

# **Membership Action Plan**

## **South Eastern Shore District**

1. The South Eastern Shore District consist of the following counties. Dorchester, Wicomico, Somerset and Worcester.
  
2. South Eastern Shore District, based on the current goal of membership 1,412 (3 DEC Men)
  
3. The following were elected as DEC men from the South Eastern Shore District:
  - A. Leon Miller (231) Senior DEC
  - B. Avery Purnell (231)
  - C. Rodney Helmer (243)

4. Squadron assignment for the DEC men within the South Eastern Shore District.

**A. Leon Miller**

(Squadron 16, Squadron 64, Squadron 93, Squadron 145 and Squadron 269).

**B. Avery Purnell**

(Squadron 94, Squadron 123, Squadron 166 and Squadron 231).

**C. Rodney Helmer**

(Squadron 87, Squadron 91, Squadron 218, Squadron 237 and Squadron 243).

5. District goal is fifteen percent growth from previous year final number for each Squadron within the South Eastern Shore District.

6. Utilize Technology to manage all Squadron's within the district. Advertise events/ Fundraisers and meetings. Celebrate successes and accomplishments. Improve communications with all members with each Squadron(s) and the district.
7. District Adjutant will create committee to work with the DEC men and Squadron officers. District Adjutant will manage the website and upload all information.
8. Encourage Squadrons to use MySQL and use the tools provided within the data base.
9. Collect all cell phone numbers to create text distribution list. Reminders of meetings and important events.
10. Collect as many email addresses as possible. Adjutant will build the database within the District. The website to notify Squadron / District members on all sorts of information.

11. We will start to hold membership drives throughout the South Eastern Shore District.
12. We will create tools / Forms to help with membership. All forms will be posted on the website. To include: reminder about paying their dues, hardship letters and decease family member who paid dues for members forms.
13. All officers and Squadrons will have an email address.
14. The overall goal is to help improve communications throughout the entire South Eastern Shore District.