation Rate
5-Yr Avg	24%	19%

5-Yr Performance

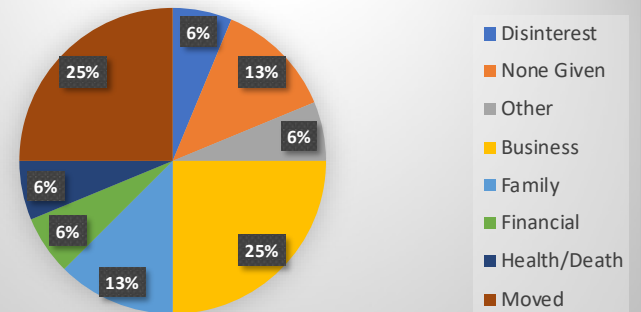
Casa Grande



■ Growth
 ■ No Change
 ■ Loss

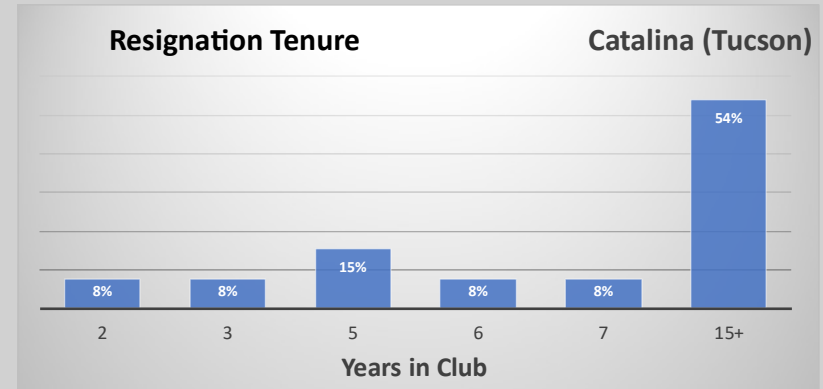
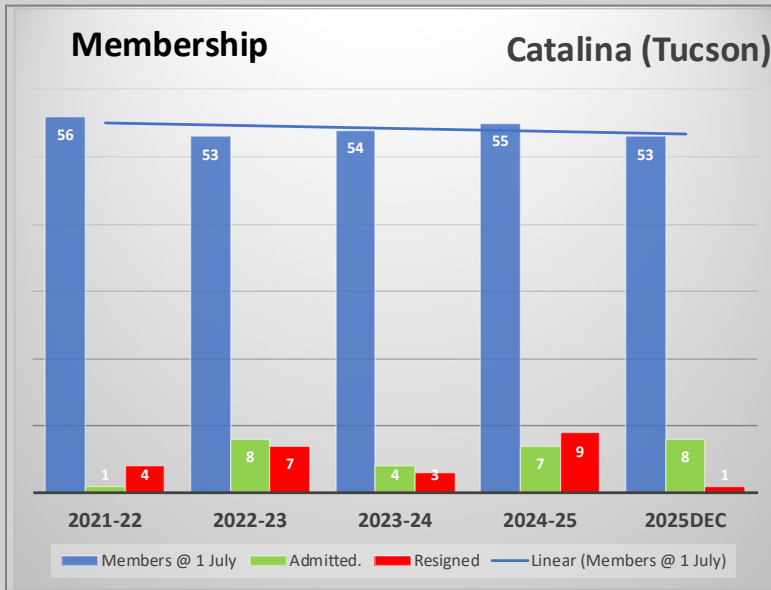
Resignation Reasons

Casa Grande

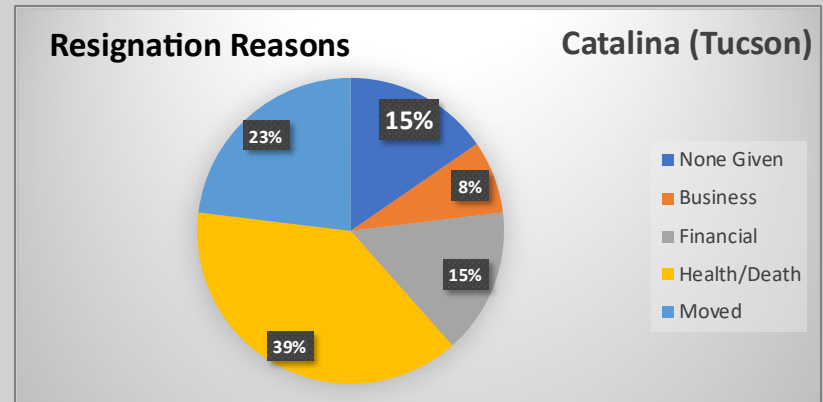
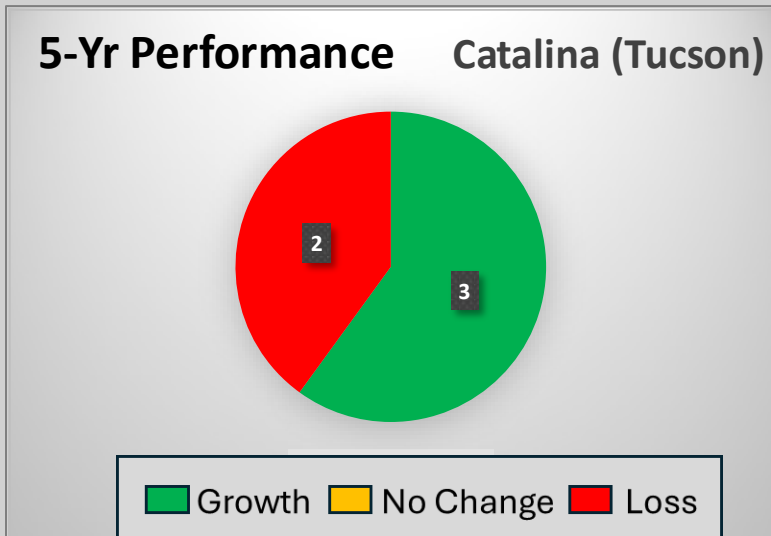


Club Experience % Loss			Casa Grande	
18 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
33	27	4	30	34

Catalina



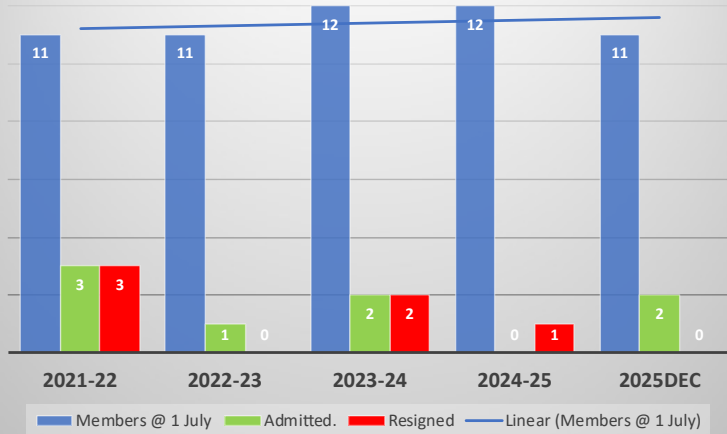
	Attraction Rate	Resignation Rate
5-Yr Avg	10%	9%



Club Experience % Loss			Catalina (Tucson)	
15 %			Current Membership	Best Case Membership
New Members	2021-Current Resigned Members	Club Xper Losses		
28	24	3	60	63

Membership

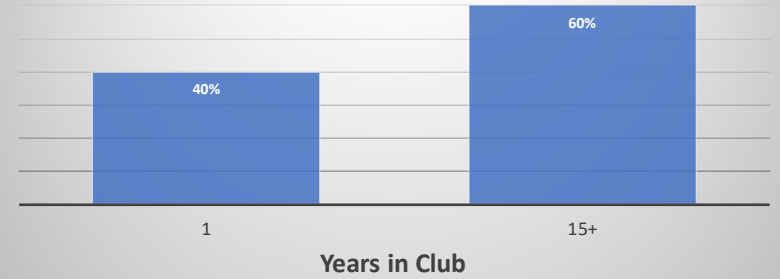
Coolidge



Coolidge

Resignation Tenure

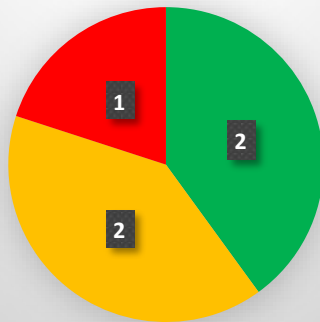
Coolidge



	Attraction Rate	Resignation Rate
5-Yr Avg	14%	10%

5-Yr Performance

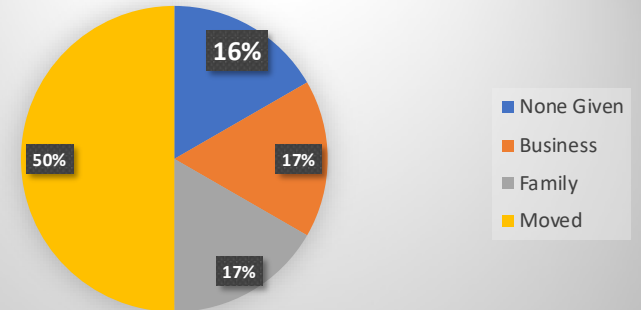
Coolidge



■ Growth	■ No Change	■ Loss
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Resignation Reasons

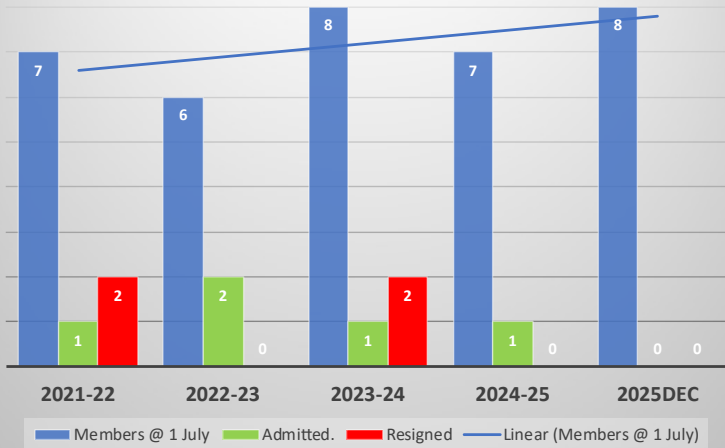
Coolidge



Coolidge		Club Xperience % Loss		
		17 %		
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
8	6	1	13	14

Membership

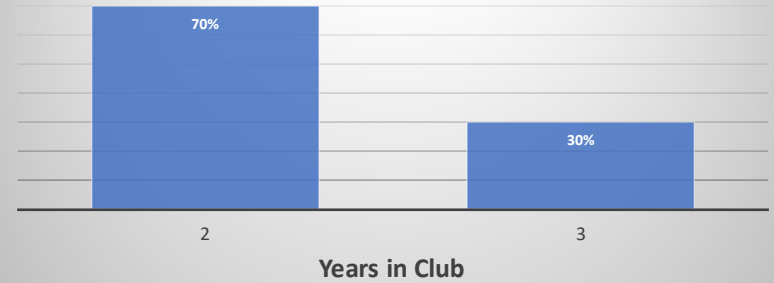
Douglas



Douglas

Resignation Tenure

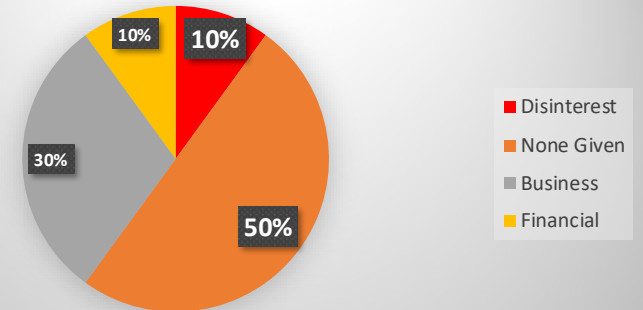
Douglas



	Attraction Rate	Resignation Rate
Douglas		
5-Yr Avg	15%	11%

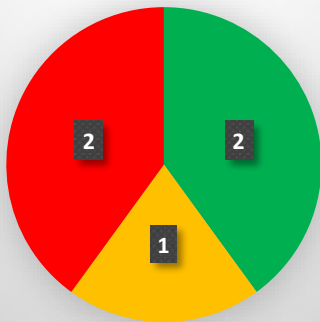
Resignation Reasons

Douglas



5-Yr Performance

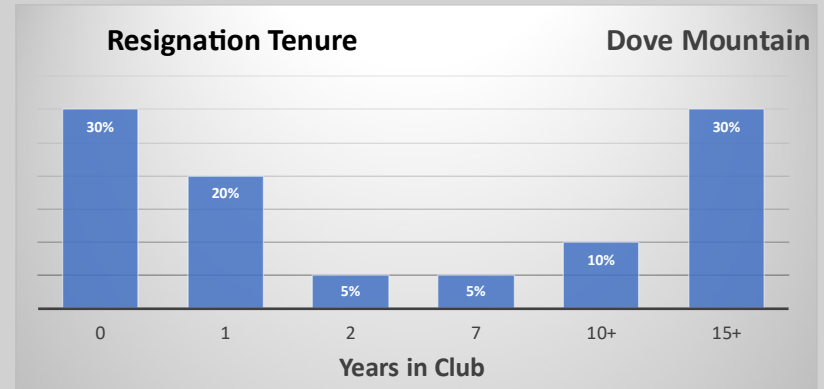
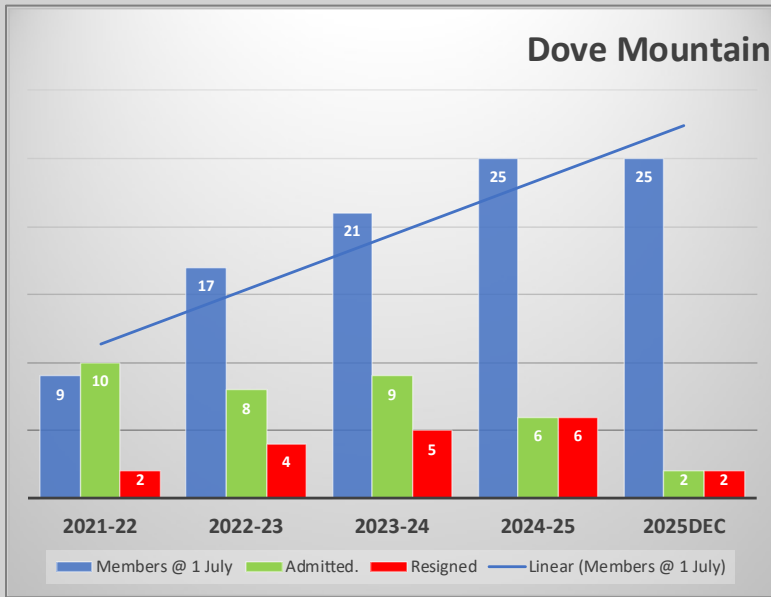
Douglas



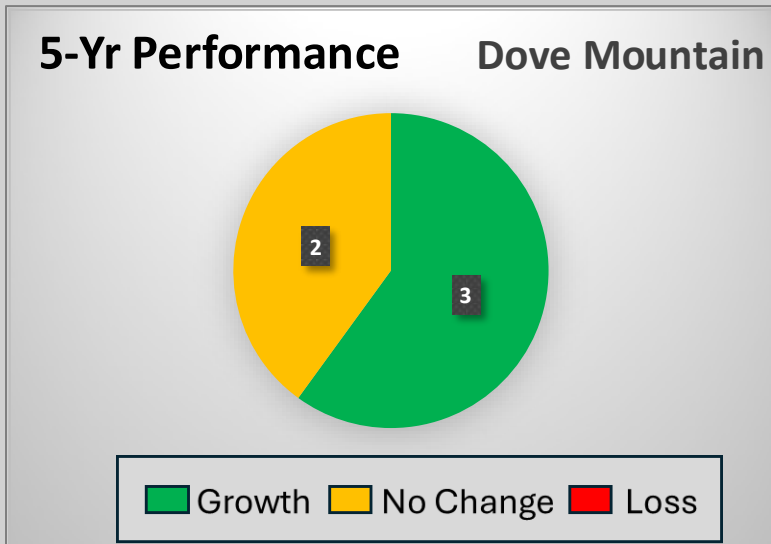
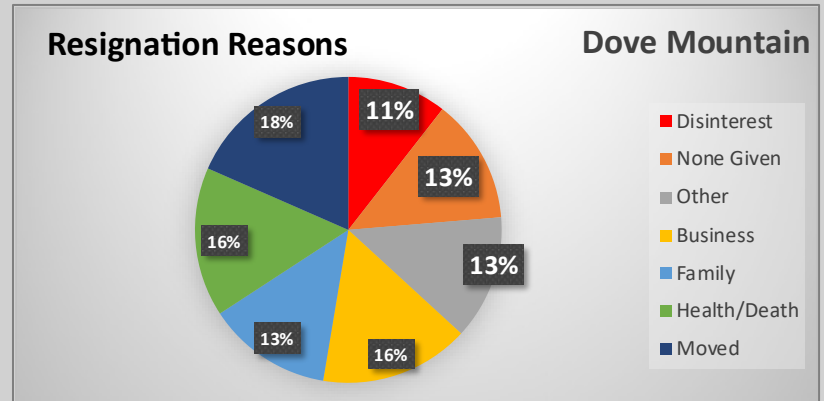
■ Growth
 ■ No Change
 ■ Loss

(Multiple Items)	Club Exp Percent		Current Membership	Best Case Membership
	38 %			
2021-Current				
New Members	Resigned Members	Club Xper Losses		
1223	1167	443	1388	1831

Dove Mountain

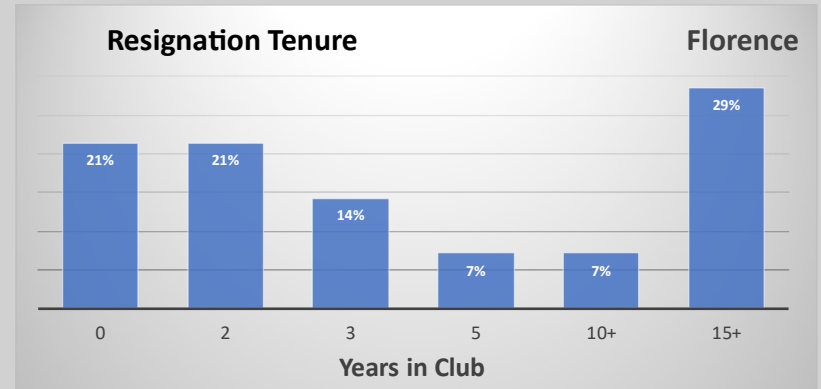
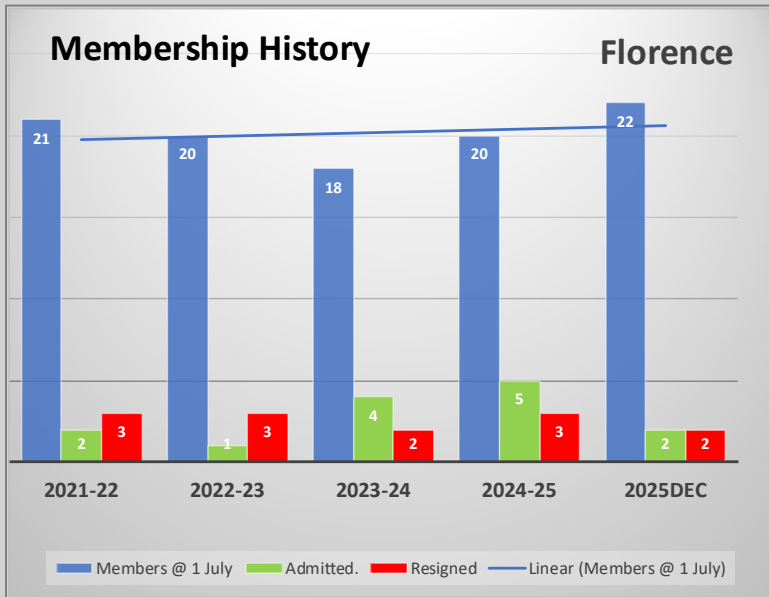


	Attraction Rate	Resignation Rate
Dove Mountain		
5-Yr Avg	47%	20%

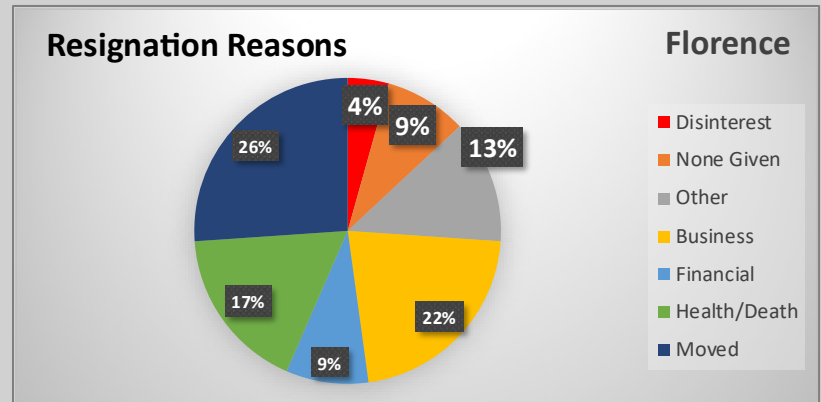
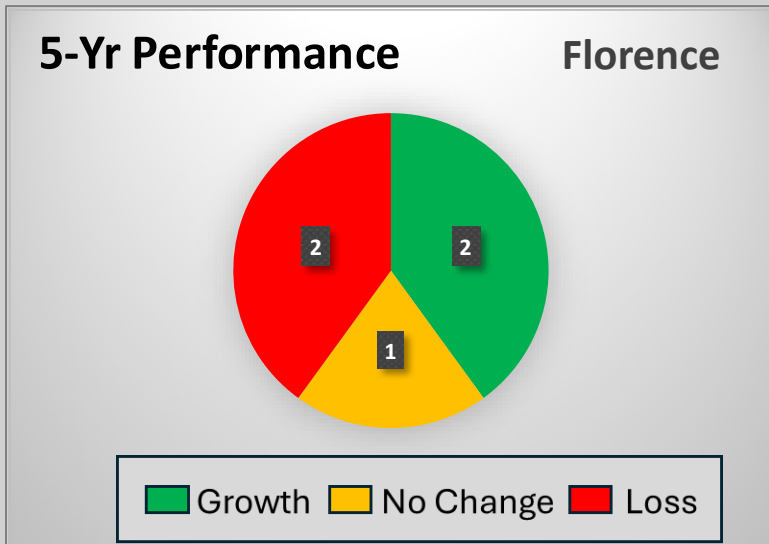


Club Experience % Loss			Dove Mountain	
2021-Current			Current Membership	Best Case Membership
New Members	Resigned Members	Club Xper Losses		
35	19	4	25	29

