

# International Dzogchen Community

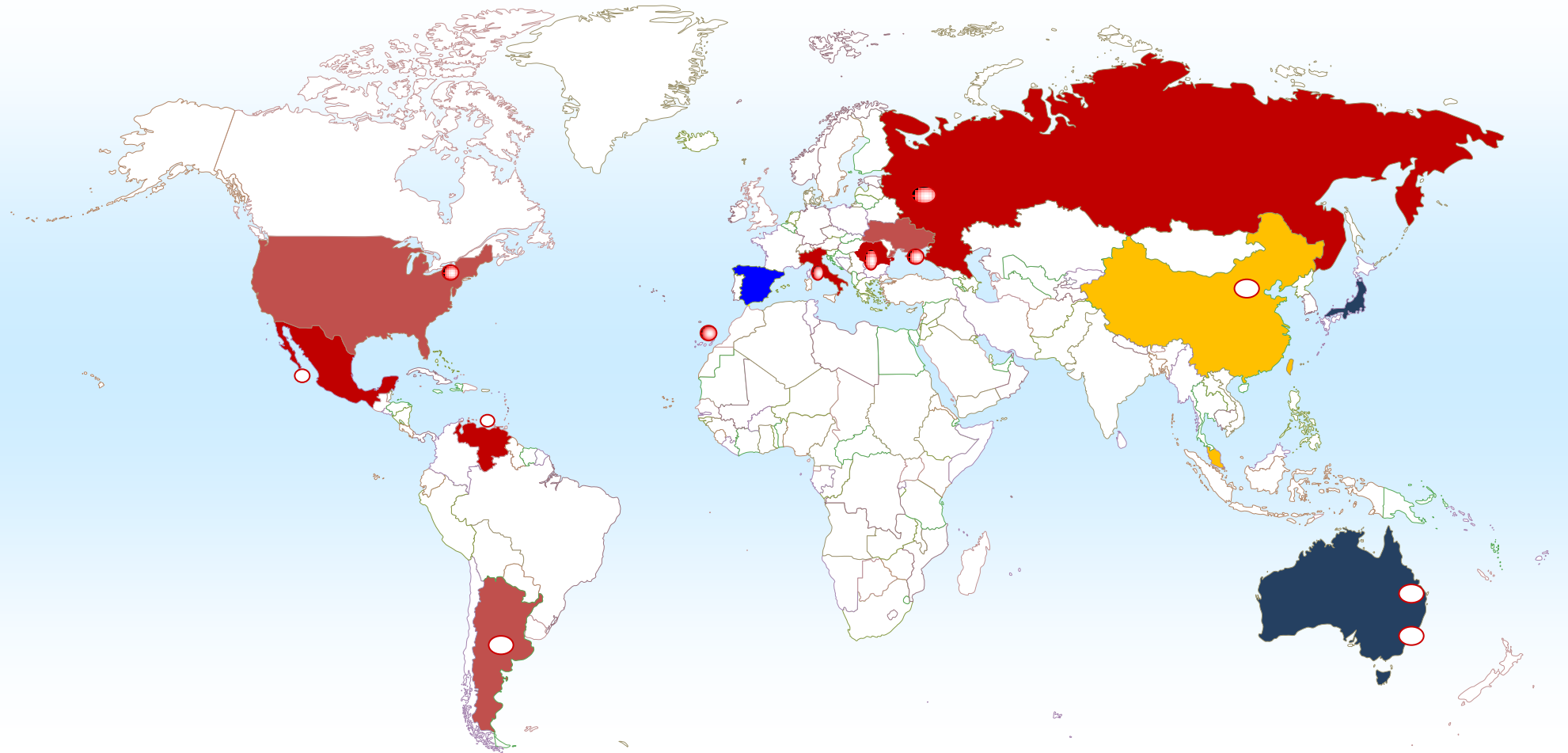
Membership Report  
2013



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INTERNATIONAL DZOGCHEN COMMUNITY  
GAKYIL

# *The IDC Map of Gars & Asian Lings*



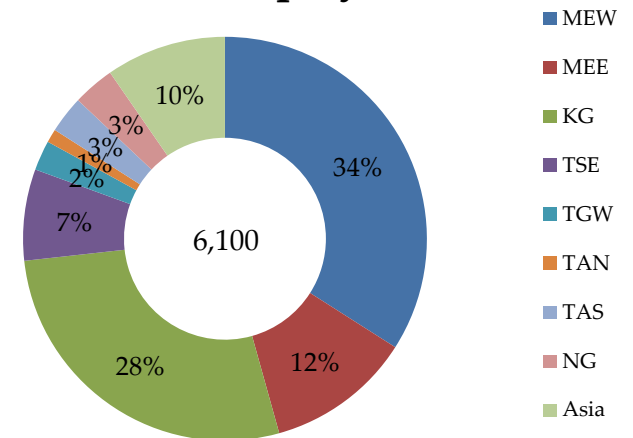
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INTERNATIONAL DZOGCHEN COMMUNITY  
GAKYIL

