

DSEA's Growth and Member Engagement (G.A.M.E.) Plan

Directions:

The G.A.M.E. Plan template helps locals to identify key activities, measurable outcomes, and engagement opportunities for local leaders, members and potential members. It will also help the local to develop key timelines and activities to achieve defined goals aligned with DSEA's 5 Key Strategies for Membership Growth and Engagement. For more information about the 5 Key Strategies check out the DSEA Local Association Guide to Membership and Engagement at dsea.org under the Local Association and Membership Resources section.

An "All Star" G.A.M.E. Plan would include the following:

- ★ A data-based recruitment goal (Use Data Sheets)
- ★ A plan to ask every new hire to join year round
- ★ Use of the YRO Survey Card for collection of data from members and potential members
- ★ A goal based on the results of the AR Assessment

Local associations are encouraged work with their UniServ Director to complete and submit a G.A.M.E. Plan. Copies of the plan should also be emailed to Kathy Dulis, Director of Professional and Leadership Development (kathy.dulis@dsea.org). Submitting plans will allow DSEA staff to identify opportunities for programmatic support.

Grant information: In addition to receiving programmatic support, local associations may also apply for G.A.M.E. Plan grants. Applications will be accepted on rolling basis and must be submitted by local president. Grants requests must support the activities within the G.A.M.E. plan and connect to a goal aligned with one of the 5 Key Strategies or AR Assessments. Grants can be submitted using the following link: <https://nea360.tfaforms.net/f/gameplan>

For more information on G.A.M.E. Plans and G.A.M.E. Plan grants, contact Kathy Dulis at kathy.dulis@dsea.org.

G.A.M.E. (Growth and Member Engagement) Planning Form
Local Association_____

Data-based Recruitment Goal: ____# of new members
Plan to ask every new hire to join year-round (Key Strategy #3)

What	Who	How	When	How Much	Other Resources Needed	How Did We Do
Activity Description	Person/People Responsible	Requirements needed to accomplish	Timeline	Budget	People, time, materials, locations, training, etc.	Evaluation (upon completion of the activity)

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Goal:
Aligned with Key Strategy #

What	Who	How	When	How Much	Other Resources Needed	How Did We Do
Activity Description	Person/People Responsible	Requirements needed to accomplish	Timeline	Budget	People, time, materials, locations, etc.	Evaluation (upon completion of the activity)

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Goal:

Aligned with AR Assessment Expectation:

What	Who	How	When	How Much	Other Resources Needed	How Did We Do
Activity Description	Person/People Responsible	Requirements needed to accomplish	Timeline	Budget	People, time, materials, locations, etc.	Evaluation (upon completion of the activity)