Florence

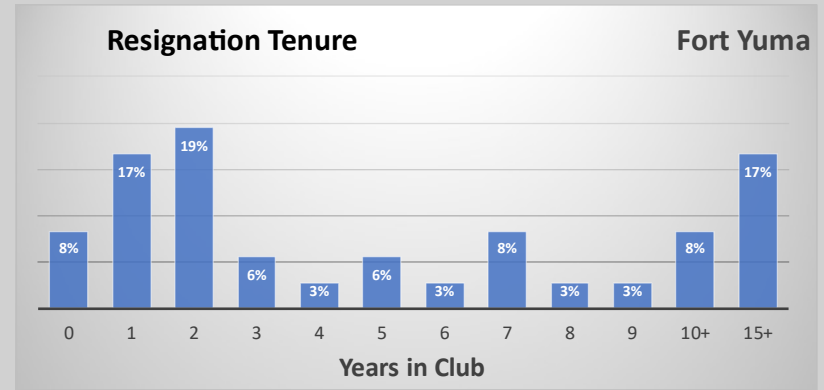
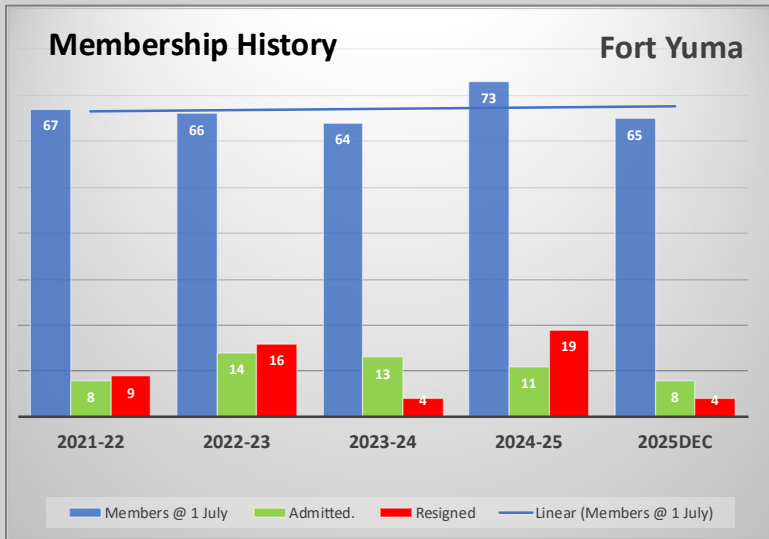


Florence	Attraction Rate	Resignation Rate
5-Yr Avg	14%	13%

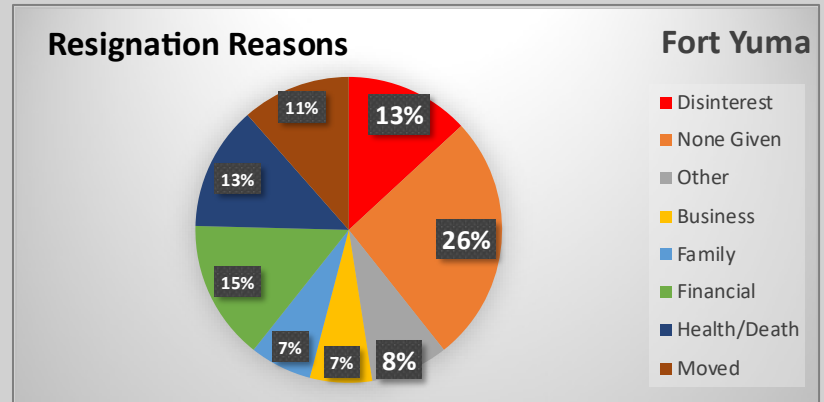
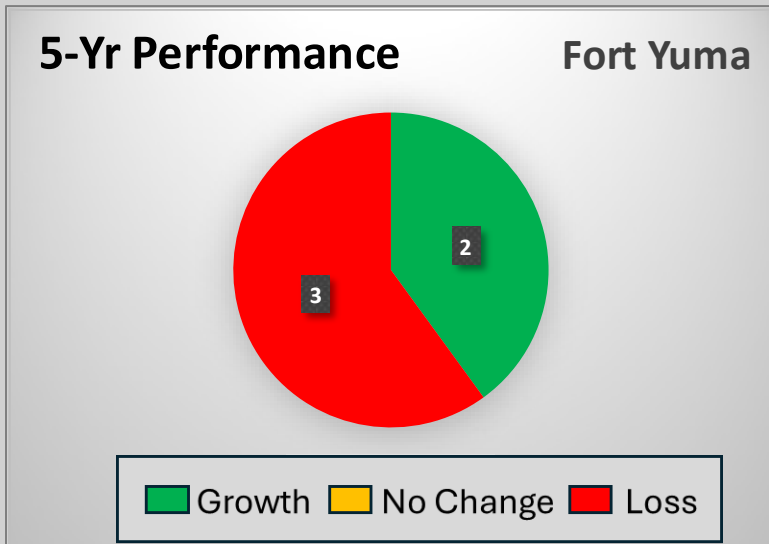


Club Experience % Loss			Florence	
14 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
14	13	1	22	23

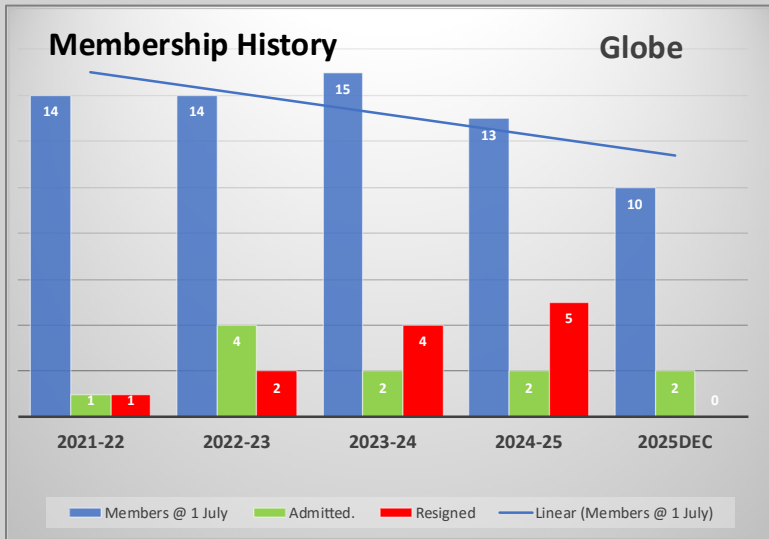
Ft Yuma



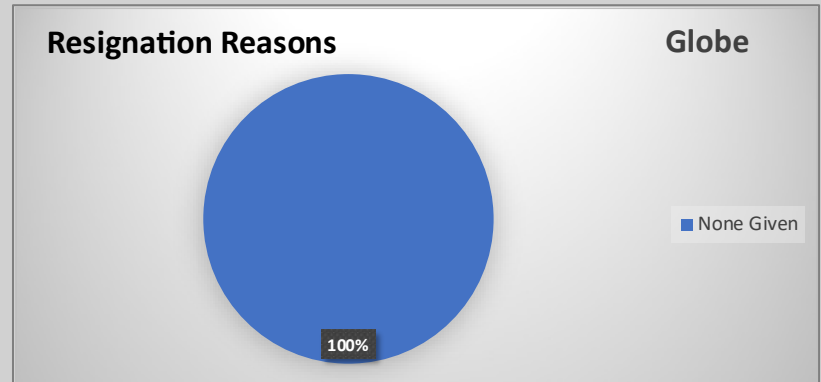
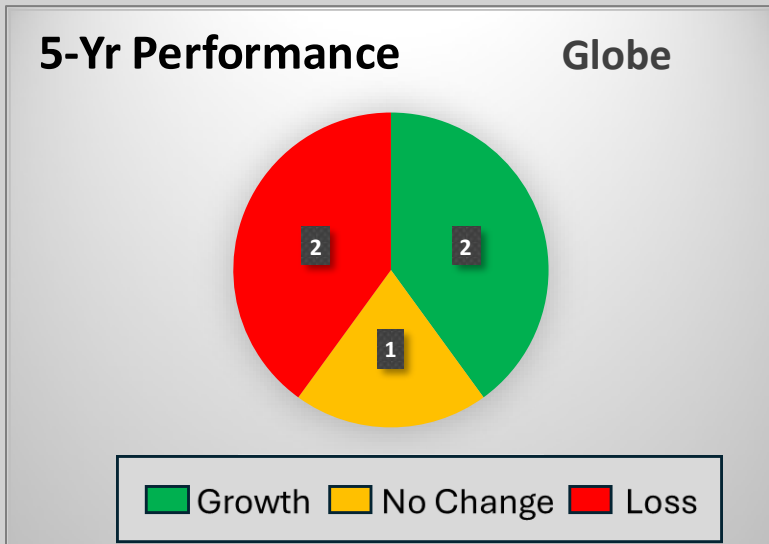
Fort Yuma	Attraction Rate	Resignation Rate
5-Yr Avg	16%	15%



Club Experience % Loss			Fort Yuma	
44 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
54	52	22	69	91

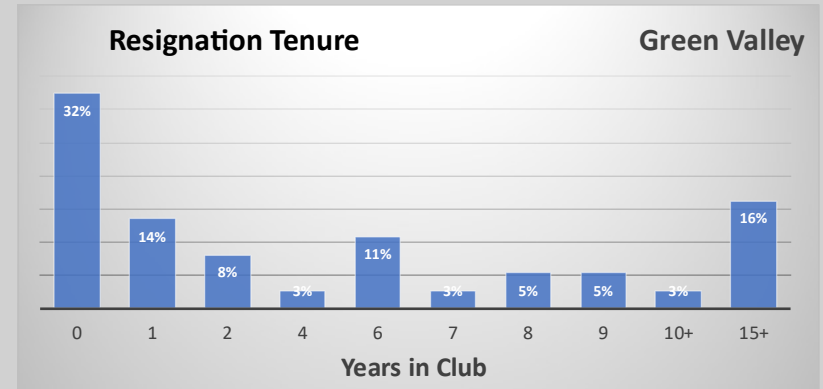
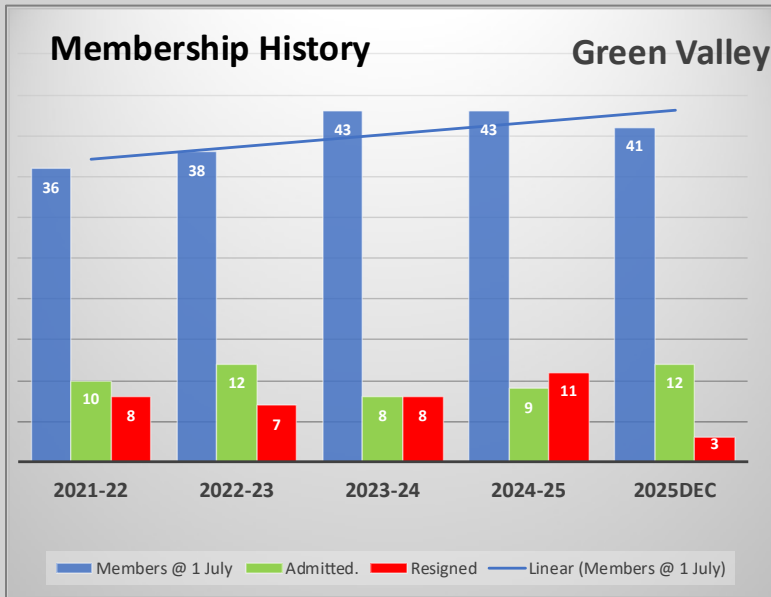


Globe	Attraction Rate	Resignation Rate
5-Yr Avg	17%	17%

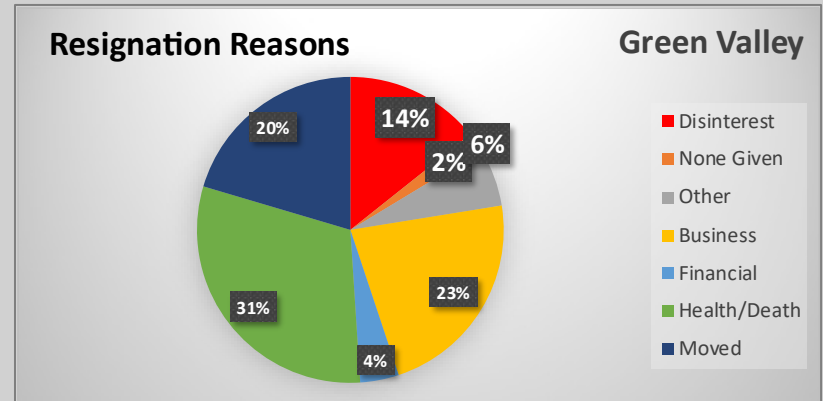
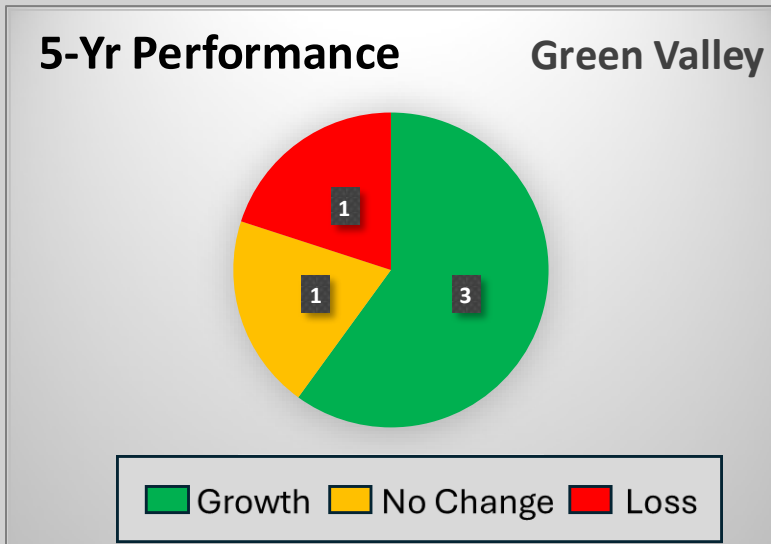


Club Experience % Loss			Globe	
100 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
11	12	12	12	24

Green Valley

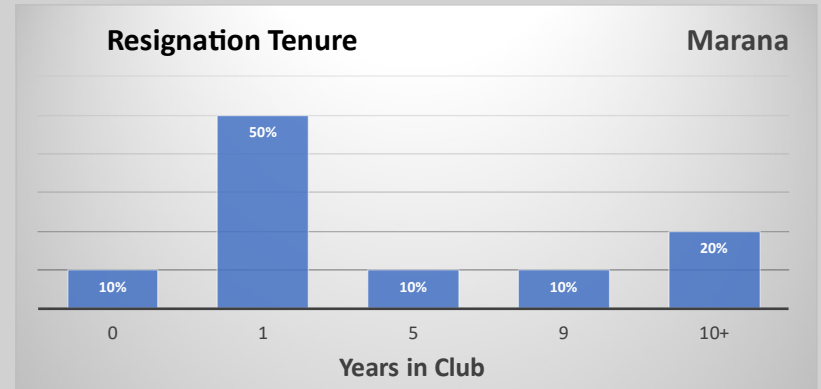
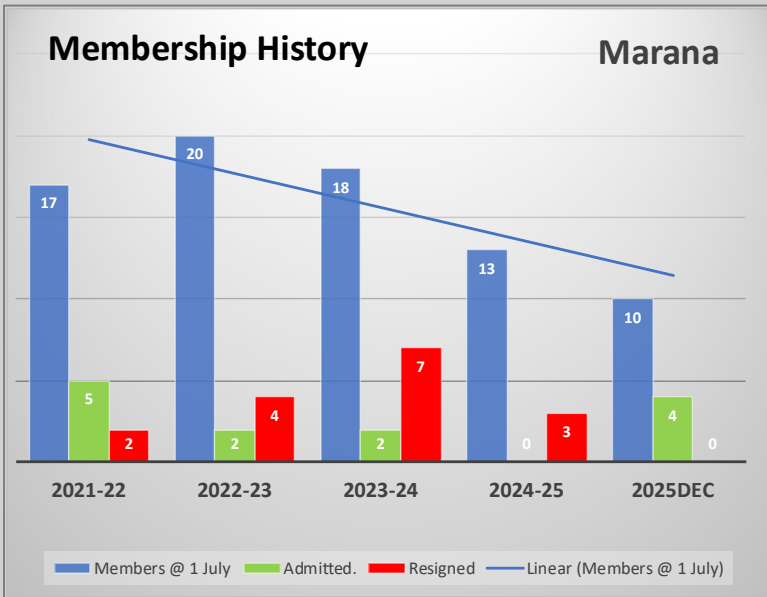


	Attraction Rate	Resignation Rate
Green Valley		
5-Yr Avg	26%	18%

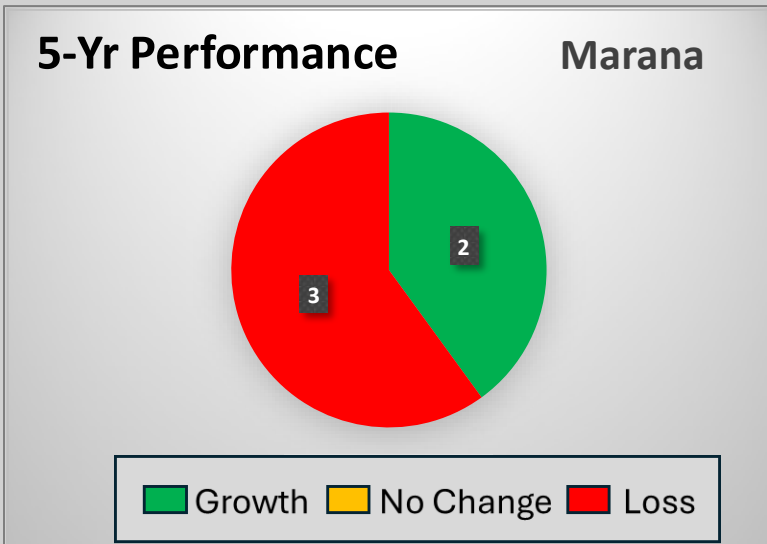
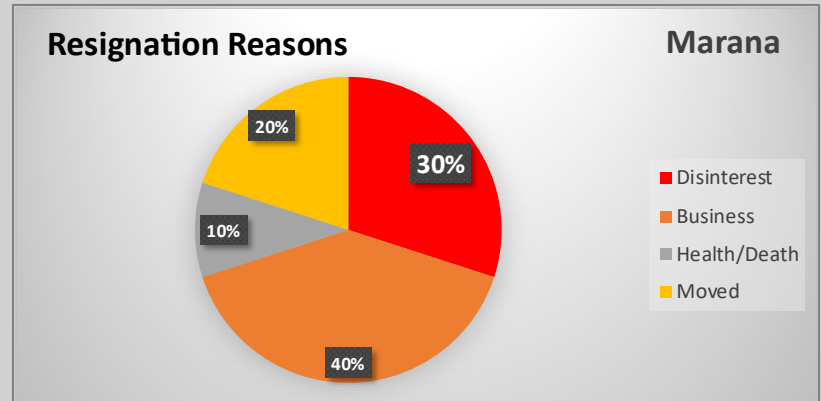


Club Experience % Loss			Green Valley	
14 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
51	37	5	50	55

Marana



	Attraction Rate	Resignation Rate
Marana		
5-Yr Avg	18%	19%

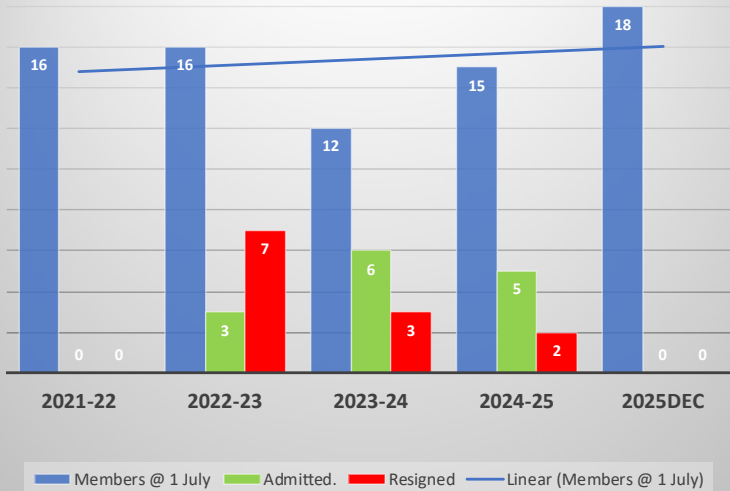


			Club Experience % Loss	
			30 %	
			Marana	
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
13	16	4	14	18

Maricopa

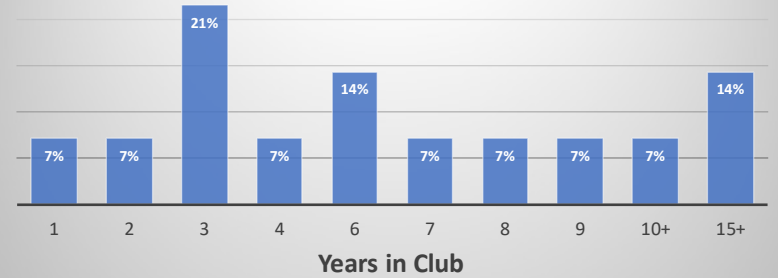
Membership History

Maricopa



Resignation Tenure

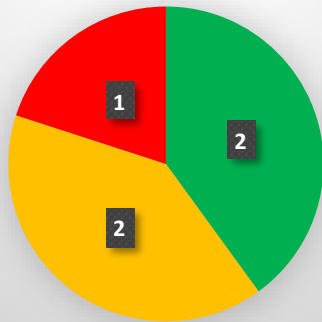
Maricopa



	Attraction Rate	Resignation Rate
Maricopa		
5-Yr Avg	20%	16%

5-Yr Performance

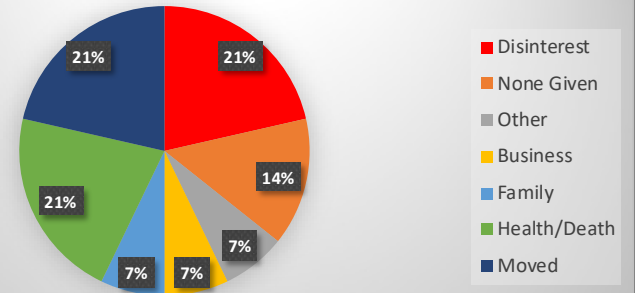
Maricopa



■ Growth
 ■ No Change
 ■ Loss

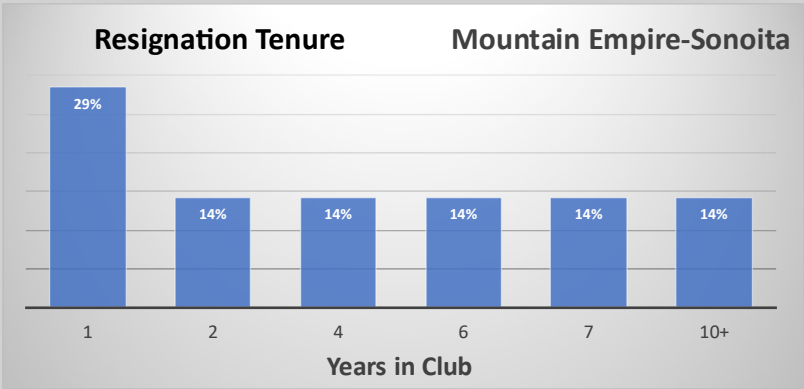
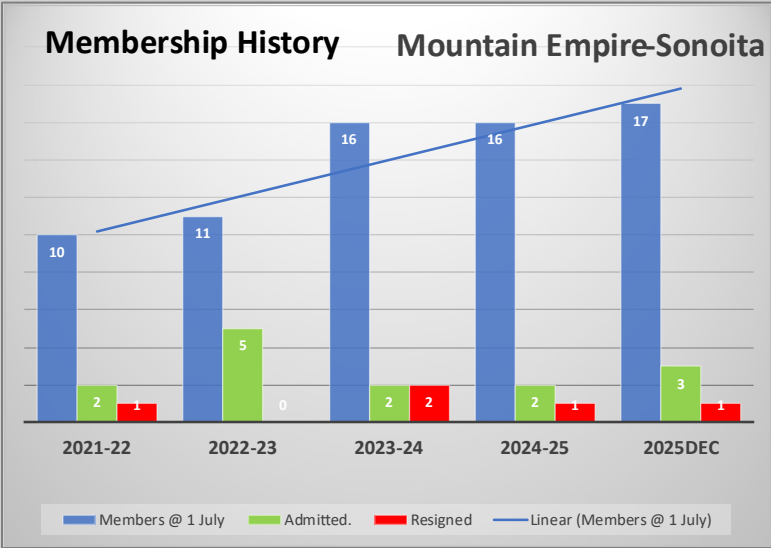
Resignation Reasons