# IDC Membership Review for 2013

- ❖ The total number of members globally is estimated at 6,100
- ❖ The largest Gar by membership is Meri Gar West, with 2,070
- ❖ Next largest Gars are Kunsan Gar North, followed by Meri Gar East
- ❖ Ordinary Membership levels are reasonably consistent throughout the world, which suggests accurate pricing relative to local economic conditions
- ❖ Inconsistent means testing for Reduced Membership is likely to be producing divergence for a few Gars
- ❖ The level of Meritorious Members is surprisingly consistent; between 1 to 4%, indicating, potentially, less relevance for local economic conditions

**Membership by Gar**



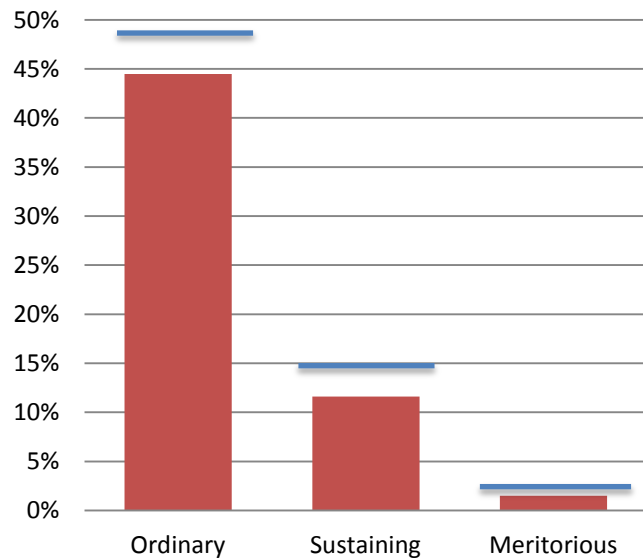
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❖ Three goals we are hoping to achieve from a Membership perspective are;

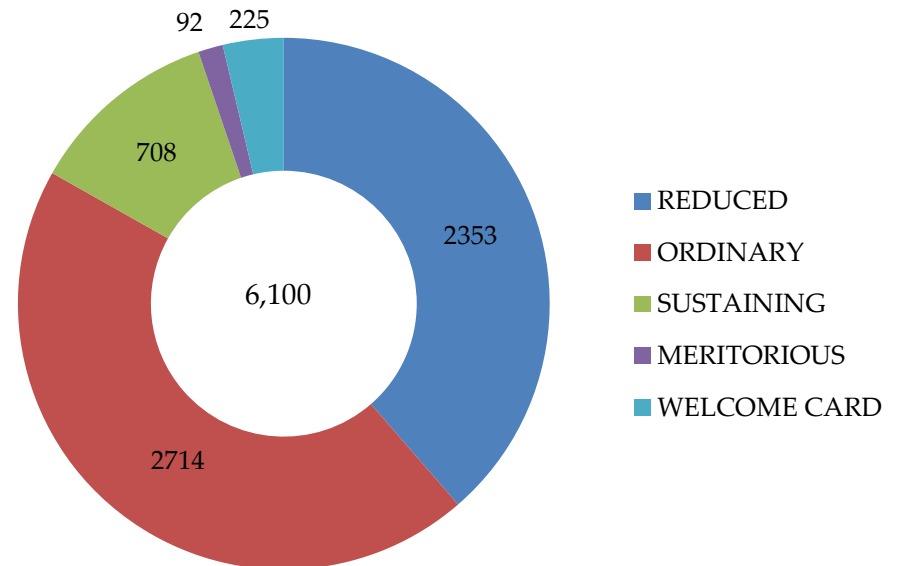
- Achieve Ordinary Membership of 50%
- Raise Sustaining Membership to 15% or higher
- Raise Meritorious Membership at 2% or higher

❖ The Gars that are already most aligned with this outcome are; Tashi Gar South, Meri Gar West, Namgyal Gar and Tashi Gar North.

