

## Vision – Action – Outcome

Last year, ISDUP introduced The Ten-Year Camp Initiative which became the driving force to formulate a plan to increase membership in a declining Camp in Maricopa West AZ Company. This evening Camp was chartered 35 years ago, and recruitment was needed.

A one-year pilot plan was put into place after consulting with ISDUP with the purpose of using the existing Camp charter and its declining membership by organizing a day meeting option for potential members not wanting to attend in the evening. Elected and appointed officers were organized to cover both meetings.

Potential members were identified and contacted. Invitations were sent for an open house organized following the ISDUP online Outreach Ideas – a display board, give a-ways including DUP scratch pads, old lesson books, bags of jacks, marbles, whirligigs, kits for pioneer yarn dolls, and honey candy. A Q&A and light brunch followed a presentation. Seventeen women attended with individual follow up after.

The outcome of this pilot project has brought together a sizeable group who are thrilled about their membership in DUP. Enrollment as of January 2024 consists of eleven Members, three Associates and four working on applications. This has truly been a lifeline to the original evening Camp Roster.