Maricopa

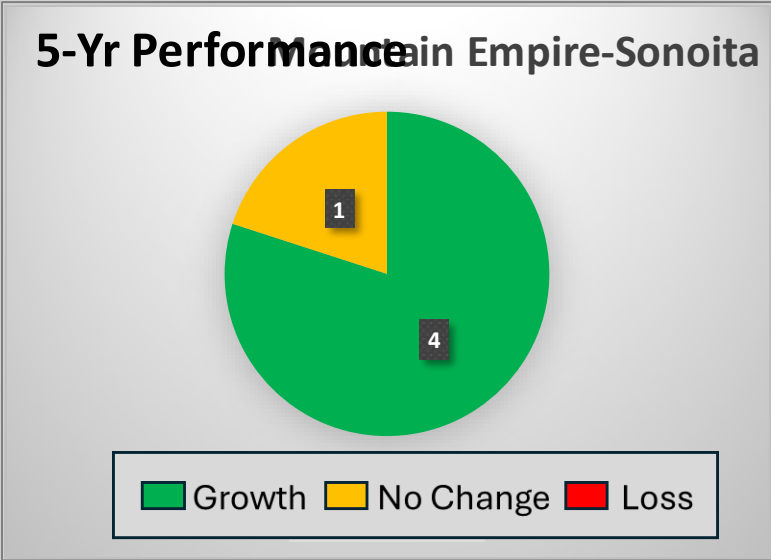
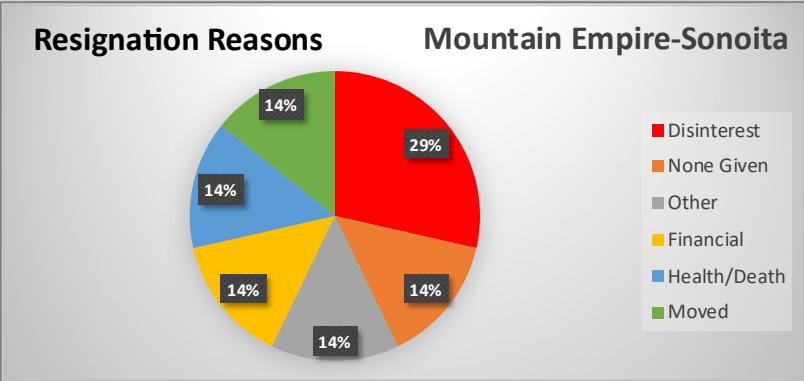


Club Experience % Loss			Maricopa	
35 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
14	12	4	18	22

Mountain Empire

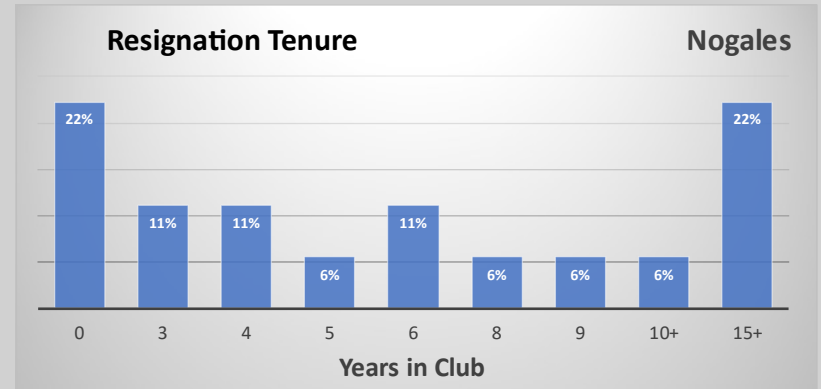
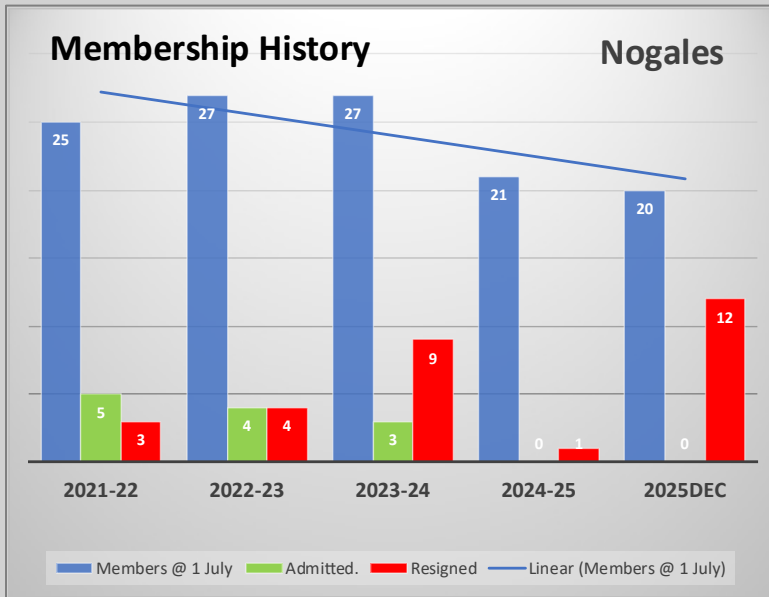


	Attraction Rate	Resignation Rate
Mountain Empi		
5-Yr Avg	22%	7%

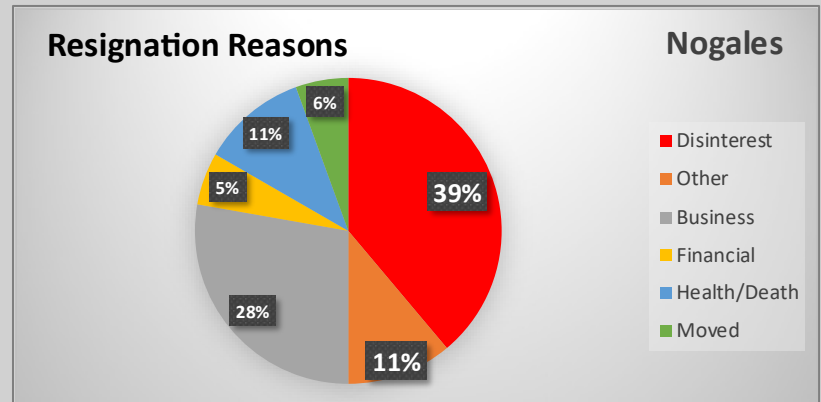
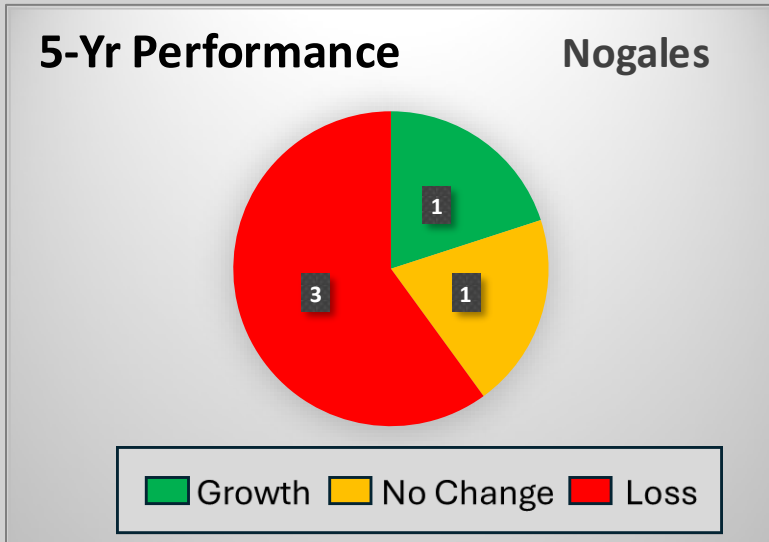


Club Experience % Loss			Mountain Empire-Sonoita	
43 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
14	5	2	19	21

Nogales

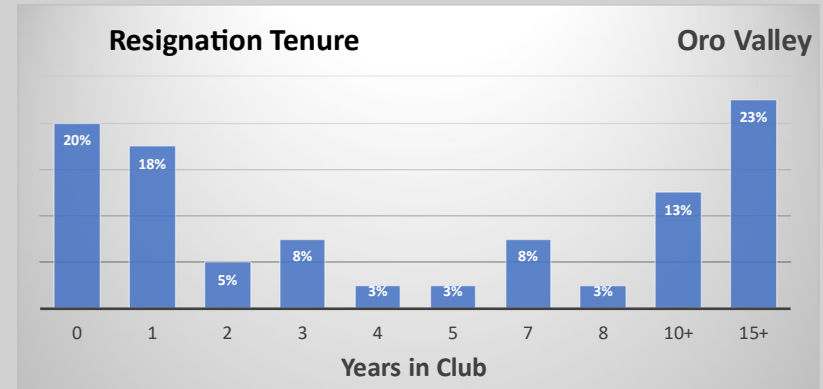
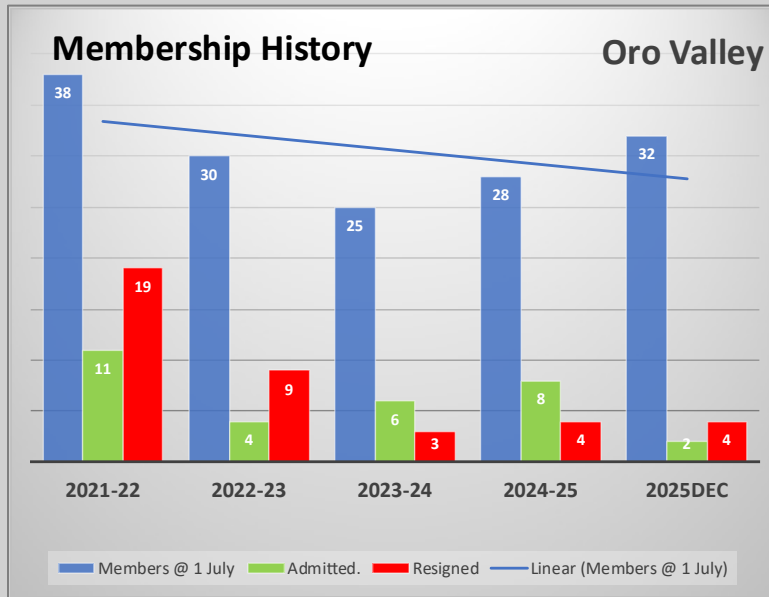


Nogales	Attraction Rate	Resignation Rate
5-Yr Avg	9%	25%

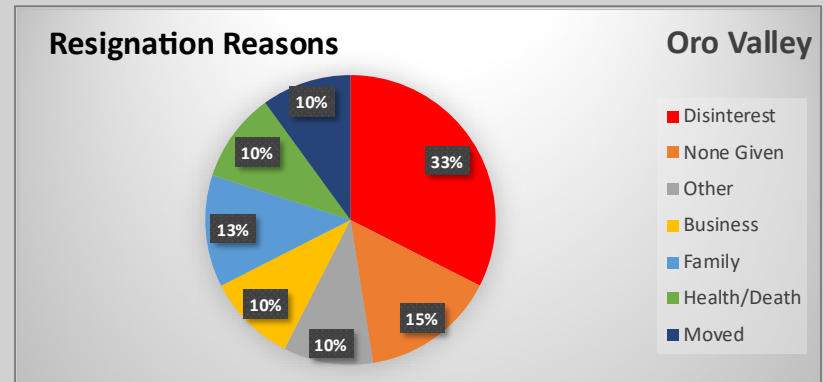
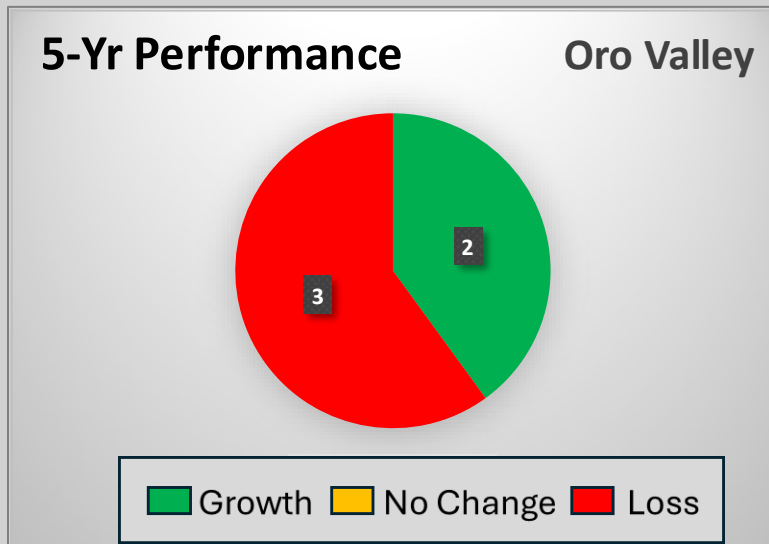


Club Experience % Loss			Nogales	
39 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
12	29	11	8	19

Oro Valley

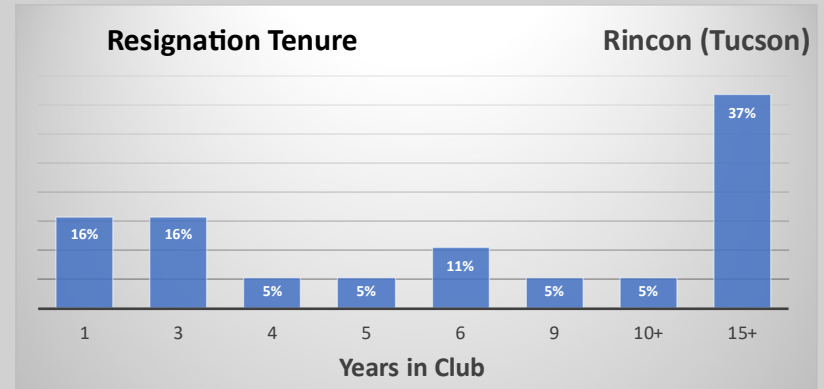
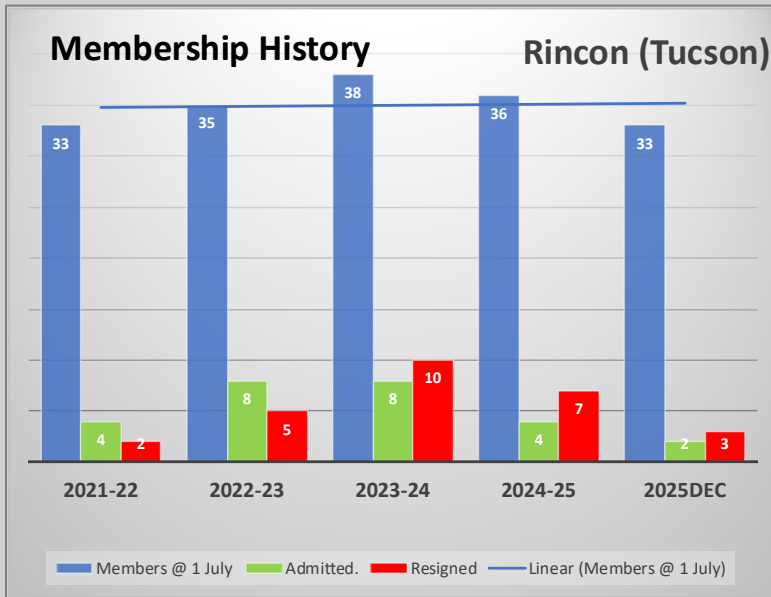


Oro Valley	Attraction Rate	Resignation Rate
5-Yr Avg	20%	24%

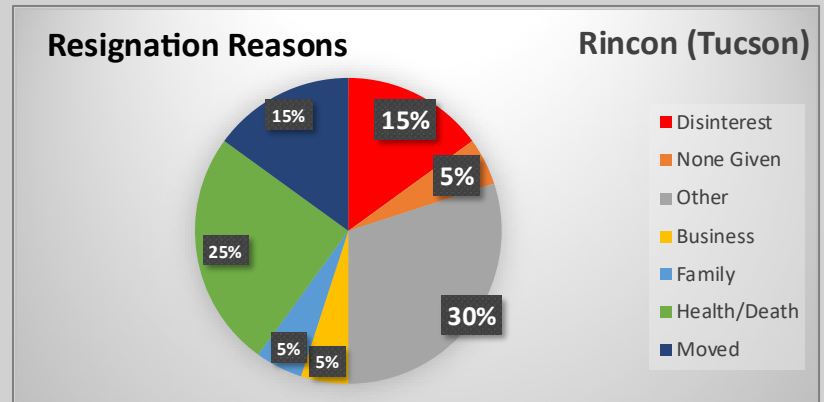
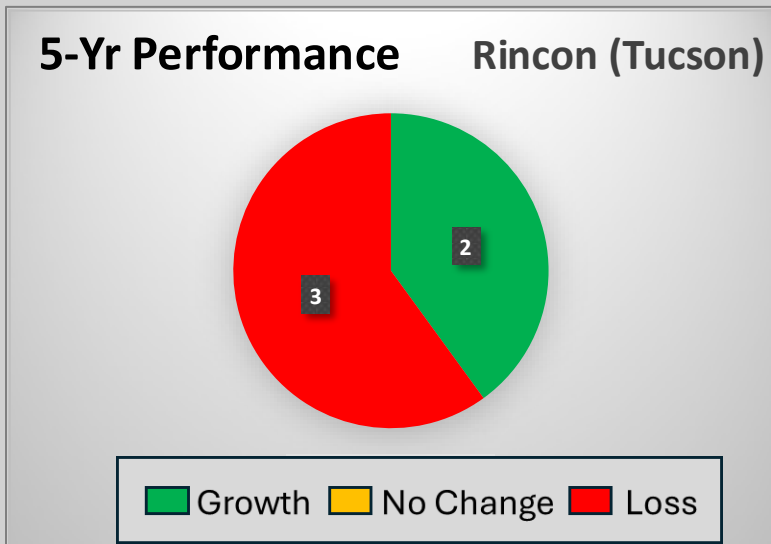


Oro Valley		Club Xperience % Loss			
		48%			
New Members	2021-Current			Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses			
31	39	19	30	49	

Rincon

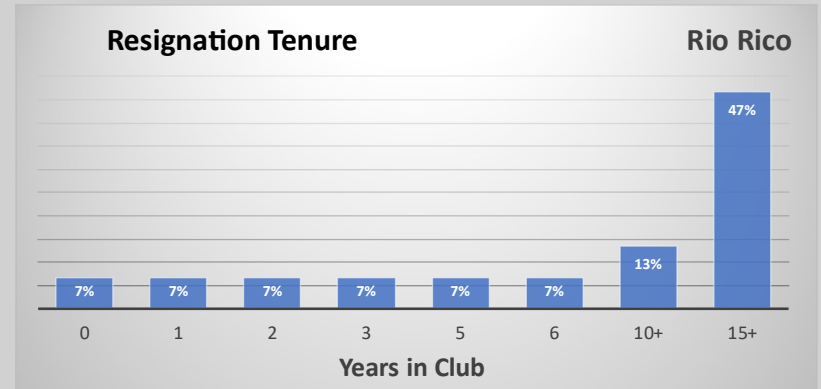
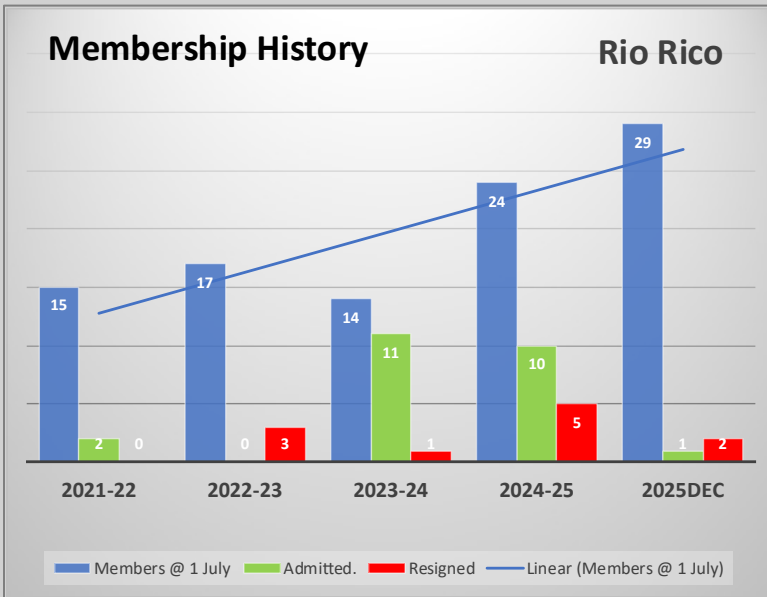


Rincon (Tucson)	Attraction Rate	Resignation Rate
5-Yr Avg	15%	15%

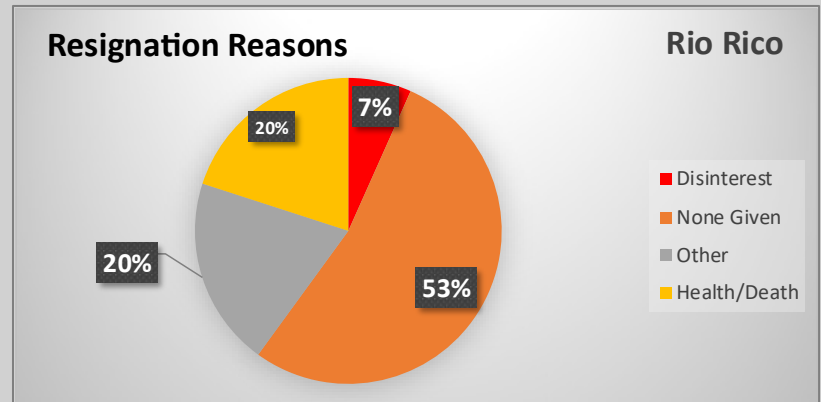
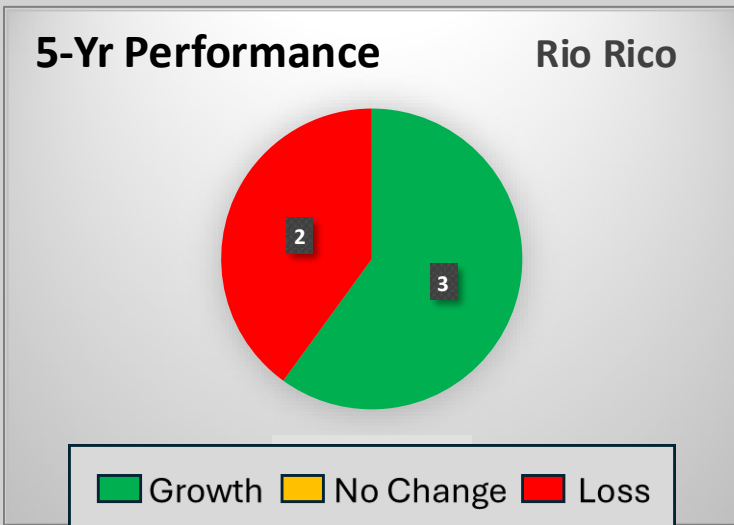