**IDC Members by Type**



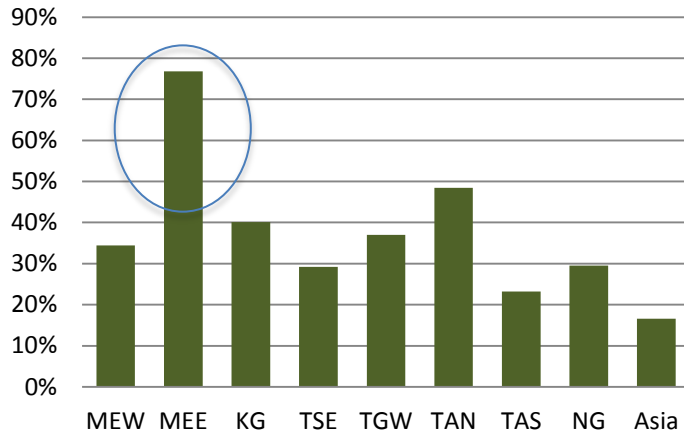
**Dzogchen Community Membership (2013)**



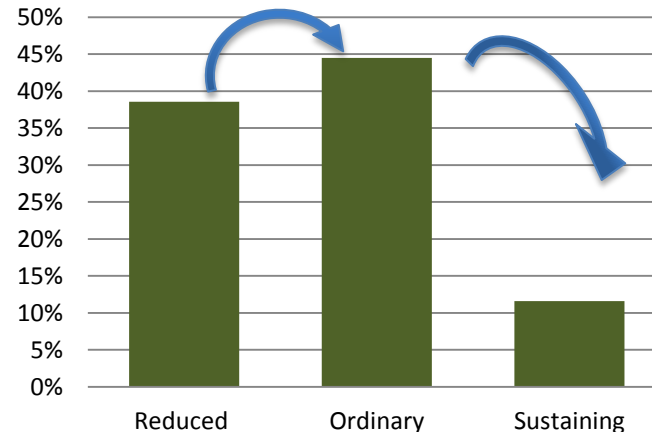
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- ❖ Reduced Membership levels reveal some tendencies that require investigation. It is important to review “means testing” each year for compliance with Reduced Membership policy. Those qualifying for Reduced Membership are meant to be as follows;
  - Students under the age of 30
  - Pensioners
  - Those with recognised level of low income, for example, below €700 per month is used at MGW. Local Gakyils should provide formulas in local currency for consideration to the IDC Membership Committee
- ❖ Well communicated and accurate membership pricing, with calibrated benefits, should positively influence membership trends

**Gar Percentage of Reduced Members**

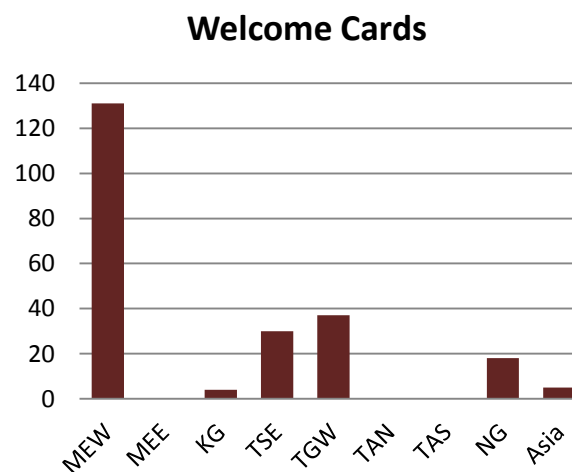


**IDC Members by Type**



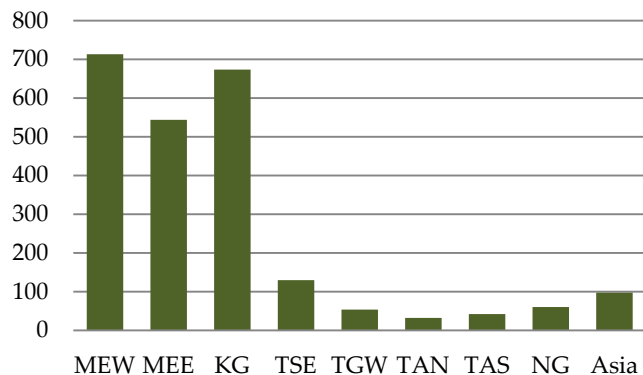
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- ❖ Welcome Cards are another important IDC initiative to be implemented in 2014. The total number of Welcome Cards issued in 2013 was 225. As the graph below shows, there were only a few retreats where we had the chance to introduce this new system in 2013, but other Gars will have their first chance in 2014.
- ❖ Who should be issued a Welcome Card;
  - Someone attending a retreat for the first time that wishes to apply
  - Anyone attending a retreat whose Welcome Card subscription has expired
  - Anyone attending a retreat that has not held an annually paid Welcome Card for three consecutive years
- ❖ What privileges does a Welcome Card offer, and what does it not;
  - It grants the right to attend an IDC retreat
  - It grants the right to purchase specified restricted Teaching materials
  - It does not grant the right to vote at AGMs
  - It does not grant the right to take SMS exams

