

ASIA PACIFIC REGION MEMBERSHIP DEVELOPMENT STRATEGY



Asia Pacific Region

World Association
of Girl Guides
and Girl Scouts

Association mondiale
des Guides et des
Eclaireuses

Asociación
Mundial de las
Guías Scouts

4 Million by 2020

Global Outcome 1 Increased and diversified membership
Global Outcome 2 Improved Image and visibility of Girl Guides and Girl Scouts at every level
Global Outcome 3 Influence issues that affect girls and young women
Global Outcome 4 Strengthened the quality of the Girl Guiding and Girl Scouting experience
Global Outcome 5 Build leadership capacity at every level
Global Outcome 6 Increased funding

Membership Development Strategy
 Strand 1 Building the capacity of existing MOs through Regional structure
 Strand 2 Reviewing pathways to Organizational Membership
 Strand 3 Exploring new pathways to membership for girls and young women

Supports ↑ Contributes

AP Strategic Priority 1 Strengthen the skills of adult members	AP Strategic Priority 2 Deliver attractive and quality programmes	AP Strategic Priority 3 Retain and grow membership and market share	AP Strategic Priority 4 Build strong structures and organizational systems	AP Strategic Priority 5 Expand and diversify funding in MOs and AP Region	AP Strategic Priority 6 Enhance image and awareness of Girl Guiding Girl Scouting
<ol style="list-style-type: none"> MOs have an accredited Training Scheme. MO's Training Scheme is implemented by competent Trainers using innovative training methods. MOs have well trained volunteers to deliver the programme. AP Region mobilizes a pool of qualified and skilful members to support the region. AP Region conducts regional events to build capacity of volunteers. 	<ol style="list-style-type: none"> MOs have an updated Educational Programme that responds to the needs of members and community. MOs to have effective delivery of the Educational Programme. MOs support WAGGGS and regional initiatives e.g. Stop the Violence, Imagine More, Free Being Me, etc. 	<ol style="list-style-type: none"> MOs have a Membership Strategy and able to meet targets set. MOs create opportunities for non-members to experience GGGS. AP Region explores new ways of Membership to WAGGGS for countries like Vanuatu, Bhutan, Indonesia and Laos. AP Region continues to develop CWTM to become Associate Members, and Associate Members to become Full Members of WAGGGS. 	<ol style="list-style-type: none"> MOs have a Constitution that is comprehensive, relevant and adhered to. MOs have a pool of volunteers who are well managed and competent to support the organization (for some to include professional staff). MOs have an organisational Risk Management Plan. AP Region develops and implements the Pacific Strategy. AP Region supports MOs to strengthen the WAGGGS 6 Core Areas of Work*. 	<ol style="list-style-type: none"> MOs have an effective Fund Development Strategy and are financially sound. MOs increase financial base to support quota payment, attendance at events, office systems and projects. AP Region continues to develop Friends of Asia Pacific WAGGGS (FAPW). AP Region Fund Development Strategy expanded to include new sources of funding. 	<ol style="list-style-type: none"> MOs have a Marketing Strategy that builds up the image of Girl Guiding and Girl Scouting internally and externally. MOs maintain and build strategic partnerships at all levels. AP Region continues to build strategic alliances with regional and global partners. AP Region has a Marketing Strategy.

* educational programme, adult training, structure & management, membership, finance and relationship to society

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