Club Experience % Loss			Rincon (Tucson)	
20 %			Current Membership	Best Case Membership
New Members	Resigned Members	Club Xper Losses	32	37
26	27	5		

Rio Rico

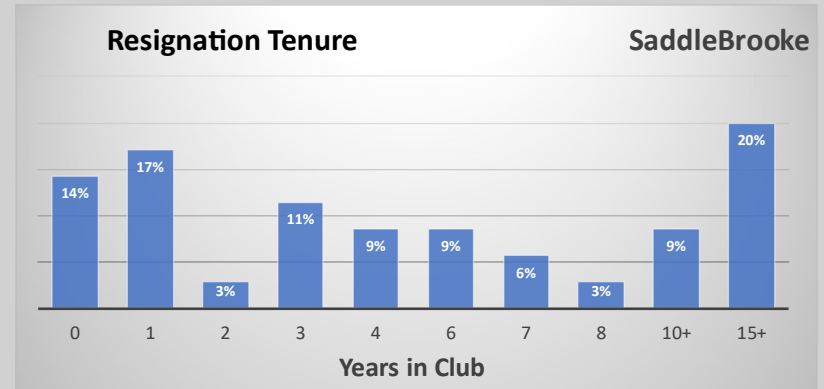
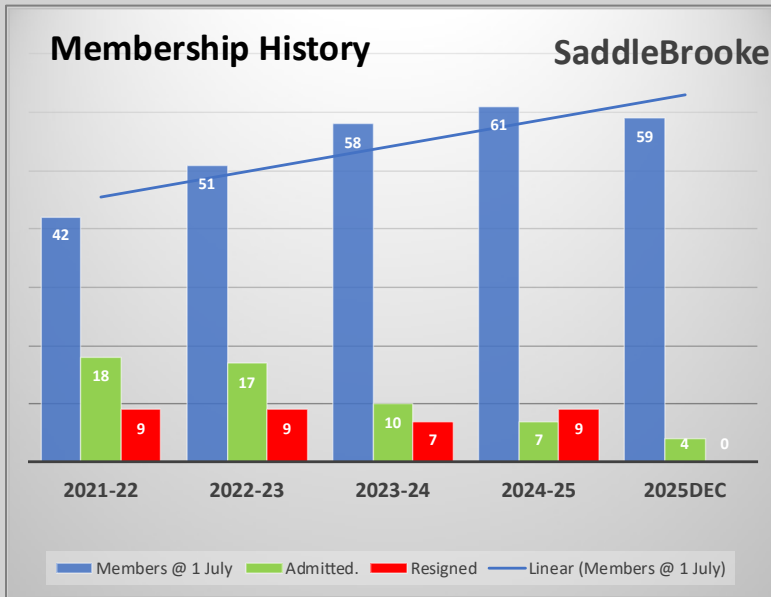


Rio Rico	Attraction Rate	Resignation Rate
5-Yr Avg	27%	11%

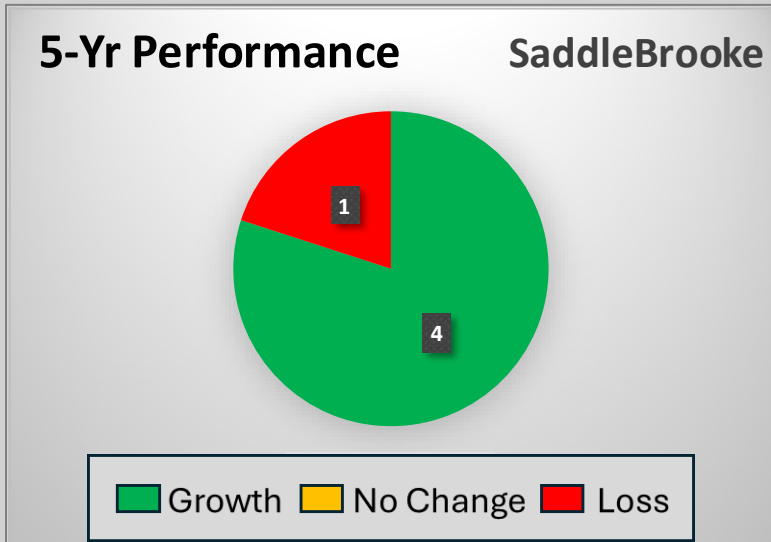
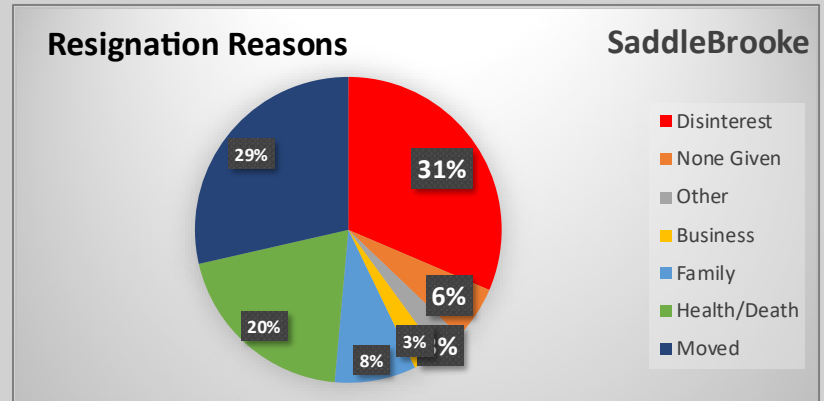


Club Experience % Loss			Rio Rico	
60 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
24	11	6	28	34

Saddlebrooke



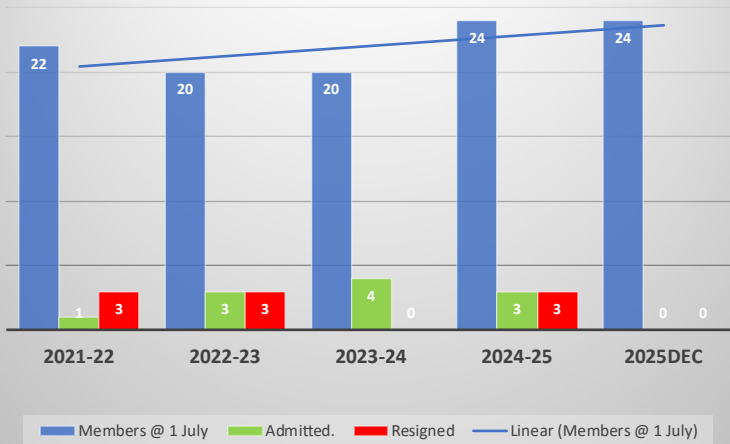
	Attraction Rate	Resignation Rate
SaddleBrooke		
5-Yr Avg	22%	13%



Club Experience % Loss			SaddleBrooke	
37 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
56	34	12	63	75

Membership History

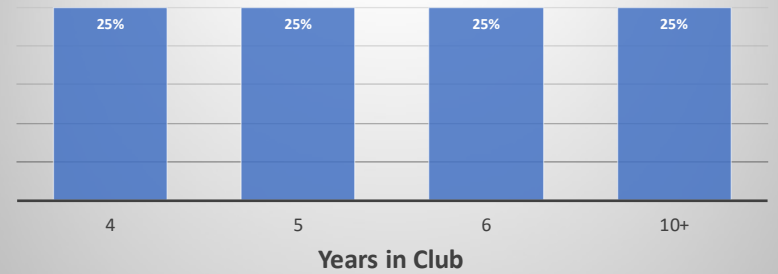
Saddlebrooke Sunrise



Saddlebrooke Sunrise

Resignation Tenure

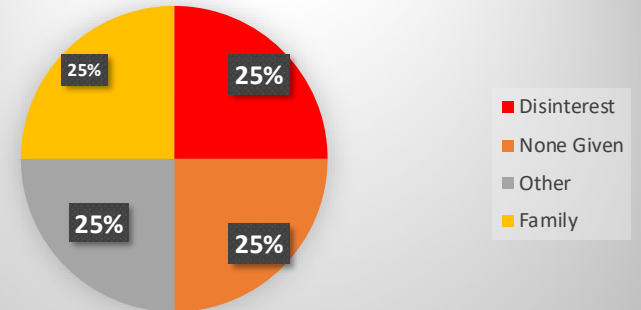
SaddleBrooke Sunrise



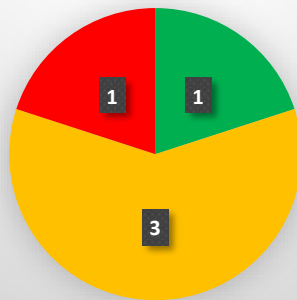
Saddlebrooke 5-Yr Avg	Attraction Rate 10%	Resignation Rate 8%
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Resignation Reasons

SaddleBrooke Sunrise



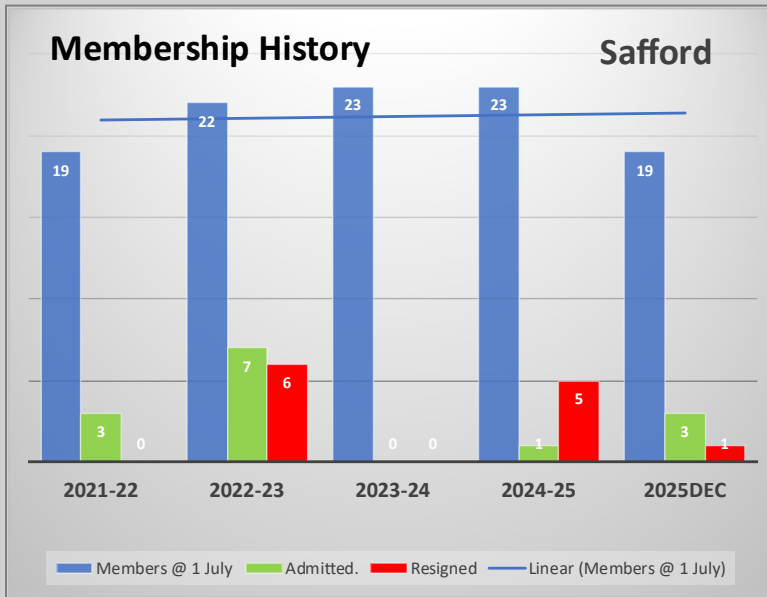
5-Yr Performance Saddlebrooke Sunrise



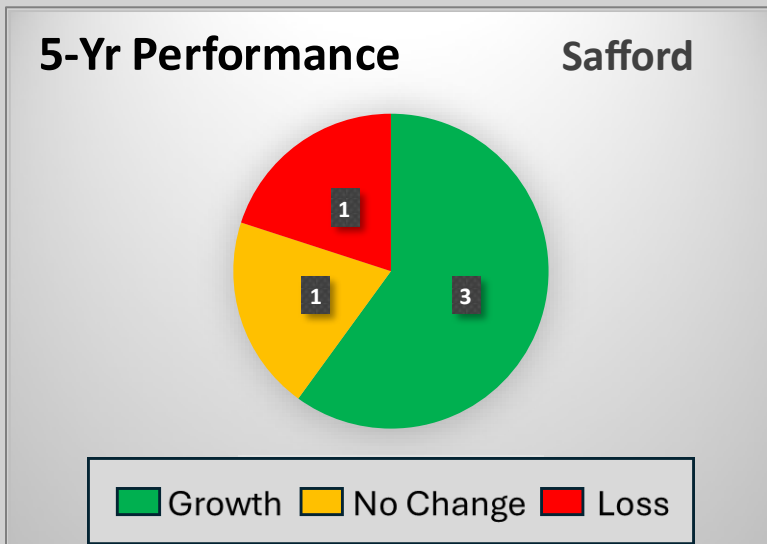
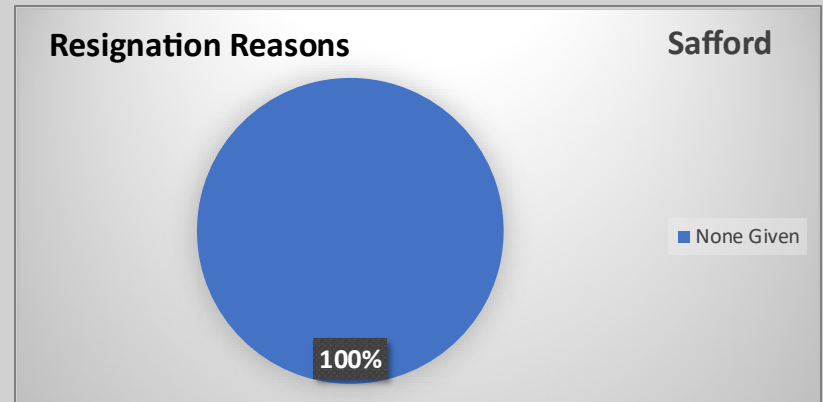
■ Growth
 ■ No Change
 ■ Loss

SaddleBrooke Sun	Club Xperience % Loss		Current Membership	Best Case Membership
	50 %			
ow Members	2021-Current Resigned Members	Club Xper Losses		
11	9	5	24	29

Safford



Safford	Attraction Rate	Resignation Rate
5-Yr Avg	14%	11%

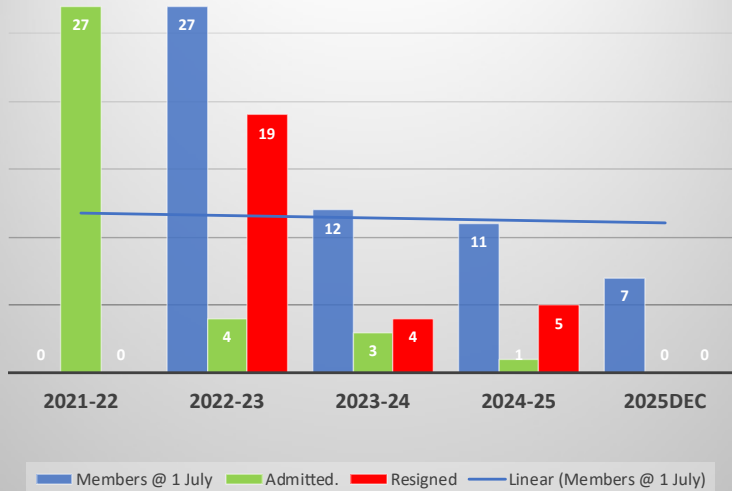


Club Experience % Loss			Safford	
100 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
14	12	12	21	33

Sahuarita

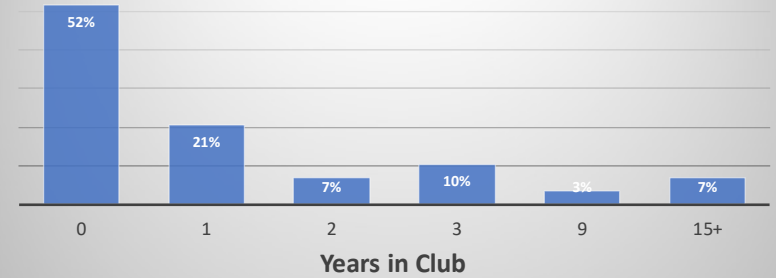
Membership History

Sahuarita



Resignation Tenure

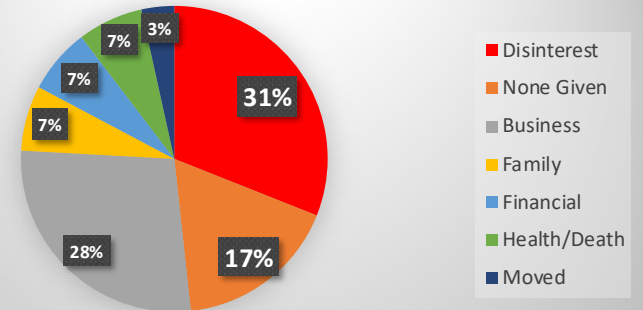
Sahuarita



Sahuarita	Attraction Rate	Resignation Rate
5-Yr Avg	12%	37%

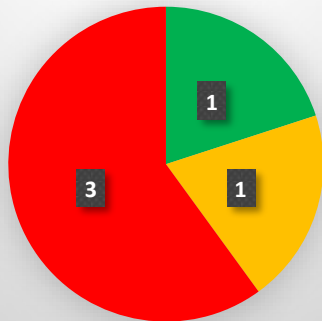
Resignation Reasons

Sahuarita



5-Yr Performance

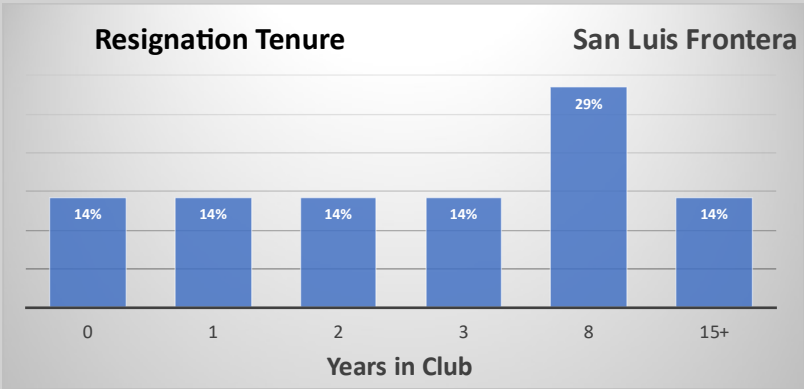
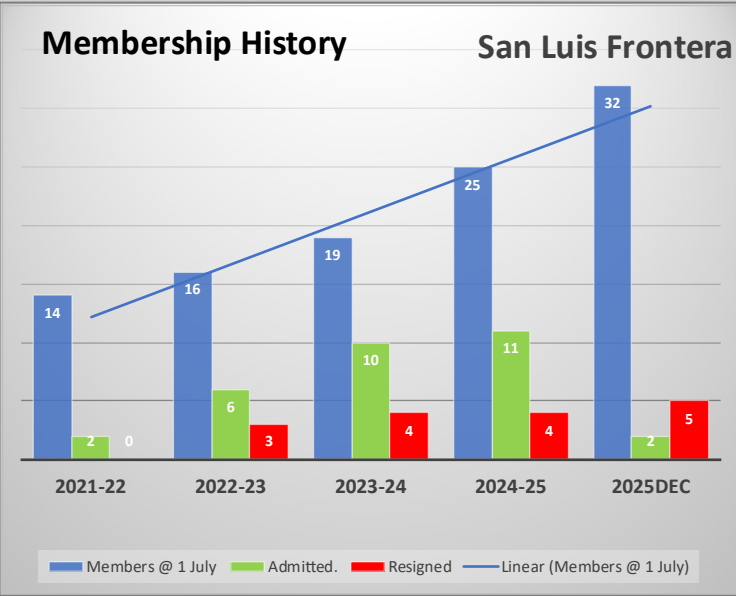
Sahuarita



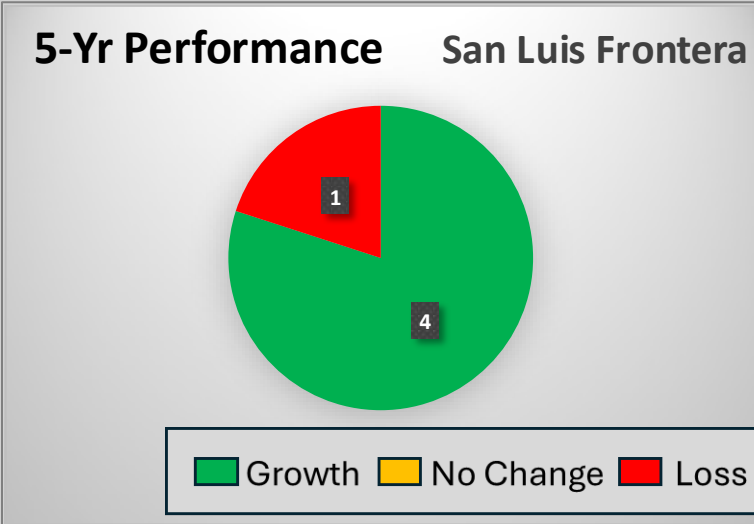
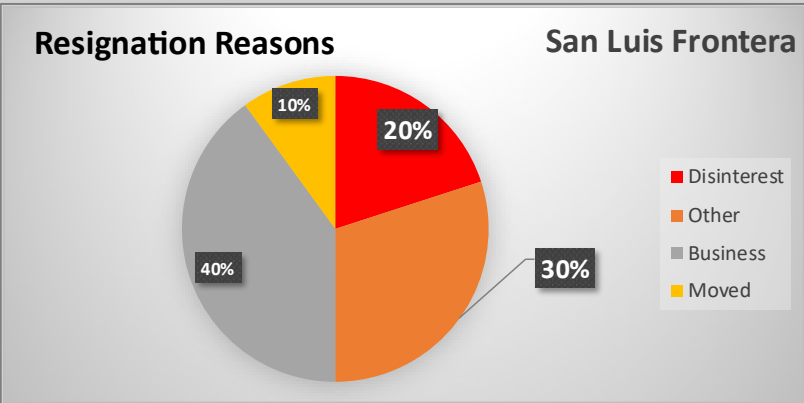
■ Growth
 ■ No Change
 ■ Loss

Club Experience % Loss			Sahuarita	
48 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
35	28	13	7	20

San Luis Frontera



San Luis Frontera	Attraction Rate	Resignation Rate
5-Yr Avg	31%	14%

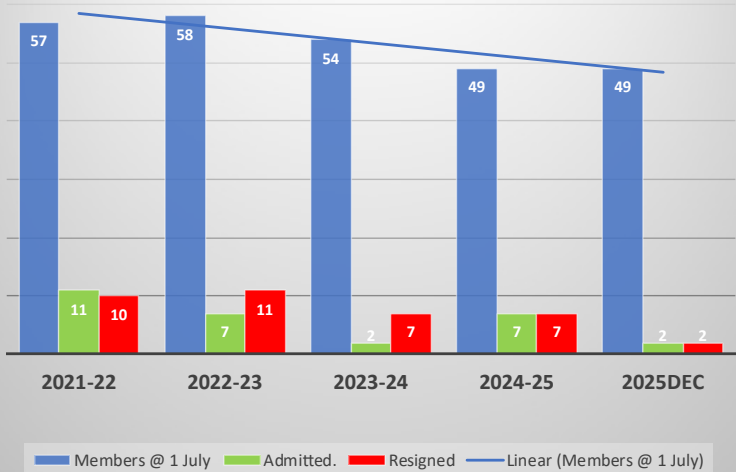


Club Experience % Loss			San Luis Frontera	
20%				
New Members	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
31	16	3	29	32