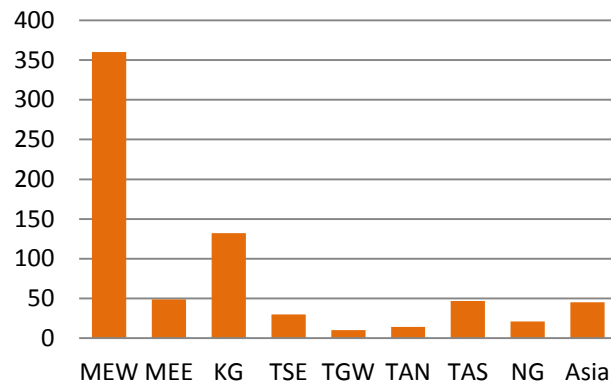


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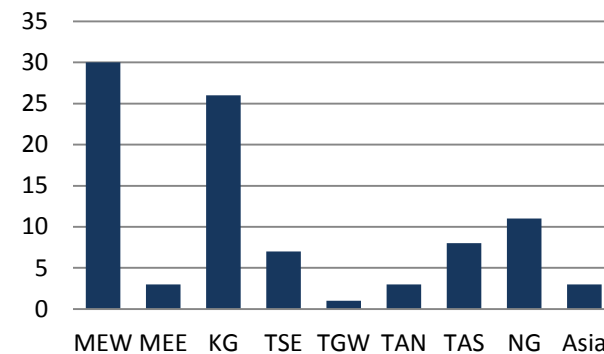
### Reduced Membership



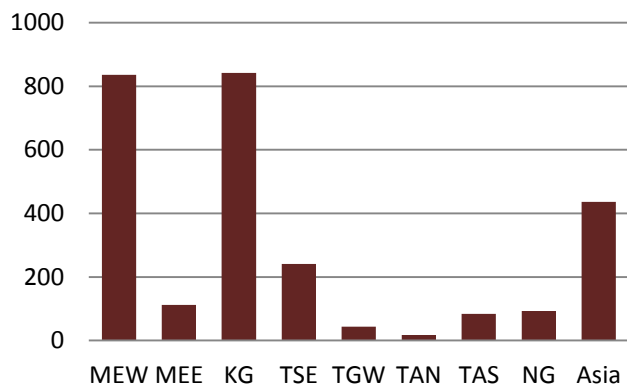
### Sustaining Membership



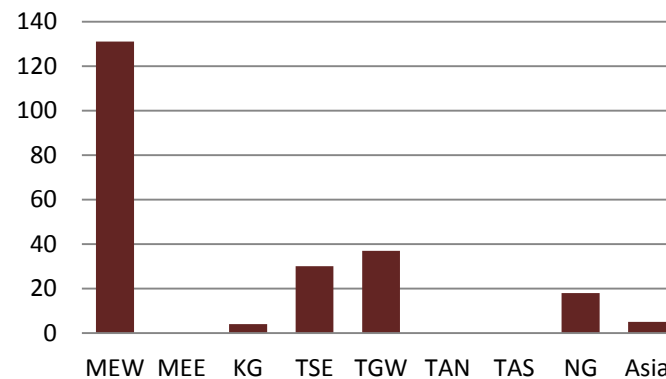
### Meritorious Membership



### Ordinary Membership



### Welcome Cards



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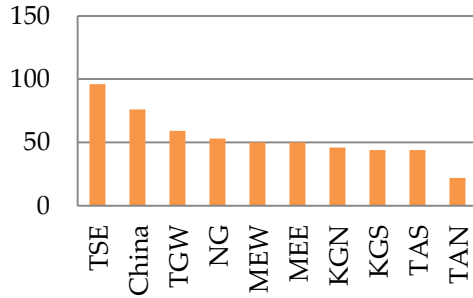
Global Membership Price Model			
	<i>IDC fixed exchange rate</i> <b>36 vs US\$</b>	<b>1.35 vs US\$</b>	
Local Price Level	<u>Ruble</u>	<u>US\$</u>	<u>€</u>
Reduced Membership	2,430	68	50
<b>Ordinary Membership</b>	4,374	122	90
<b>Local Gar Sustaining Member</b>	17,010	473	350
Family Membership (2 Person Ordinary)	7,290	203	150
=====			
Global Price Level			
<b>Global Gars Sustaining Member</b>	24,300	675	500
Meritorious Member	72900	2,025	1,500

