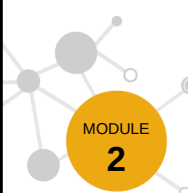




Network Strengthening Program



MODULE 2 Membership







Learning Objectives

- Review your network's existing mission and vision to ensure that they are current (or create them if they don't exist).
- Explore the composition of your network's membership and your ability to meet their needs.
- Identify the most appropriate benefits to meet the current and prospective needs of your members.
- Explore what your members could contribute to the network's activities and sustainability.
- Create an action plan to meet short term and long term objectives related to membership, benefits and contribution.

2 Network Strengthening Program







What is a Mission Statement?

A mission statement states what the network does and for whom, why and how. It is operational in focus.

Example:
XYZ Network provides high quality and accessible HIV/AIDS prevention and treatment to people in the most remote villages in ABC county.

3 Network Strengthening Program







What is a Vision?

A vision is a picture we create in our minds of a desirable future toward which we can begin to act. Visioning enables us to play an active role in creating the future.

A vision captures the imagination and is motivating and incorporates the wishes and dreams of the network regarding the ultimate impact of their work at some unspecified time in the future.

4 Network Strengthening Program





Vision Examples

- Children are born without HIV and live to old age without ever being exposed.
- XYZ Network sees an AIDS free generation growing to healthy maturity in even the most remote areas of the country.

5 Network Strengthening Program





Member Composition

What did developing the list of members of your network in the pre-program preparation phase tell you about your current membership?

6 Network Strengthening Program





Membership Criteria

Current membership criteria vs. possible/other criteria.

Would you like to change your criteria?
If so, how?

7 Network Strengthening Program







Value of Adding New Members

Weighing the pros and cons does it seem that adding new members would be beneficial?

- If so, what would be the characteristics of a potential member that you would like to have join?
- How could you serve this member and how would the new member serve the network?
- Do you have any specific potential members or groups of members in mind?

8 Network Strengthening Program







What are Member Benefits?

Products and services offered to the members as an advantage of being a member of the network.

9 Network Strengthening Program







Typical Network Benefits

In your experience, what are some typical benefits that other networks offer?

10 Network Strengthening Program

USAID PEPPAR LEADERSHIP MANAGEMENT & GOVERNANCE PROJECT



Typical Member Benefits

- Website
- Regular newsletter
- Announcements of changes (e. g. in national policies and procedures)
- Publications (e.g. books, white papers, articles, etc.)
- Curricula for universities or districts/regions to use
- Videos or radio programs
- Access to other members for networking and collaboration
- Conferences
- Forums
- Trainings and workshops
- Professional certifications
- Advocacy (a voice)
- Visibility
- Referrals

11 Network Strengthening Program

USAID PEPPAR LEADERSHIP MANAGEMENT & GOVERNANCE PROJECT



Member Contribution: Mutuality

In order to provide these member benefits and, more specifically, core benefits (i.e. those that are ongoing with or without donor funding), members must contribute something:

fees; volunteer time; data; news and other information for publication; facilities; capacity development for other members; their own travel costs to conferences, etc.

12 Network Strengthening Program

USAID PEPPAR LEADERSHIP MANAGEMENT & GOVERNANCE PROJECT



Member Benefits Cafe

1. The paper you have been given indicates in order the tables you will visit during the activity.
2. At each table you will be given a question to discuss for 25 minutes.
3. At the end of 25 minutes, you will move to the next table on your list. There you will be given another question to discuss for 25 minutes. etc.

13 Network Strengthening Program







Question #1: Current Benefits

What are the current member benefits the network offers and what specific member needs to they serve? Put a star next to the ones you consider to be "core" benefits.

Remember: Core benefits are those that the network must offer on a continuing basis even if donors are not funding them.

14 Network Strengthening Program







Question #2: Possible New Benefits

What existing member needs are not being met and what potential future benefits might the network offer?

Make a full list and then star the ones that would count as core benefits.

15 Network Strengthening Program







Question #3: Member Contributions

What contributions would you ask the members to make in order for the network to provide the current and new core benefits?

Would the members be willing and able to make these contributions?

What contributions would they be able and willing to provide for some of the other valued benefits identified?

16 Network Strengthening Program







Membership Wrap-up

Outputs from the module:

- Affirmed/revised vision
- Affirmed/revised mission
- Current member composition
- Ideas for revising membership criteria
- Current benefits and member needs met
- Prospective benefits and member needs met
- Potential member contributions

17 Network Strengthening Program







Short and Long Term Action Planning

18 Network Strengthening Program