Sierra Vista

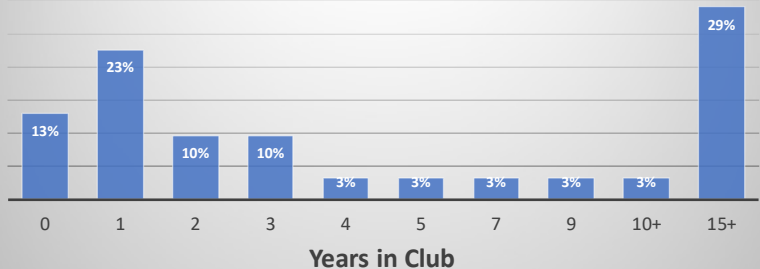
Membership History

Sierra Vista



Resignation Tenure

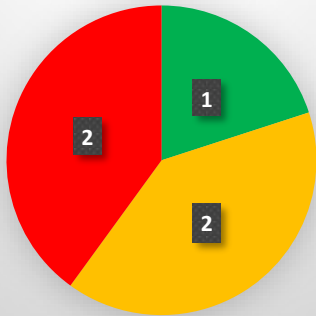
Sierra Vista



	Attraction Rate	Resignation Rate
Sierra Vista		
5-Yr Avg	11%	14%

5-Yr Performance

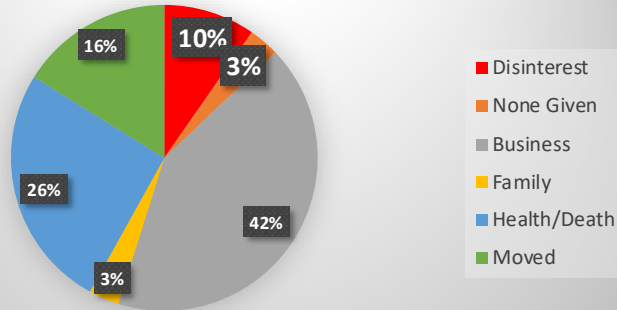
Sierra Vista



■ Growth
 ■ No Change
 ■ Loss

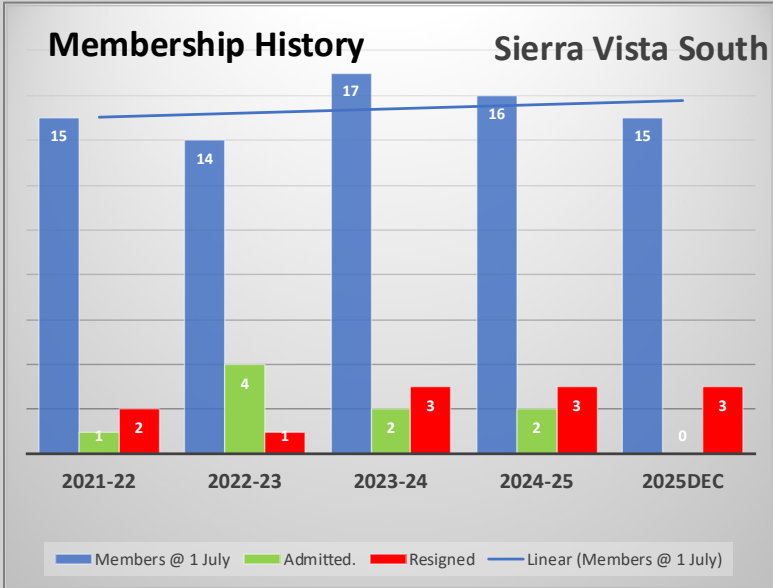
Resignation Reasons

Sierra Vista

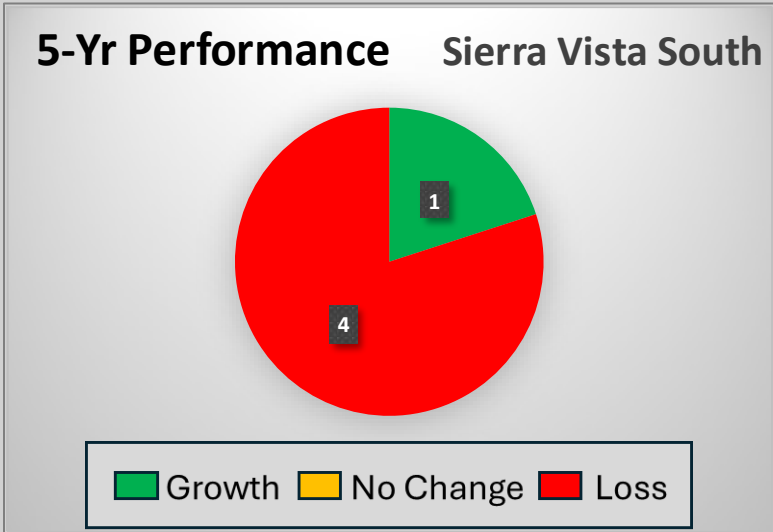
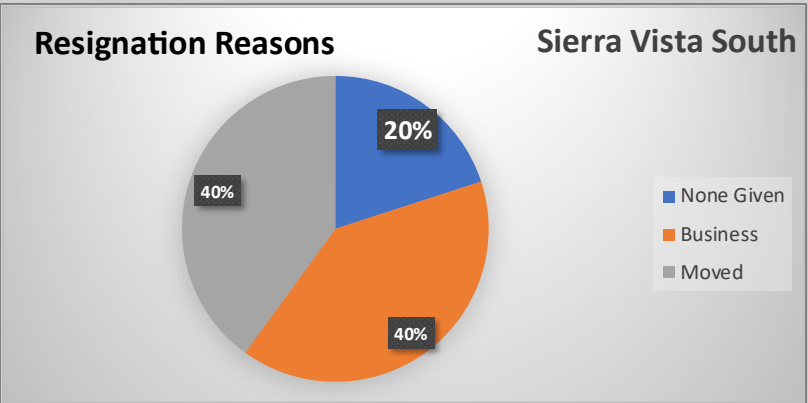


Sierra Vista		Club Xperience % Loss		
		11 %		
2021-Current				
New Members	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
29	37	4	49	53

Sierra Vista South

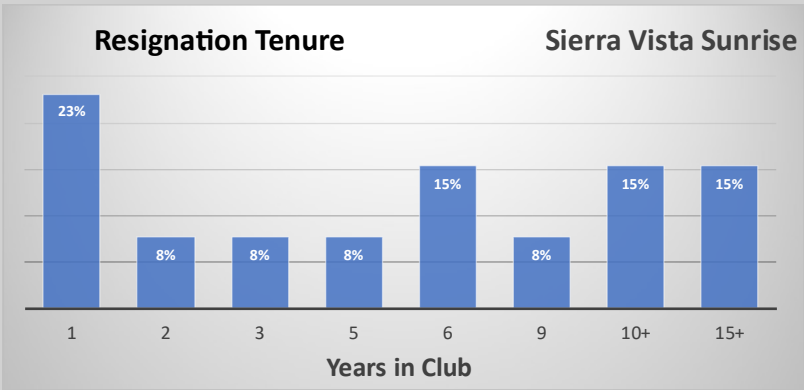
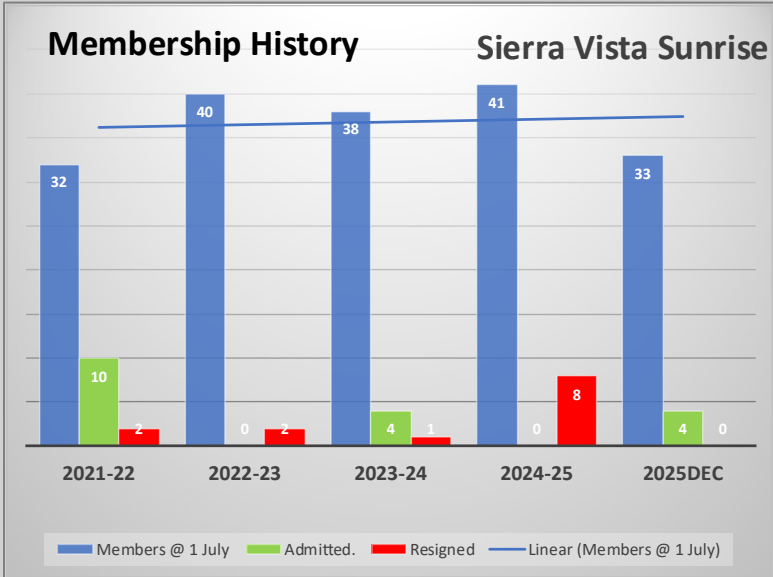


Sierra Vista South	Attraction Rate	Resignation Rate
5-Yr Avg	12%	15%

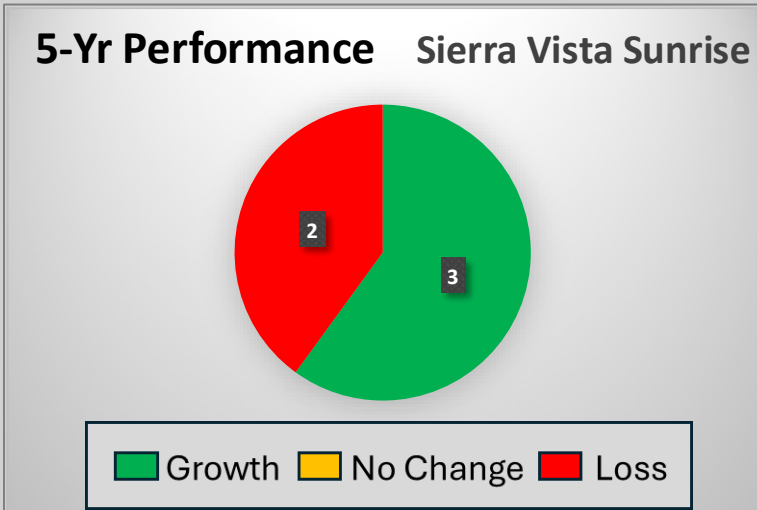
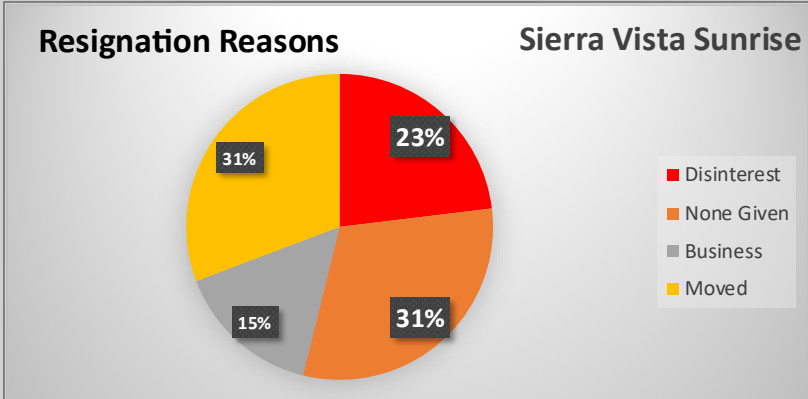


		Club Experience % Loss		Sierra Vista South	
		20 %			
New Members	2021-Current		Club Xper Losses	Current Membership	Best Case Membership
	Resigned Members				
9	12	2	12	14	

Sierra Vista Sunrise

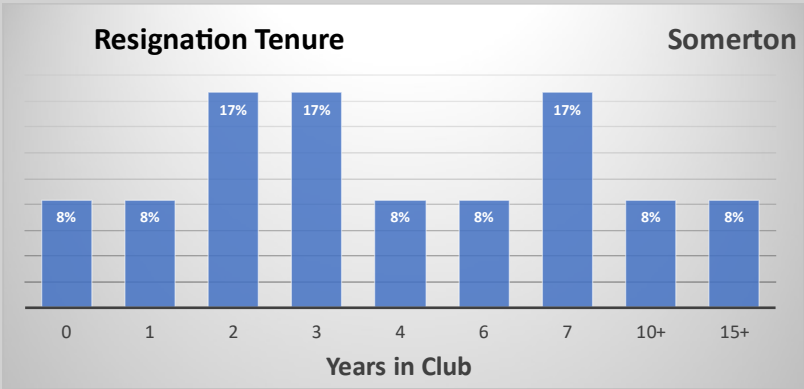
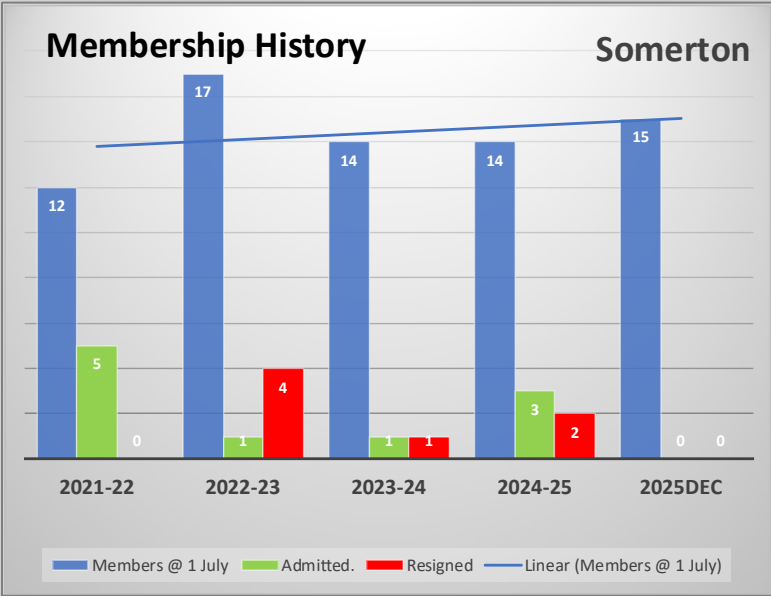


Sierra Vista Sunrise	Attraction Rate	Resignation Rate
5-Yr Avg	11%	7%

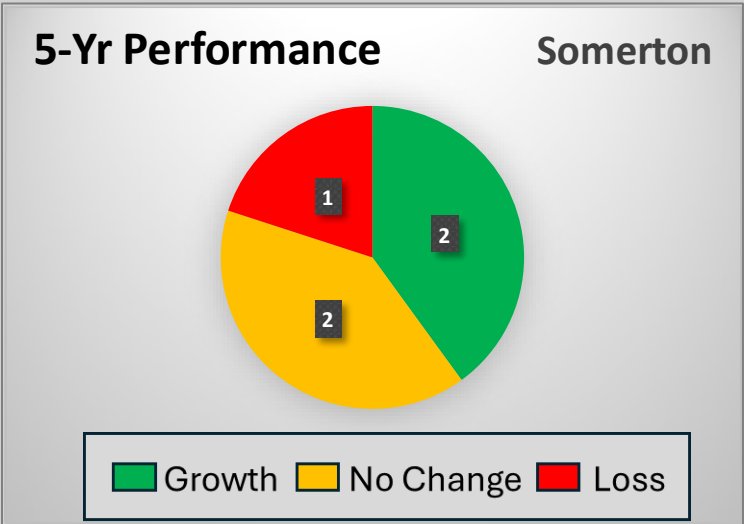
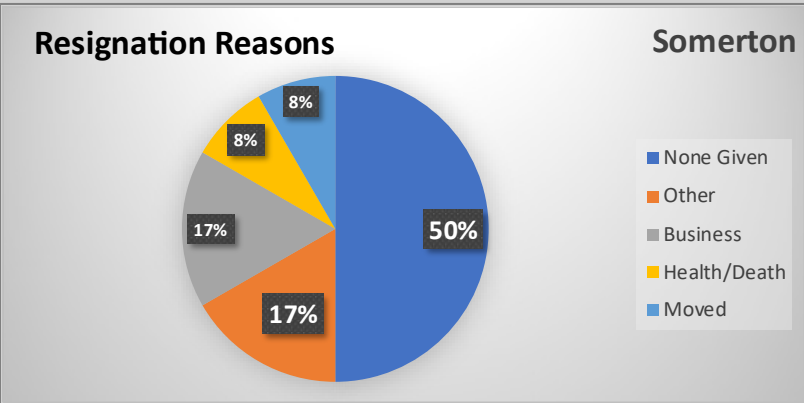


Club Experience % Loss			Sierra Vista Sunrise	
54 %				
2021-Current				
New Members	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
18	13	7	37	44

Somerton

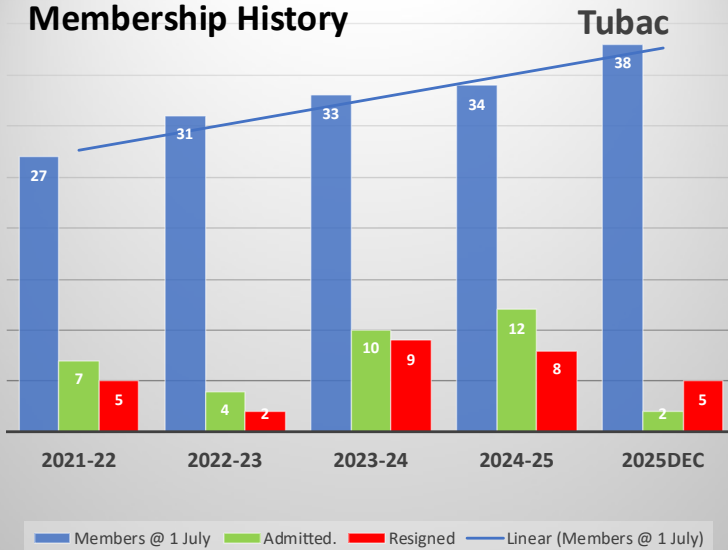


Somerton	Attraction Rate	Resignation Rate
5-Yr Avg	15%	9%



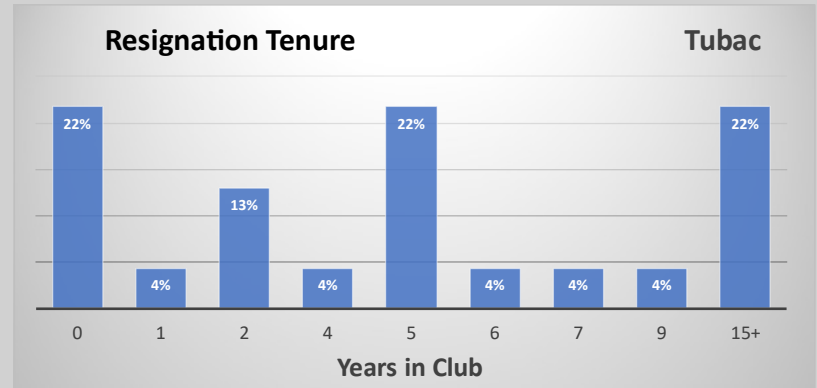
Club Experience % Loss			Somerton	
50 %				
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
10	7	3	15	18

Membership History



Tubac

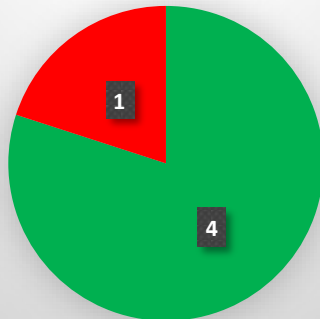
Resignation Tenure



Tubac	Attraction Rate	Resignation Rate
5-Yr Avg	22%	18%

5-Yr Performance

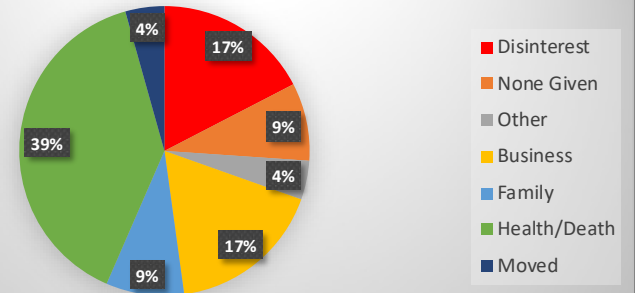
Tubac



Legend: Growth (Green), No Change (Yellow), Loss (Red)

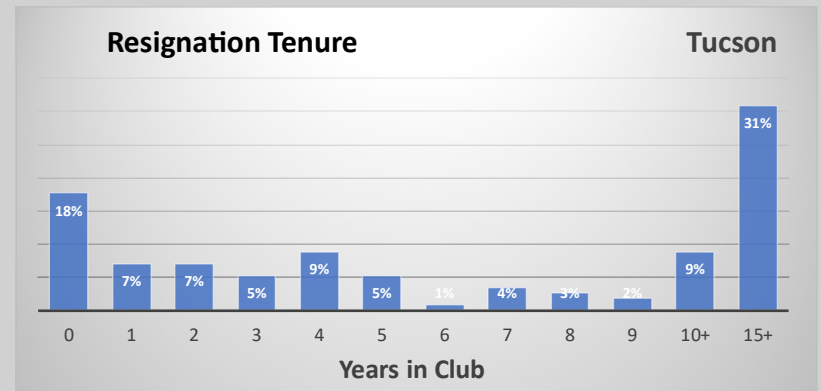
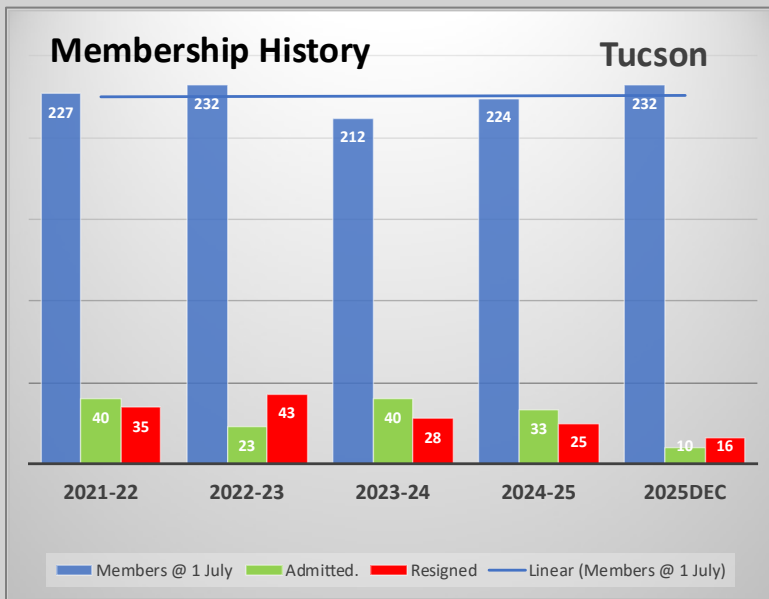
Resignation Reasons

Tubac

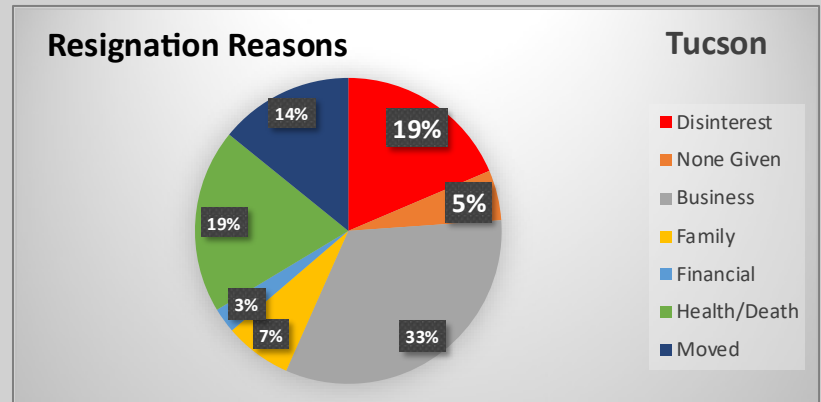
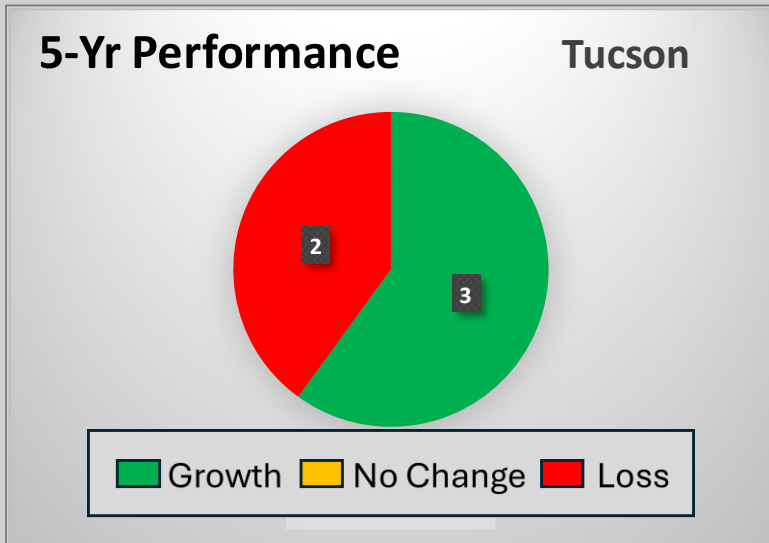


Club Experience % Loss			Tubac	
26 %			Current Membership	Best Case Membership
New Members	Resigned Members	Club Xper Losses	35	42
35	29	7	35	42

Tucson

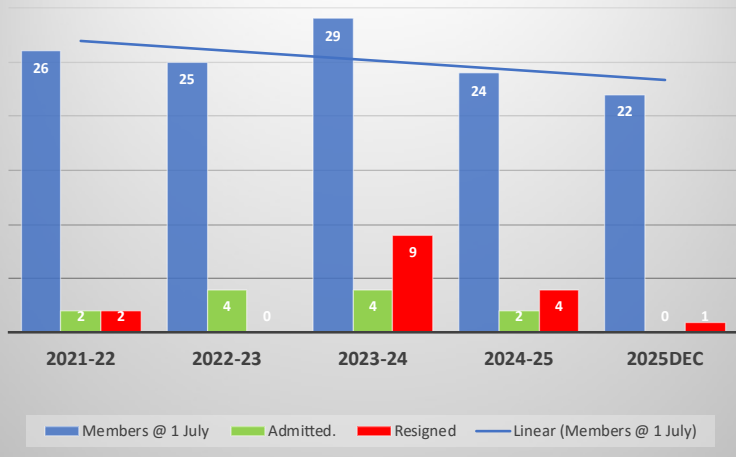


Tucson	Attraction Rate	Resignation Rate
5-Yr Avg	13%	13%



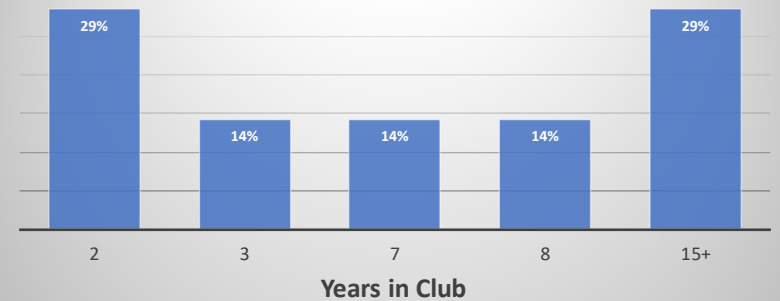
Club Experience % Loss			Tucson	
2021-Current			Current Membership	Best Case Membership
New Members	Resigned Members	Club Xper Losses	226	261
146	147	35	226	261

Membership History Tucson (Casas Adobes)



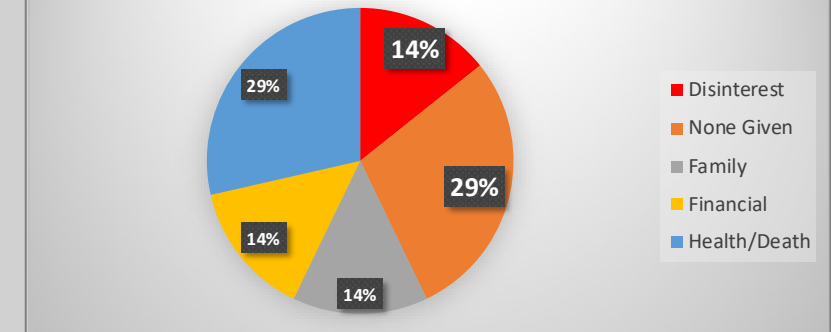
Tucson- Casas Adobes

Resignation Tenure Tucson (Casas Adobes)

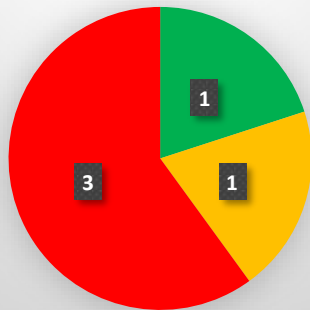


(Casas Adobes)	Attraction Rate	Resignation Rate
5-Yr Avg	9%	12%

Resignation Reasons Tucson (Casas Adobes)



5-Yr Performance Tucson (Casas Adobes)



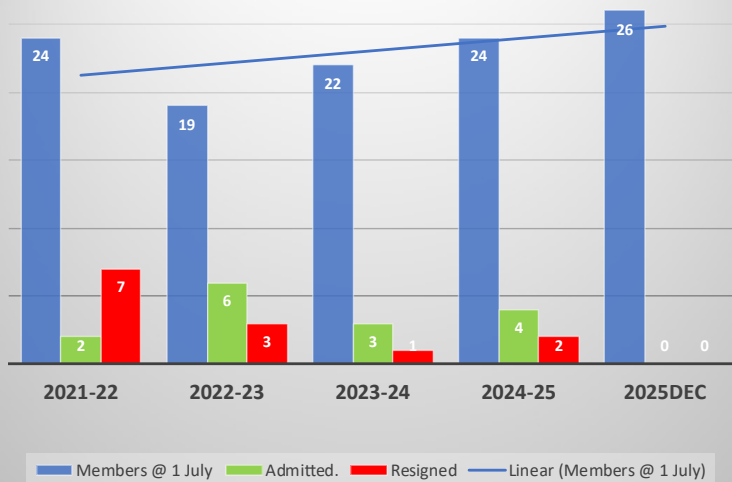
■ Growth
 ■ No Change
 ■ Loss

Tucson (Casas Ad	Club Xperience % Loss			
	30 %			
	2021-Current			
New Members	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
12	16	5	21	26

Tucson- Kino

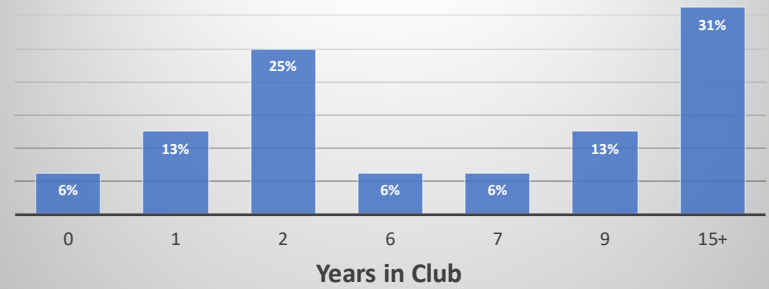
Membership History

Tucson Kino



Resignation Tenure

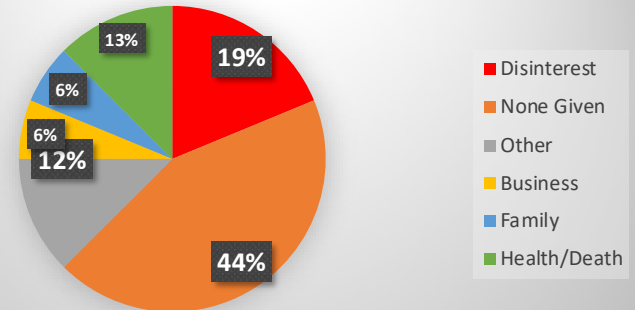
Tucson Kino



	Attraction Rate	Resignation Rate
Tucson Kino		
5-Yr Avg	14%	12%

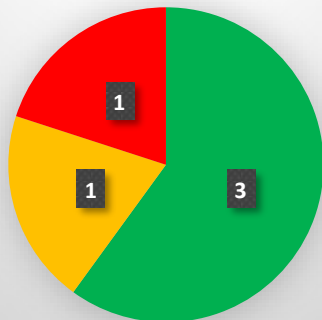
Resignation Reasons

Tucson Kino



5-Yr Performance

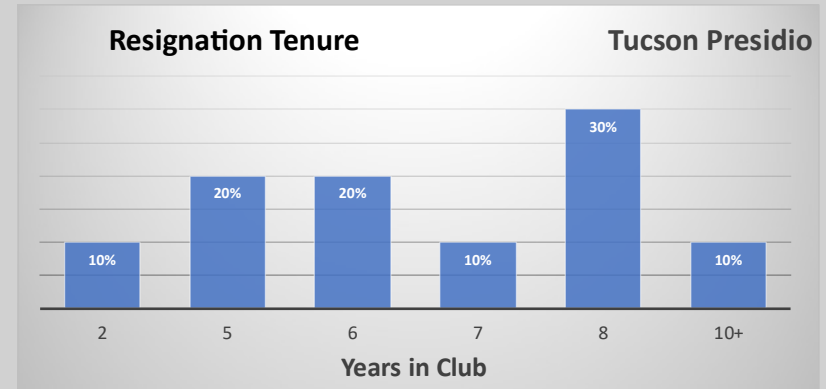
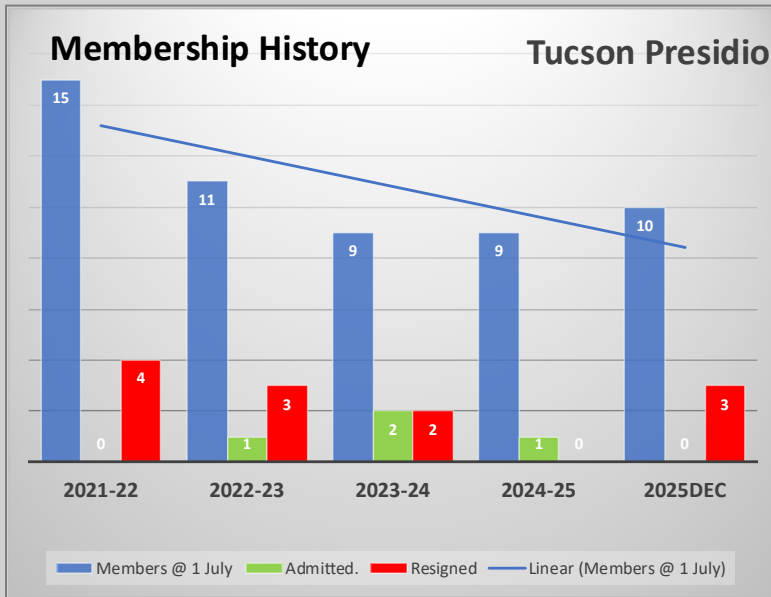
Tucson Kino



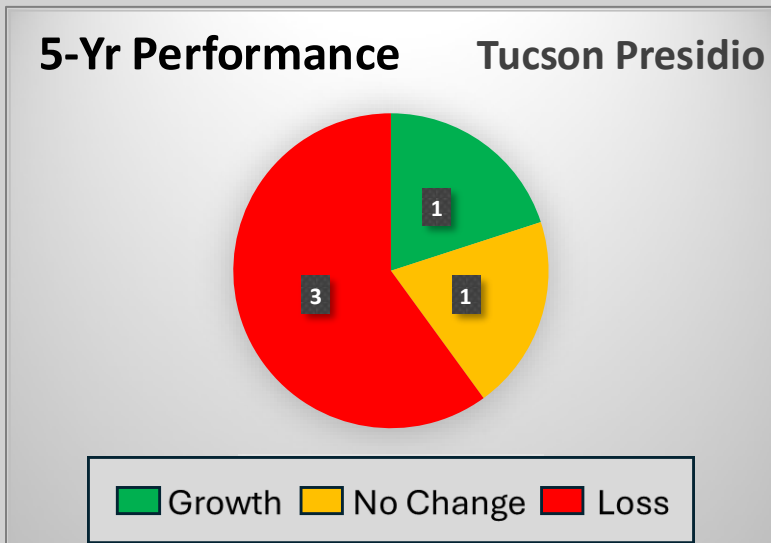
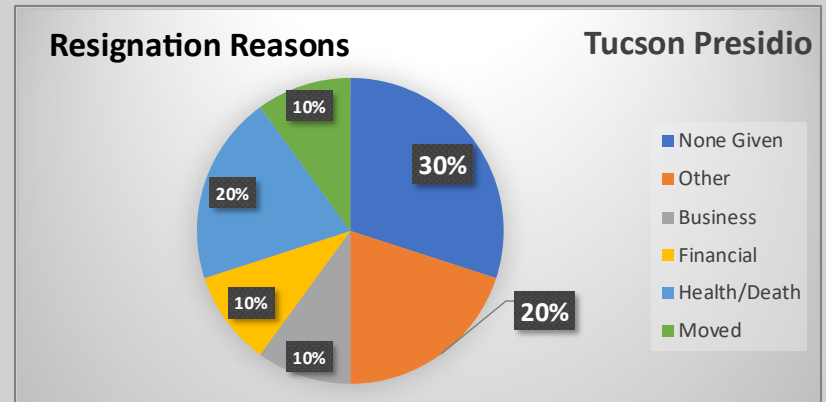
■ Growth
 ■ No Change
 ■ Loss

Tucson Kino		Club Xperience % Loss		
		63%		
2021-Current				
New Members	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
15	13	8	26	34

Tucson- Presidio

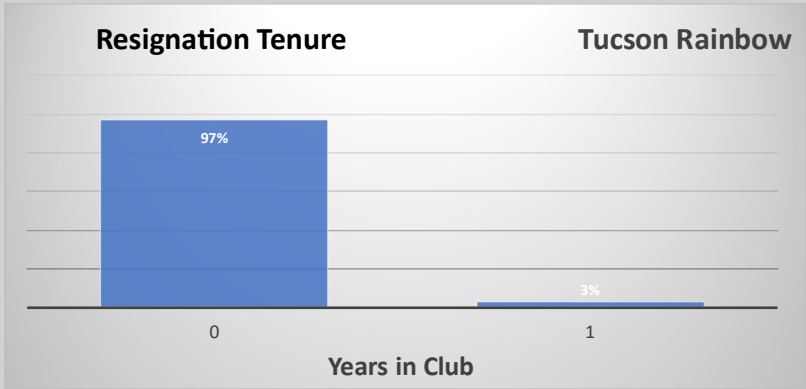
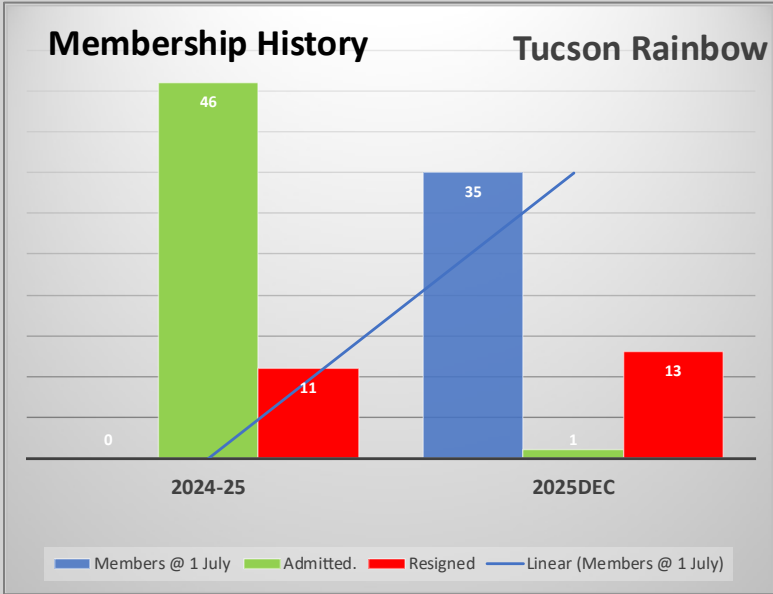


(Casas Adobes)	Attraction Rate	Resignation Rate
5-Yr Avg	9%	12%

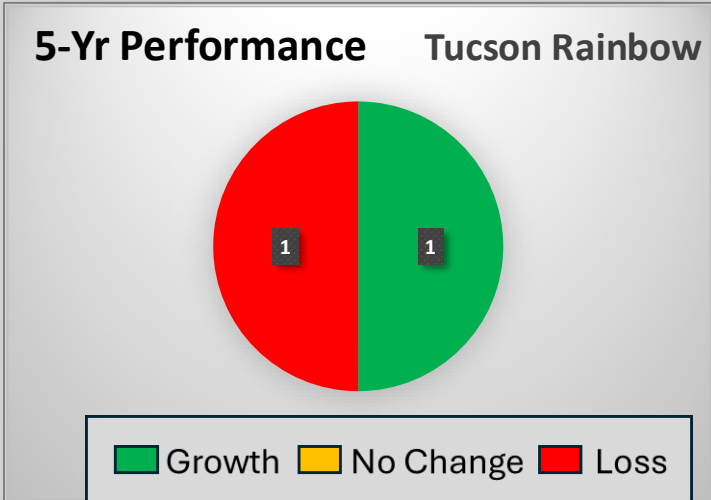
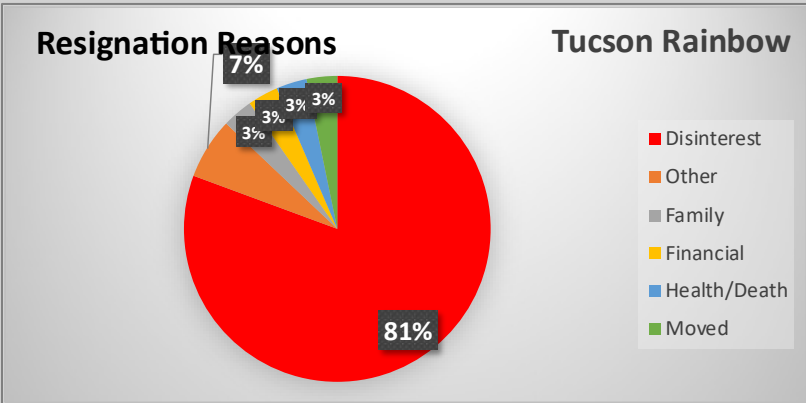


Tucson Presidio		Club Xperience % Loss		
		30 %		
2021-Current				
New Members	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
4	12	4	7	11

Tucson- Rainbow



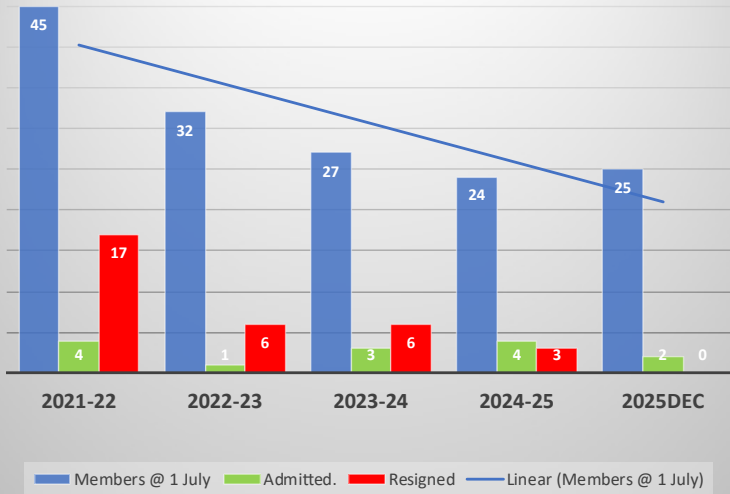
Tucson Rainbow	Attraction Rate	Resignation Rate
5-Yr Avg	#REF!	#REF!



Tucson Rainbow	Club Xperience % Loss			
	81 %			
	2021-Current			
New Members	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
47	24	19	23	42

Membership History

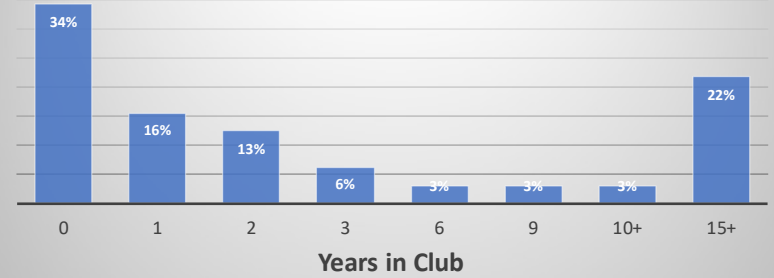
Tucson Sunrise



Tucson Sunrise

Resignation Tenure

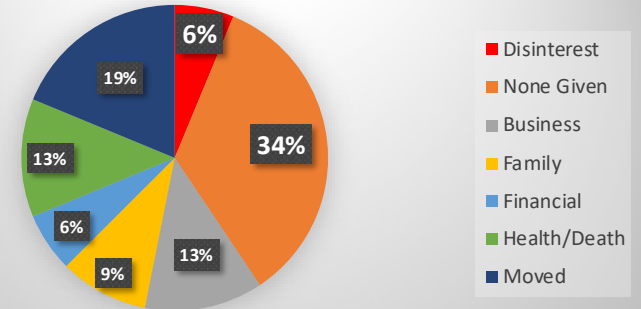
Tucson Sunrise



Tucson Sunrise	Attraction Rate	Resignation Rate
5-Yr Avg	10%	18%

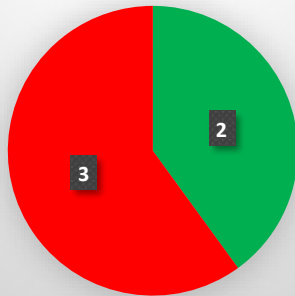
Resignation Reasons

Tucson Sunrise



5-Yr Performance

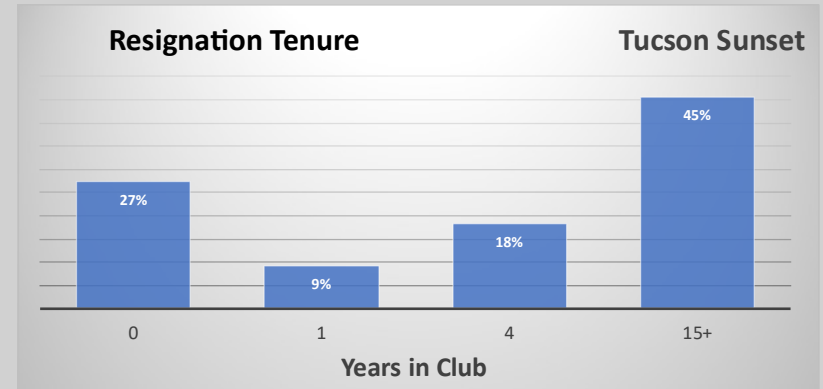
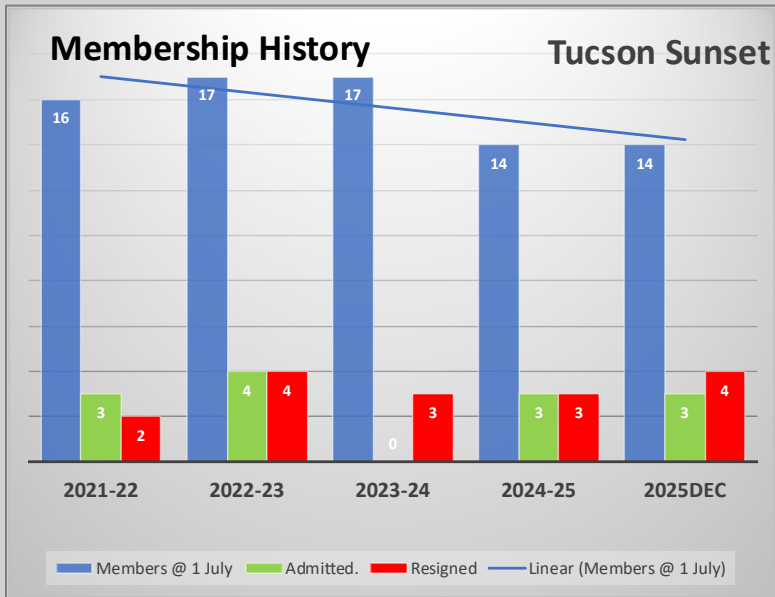
Tucson Sunrise



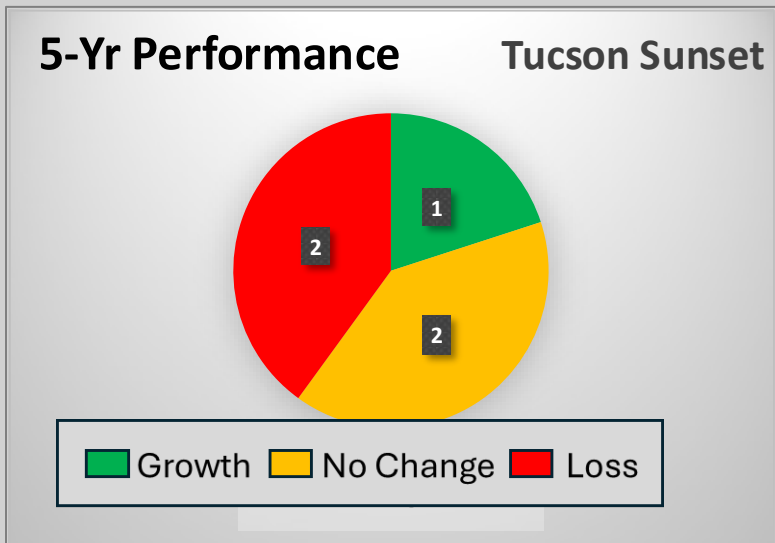
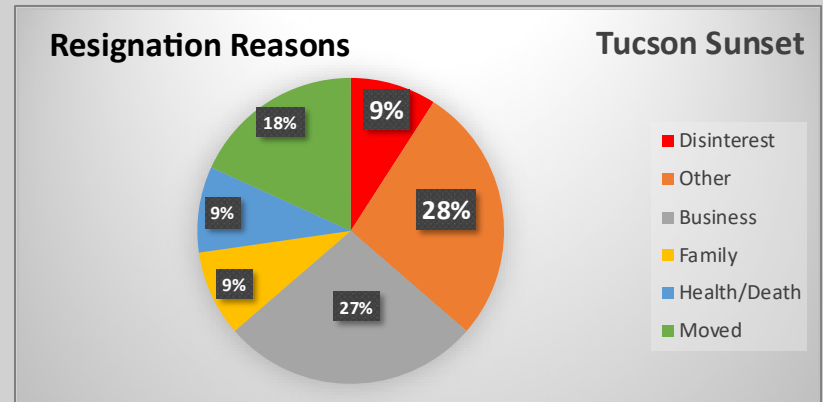
Growth No Change Loss

Tucson Sunrise		Club Xperience % Loss		
		34 %		
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
14	32	11	27	38

Tucson- Sunset

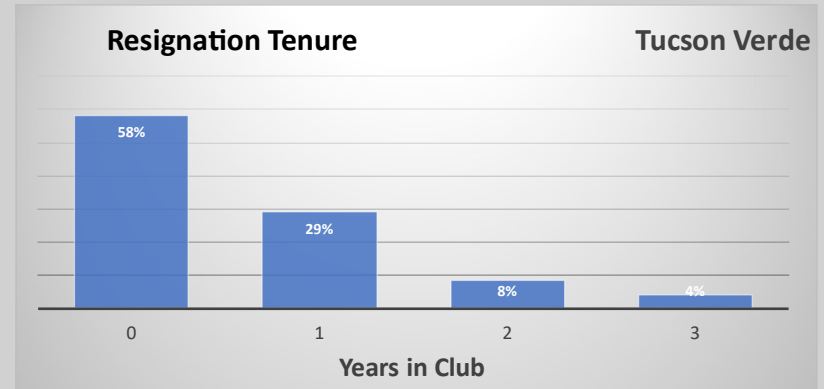
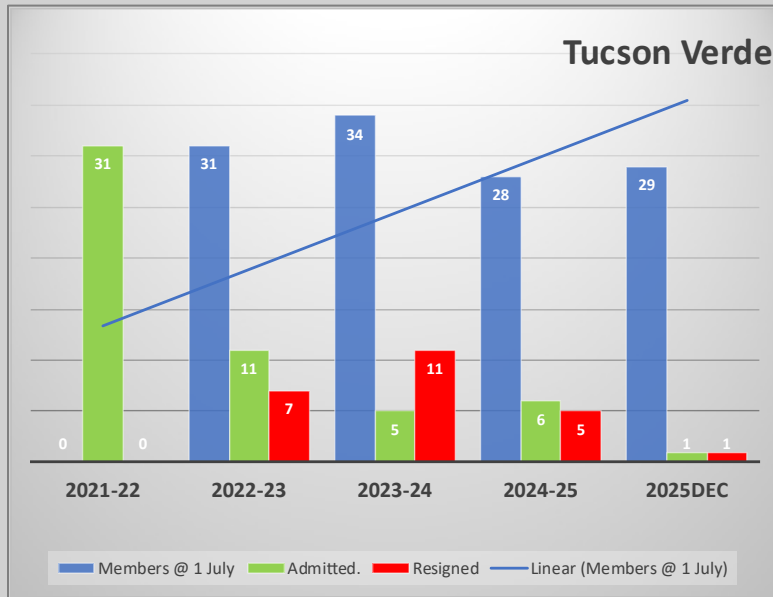


Tucson Sunset	Attraction Rate	Resignation Rate
5-Yr Avg	17%	21%

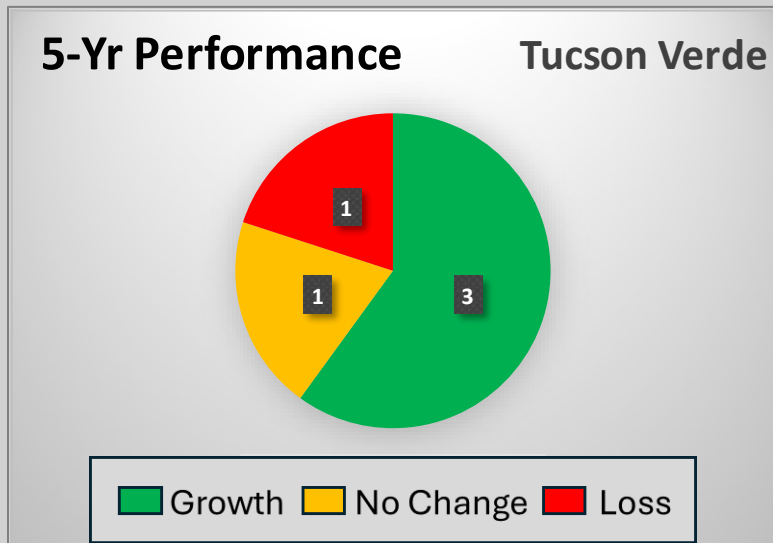
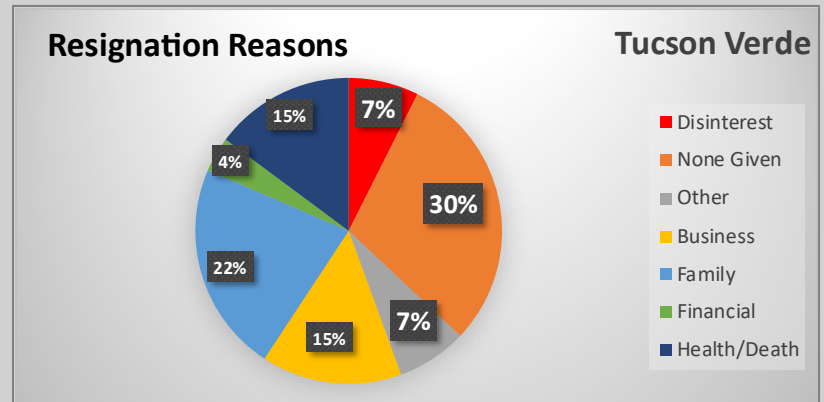


Tucson Sunset	Club Xperience % Loss			Current Membership	Best Case Membership
	9%				
2021-Current					
New Members	Resigned Members	Club Xper Losses			
13	16	1	13	14	

Tucson Verde

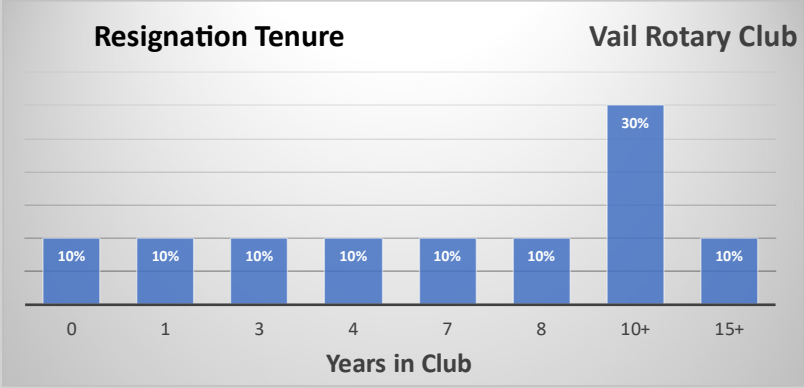
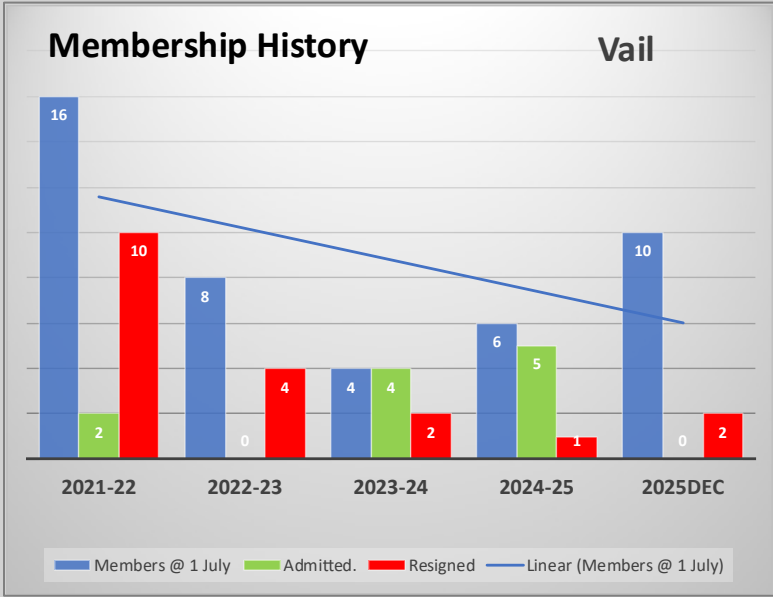


Tucson Verde	Attraction Rate	Resignation Rate
5-Yr Avg	19%	19%

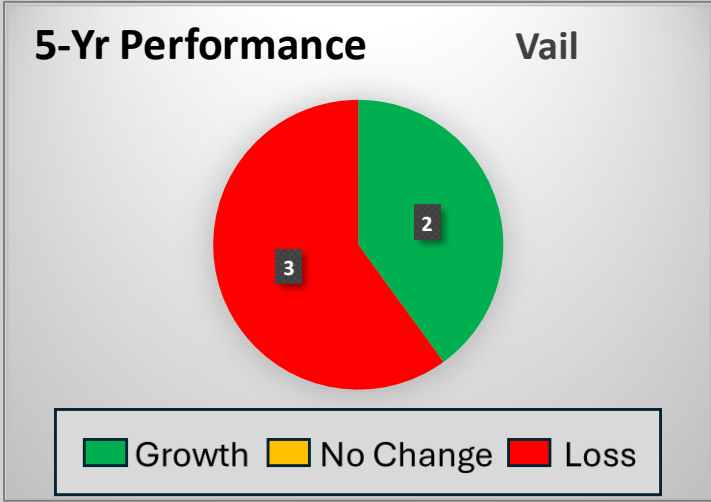
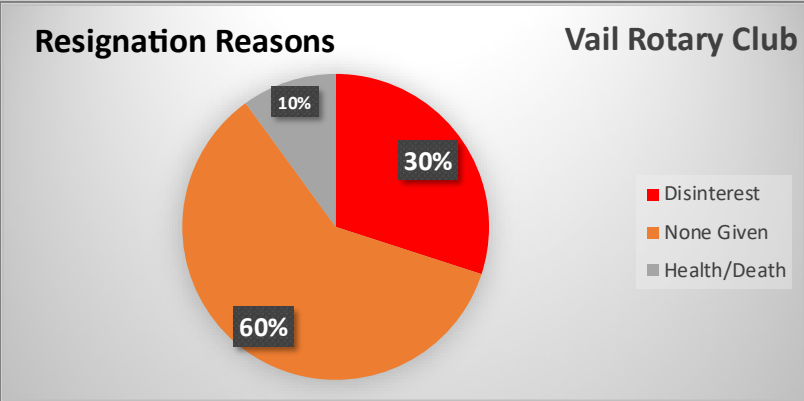


Tucson Verde		Club Xperience % Loss		
		37%		
2021-Current				
Members	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
54	24	9	29	38

Vail



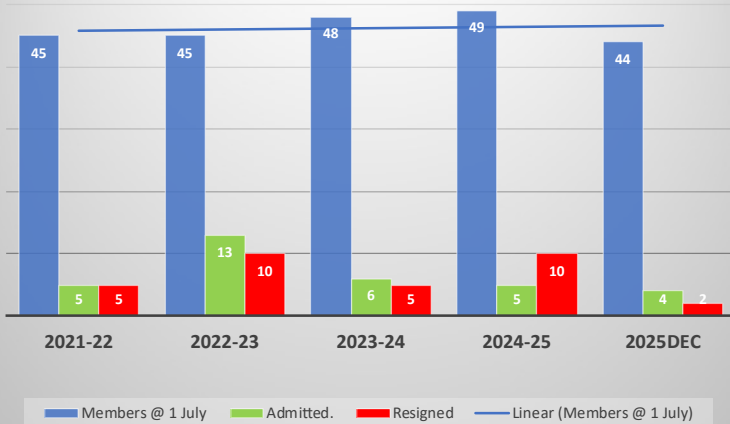
	Attraction Rate	Resignation Rate
Vail		
5-Yr Avg	39%	40%



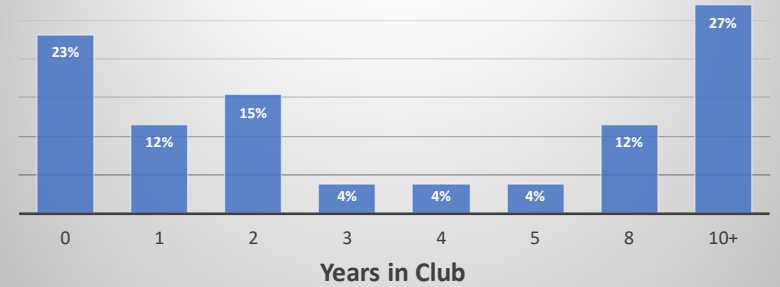
(Multiple Items)		Club Xperience % Loss		
		37 %		
2021-Current				
mbers	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
11	19	7	8	15

Valley Verde

Membership History Valle Verde-Green Valley

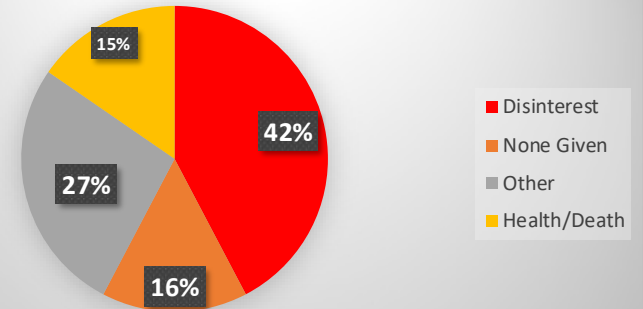


Resignation Tenure Valle Verde-Green Valley

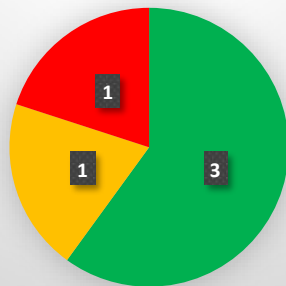


Valle Verde-Green Valley	Attraction Rate	Resignation Rate
5-Yr Avg	14%	14%

Resignation Reasons Valle Verde-Green Valley



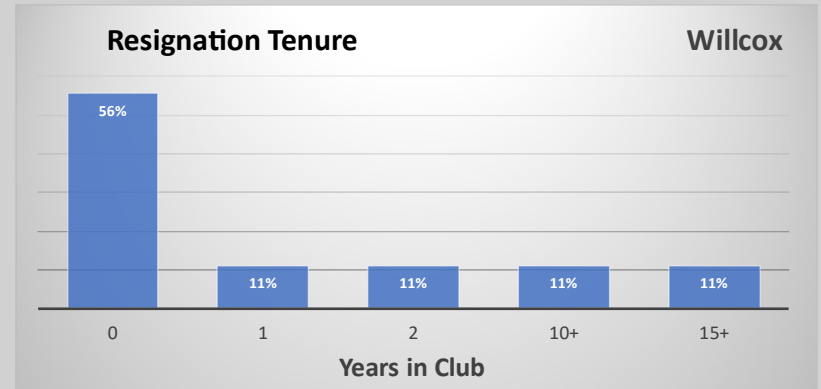
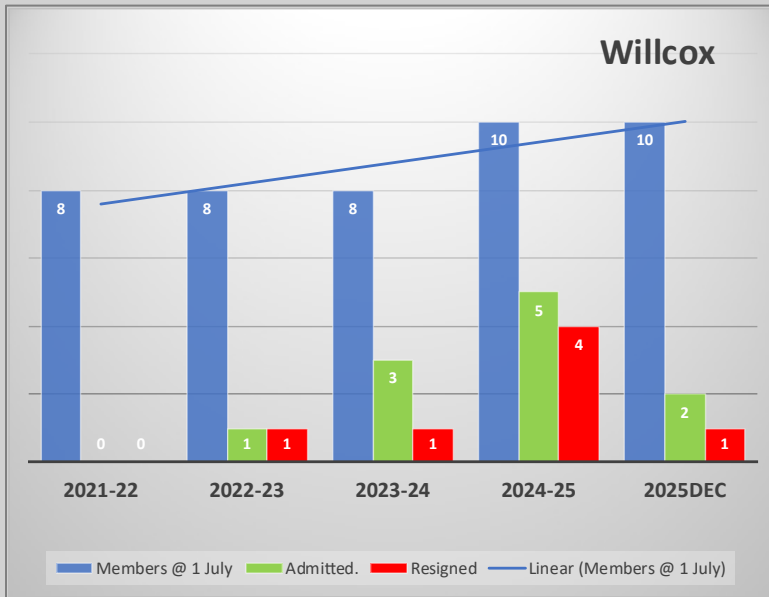
5-Yr Performance Valle Verde-Green Valley



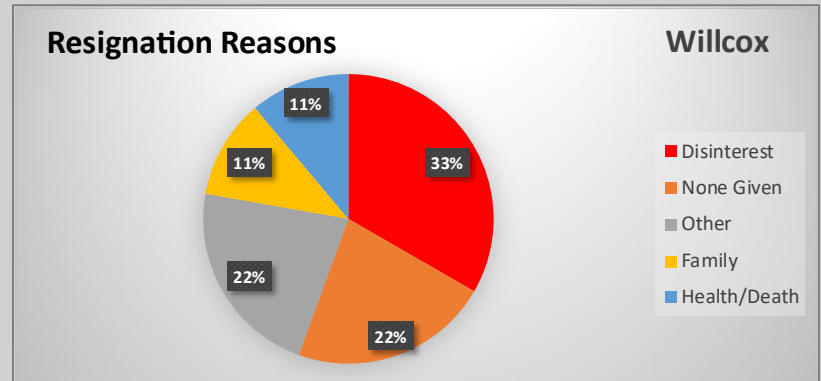
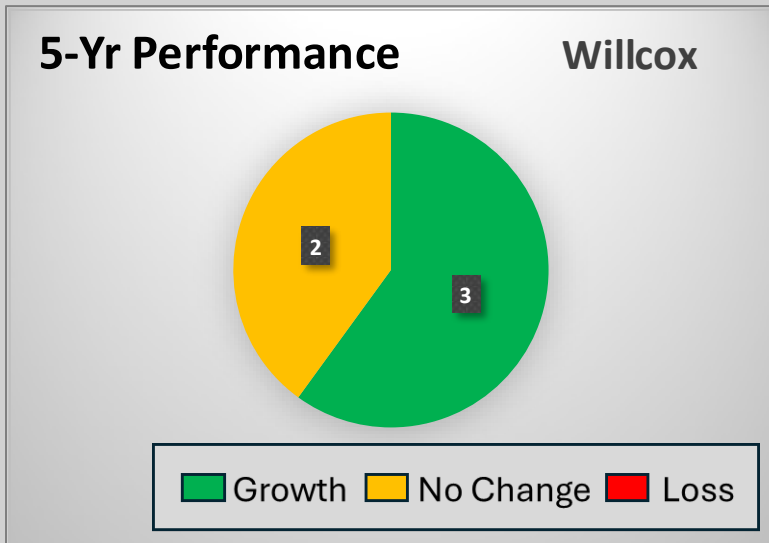
■ Growth
 ■ No Change
 ■ Loss

Valle Verde-Green		Club Xperience % Loss		
		58 %		
v Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
33	32	19	46	65

Willcox

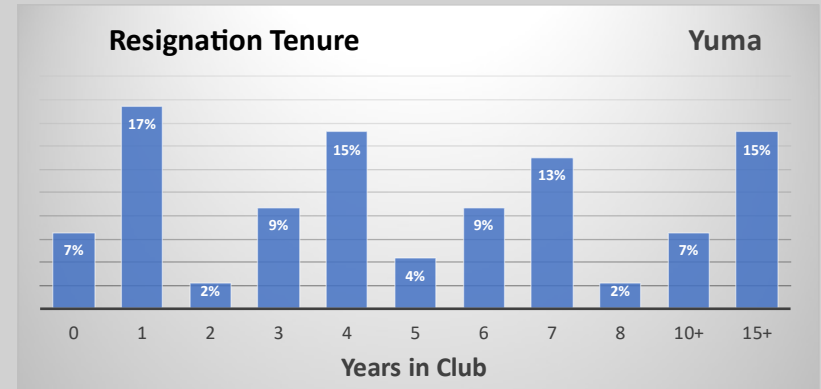
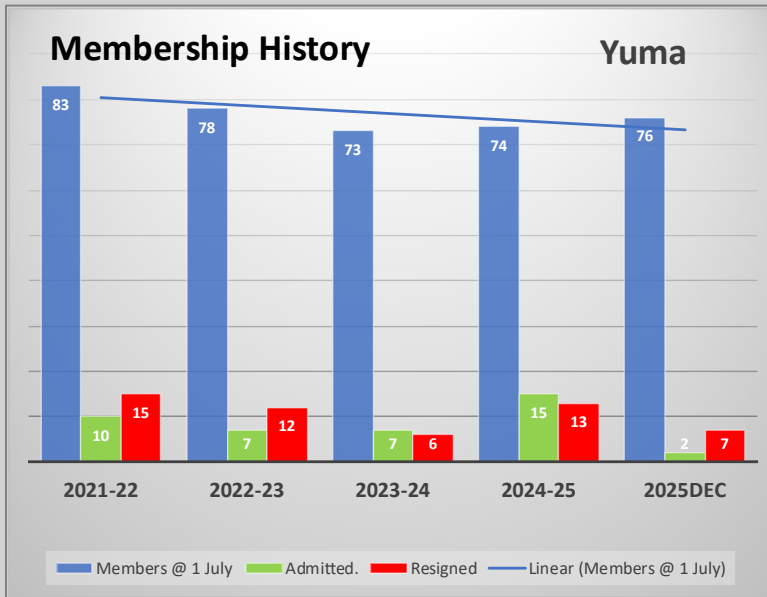


Willcox	Attraction Rate	Resignation Rate
5-Yr Avg	24%	15%

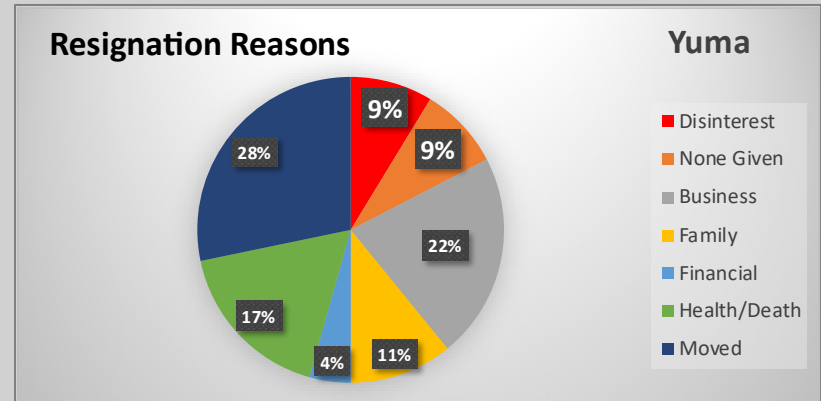
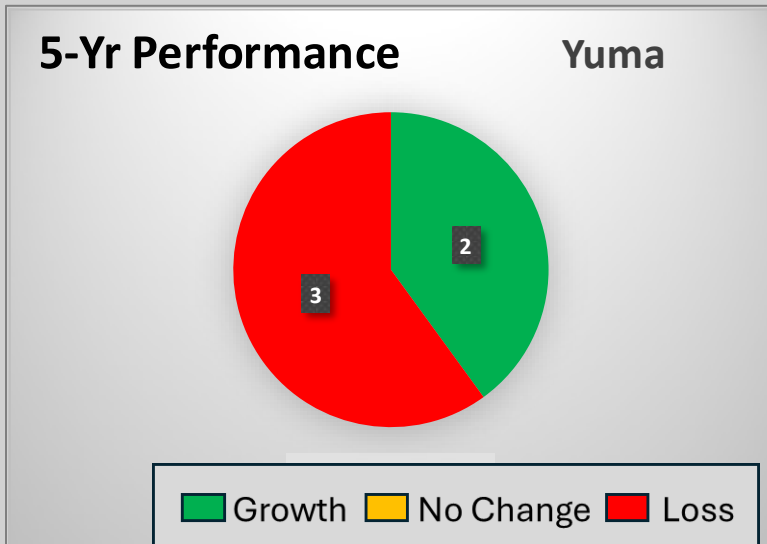


Willcox	Club Xperience % Loss			
	55 %			
	2021-Current		Current Membership	Best Case Membership
New Members	Resigned Members	Club Xper Losses		
11	7	4	11	15

Yuma

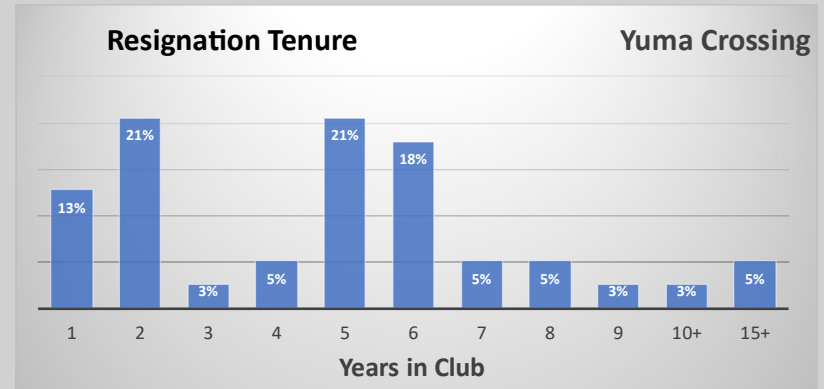
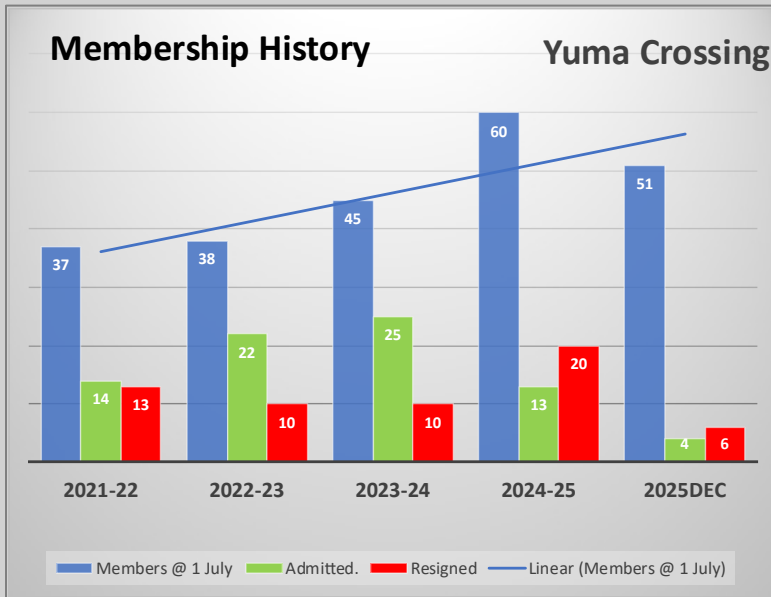


Yuma	Attraction Rate	Resignation Rate
5-Yr Avg	11%	14%

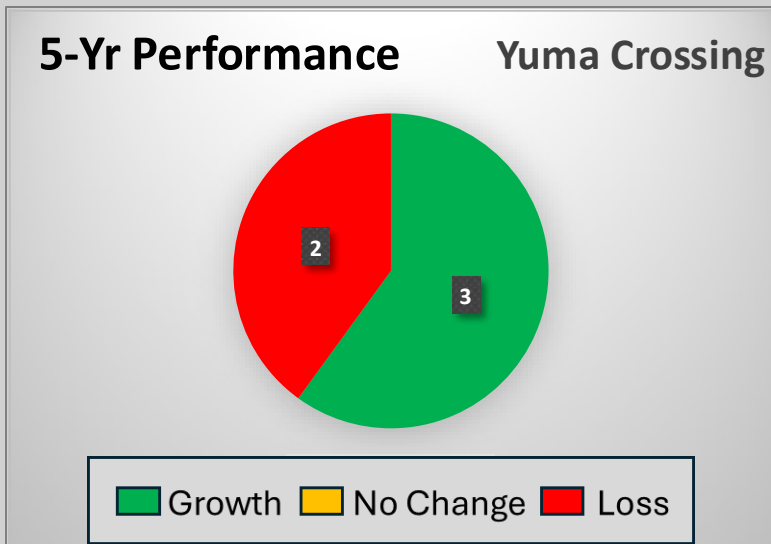
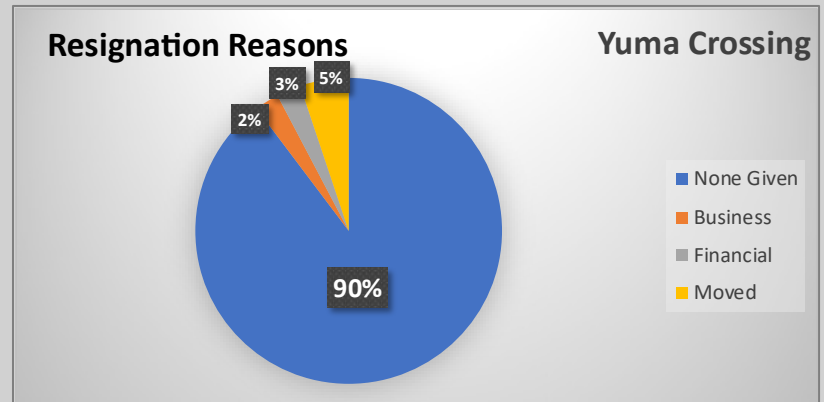


(Multiple Items)	Club Exp Percent		Current Membership	Best Case Membership
	38 %			
2021-Current				
New Members	Resigned Members	Club Xper Losses		
1223	1167	443	1388	1831

Yuma Crossing

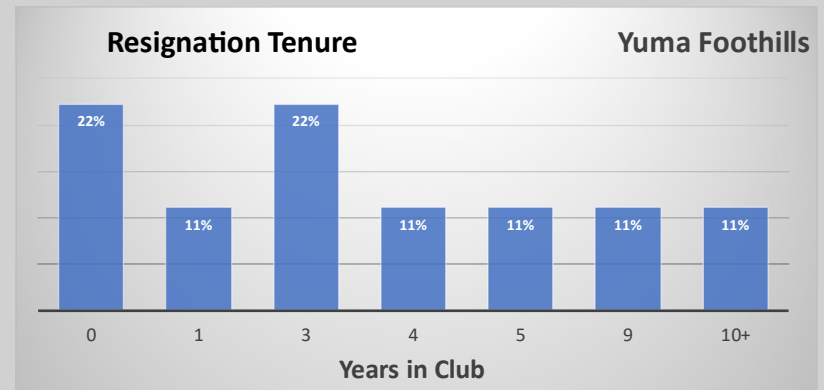
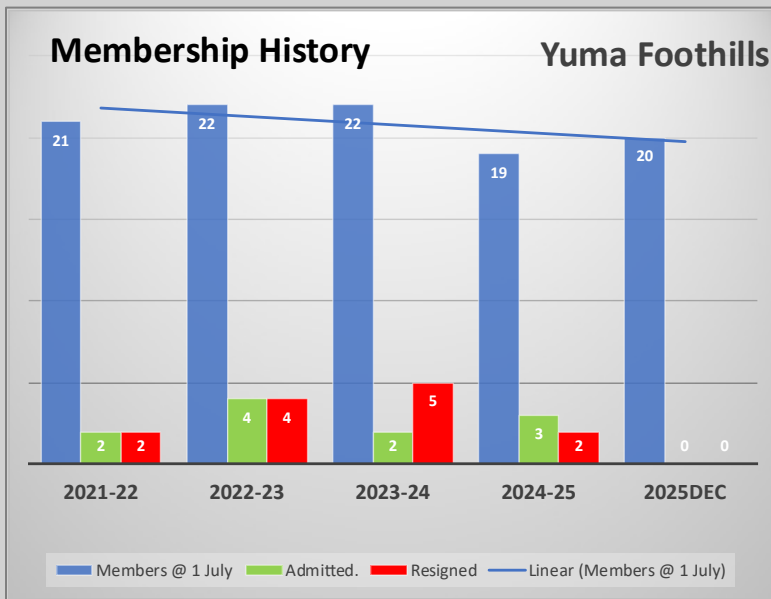


Yuma Crossing	Attraction Rate	Resignation Rate
5-Yr Avg	36%	26%

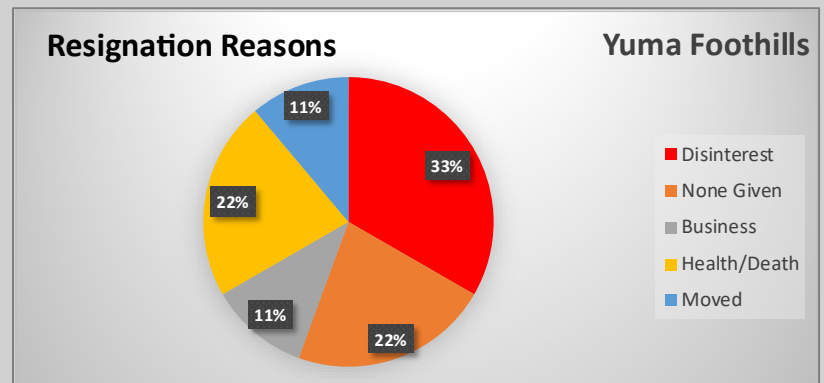
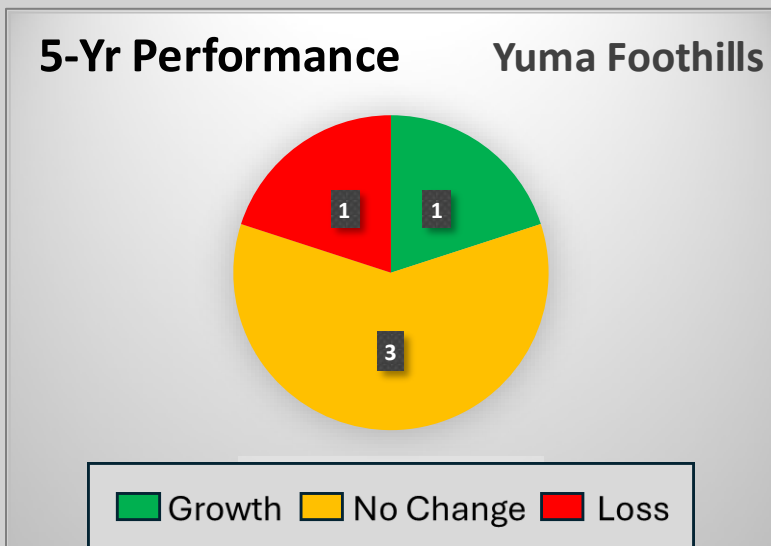


Yuma Crossing	Club Xperience % Loss			
	90 %			
r Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
78	59	53	47	100

Yuma Foothills

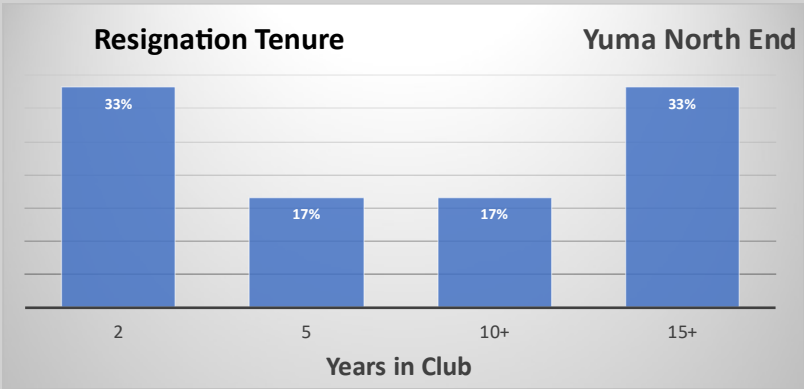
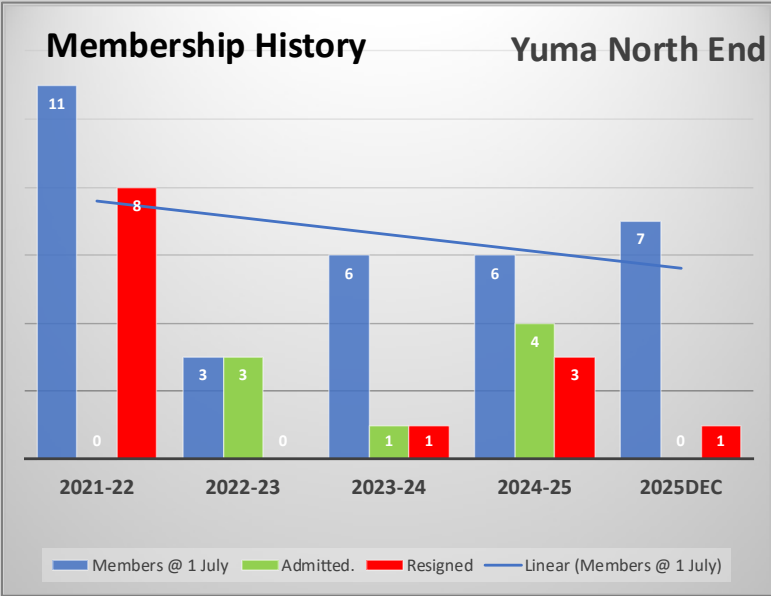


Yuma Foothills	Attraction Rate	Resignation Rate
5-Yr Avg	11%	12%

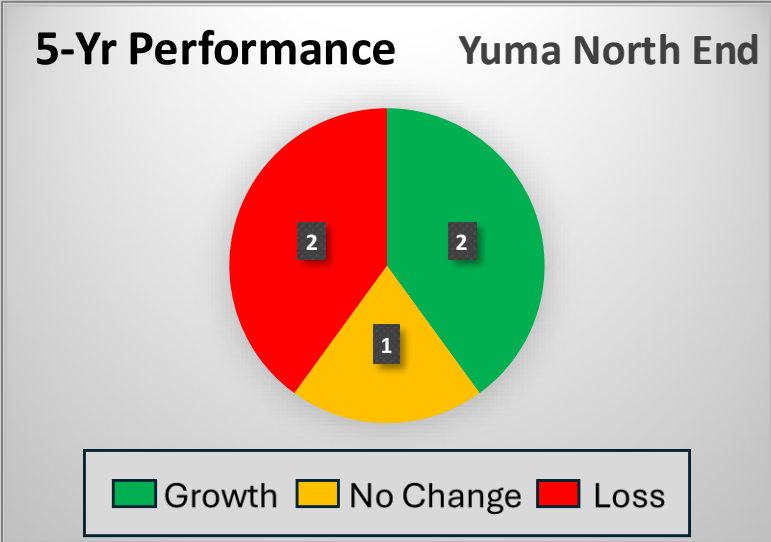
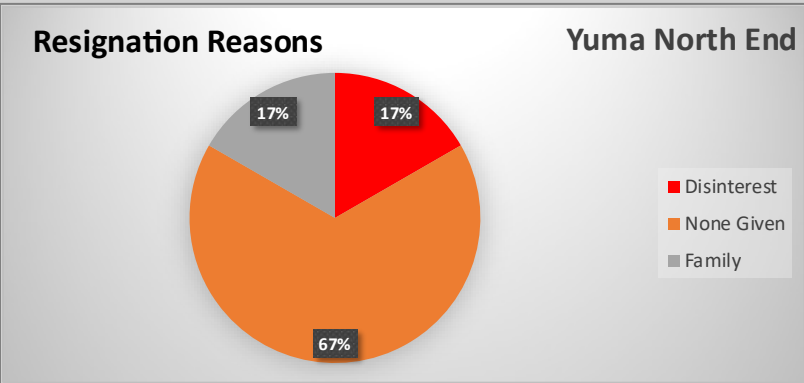


Yuma Foothills		Club Xperience % Loss		
		55 %		
2021-Current				
Members	Resigned Members	Club Xper Losses	Current Membership	Best Case Membership
11	13	7	20	27

Yuma North End

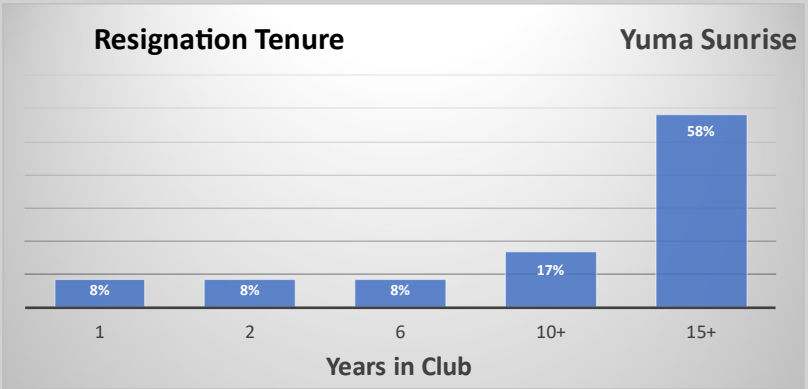
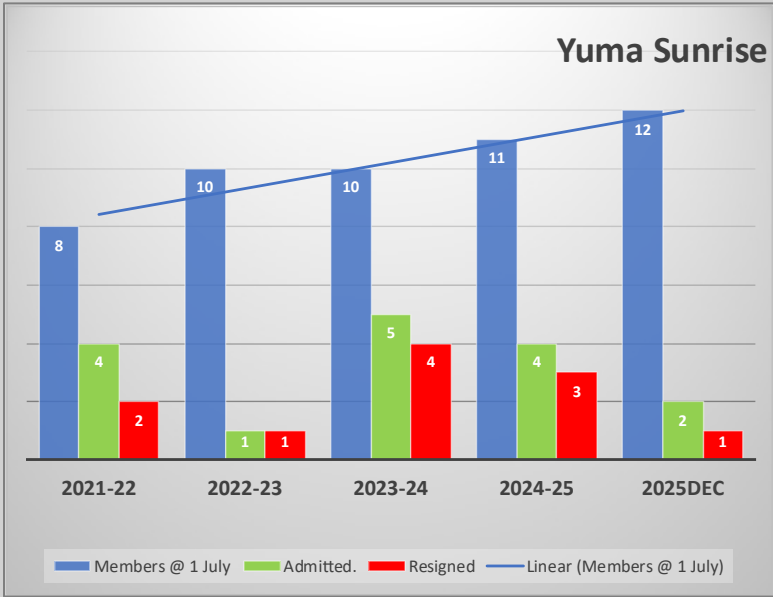


Yuma North End	Attraction Rate	Resignation Rate
5-Yr Avg	37%	31%

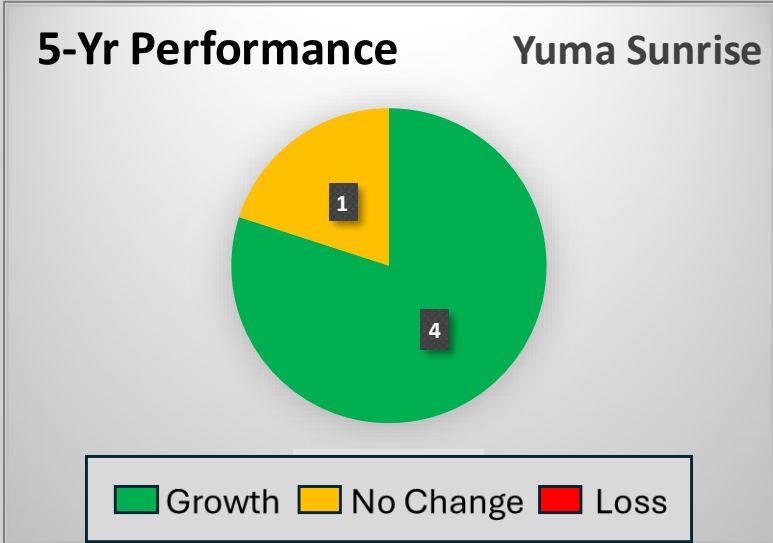
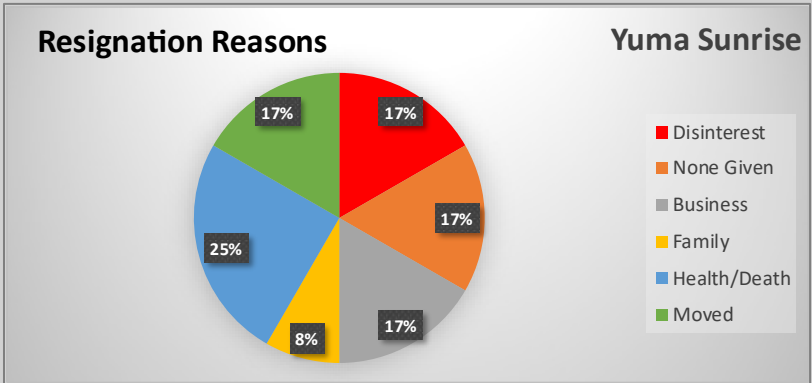


Yuma North End		Club Xperience % Loss		
		84 %		
New Members	2021-Current		Current Membership	Best Case Membership
	Resigned Members	Club Xper Losses		
8	13	11	6	17

Yuma Sunrise



	Attraction Rate	Resignation Rate
Yuma Sunrise		
5-Yr Avg	33%	22%



Yuma Sunrise	Club Xperience % Loss			
	34 %			
	2021-Current		Current Membership	Best Case Membership
Members	Resigned Members	Club Xper Losses		
16	11	4	13	17