- Local Gakyil provides IG with local pricing rationale. Fees are then set based according to economic environment & Gar sustainability
- Local Gar Sustaining Member receives retreat discounts locally
- IG sets Global Gars Sustaining Membership (GGSM) price, subject to an annual review. GGSM receives retreat discounts globally
- Meritorious Membership is a fixed scale formula linked to GGSM
- IG sets fixed € / \$ exchange rate prior to the start of each fiscal year. Local exchange rates are fixed in consultation with local Gakyils

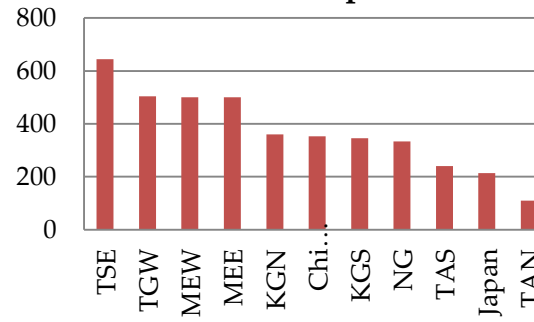




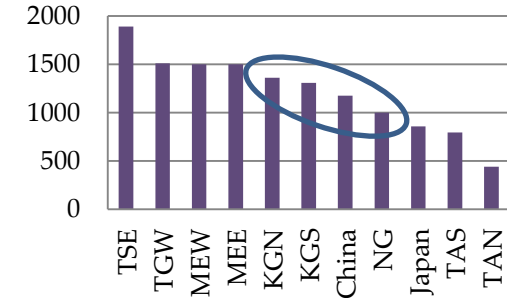
**Euro Price for Reduced Membership**



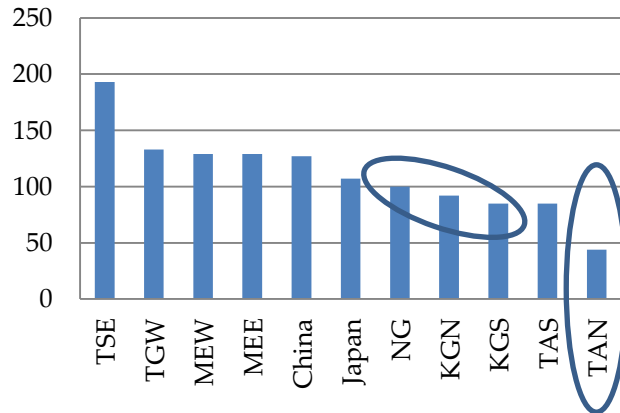
**Euro Price for Sustaining Membership**



**Euro Price for Meritorious Membership**



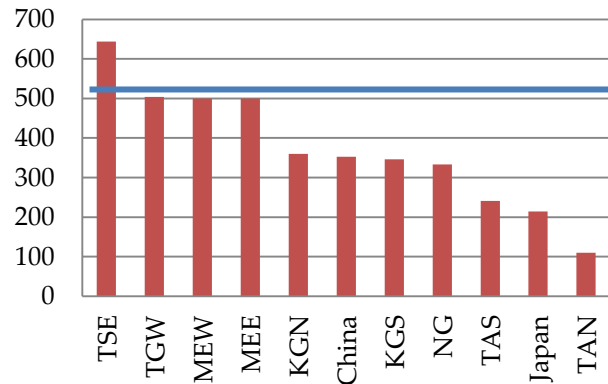
**Euro Price for Ordinary Membership**



- Tashi Gar Norte is an example of currency effects which we can manage
- Venezuela devalued its official exchange rate by 50% in 2013, unofficial rates more. Countries like Russia and Australia also saw significant currency moves (9% and 13% respectively)
- Currency effects are most relevant for Gar economic sustainability and valuing the “passport” of membership benefits



## Euro Price for Sustaining Membership



- The setting of Sustaining Membership price levels is an area that will require some additional work. Retreat & book discounts are an important feature of Sustaining Membership, making valuation of these benefits an important exercise for Gar economic sustainability
- When Members pay the higher Sustaining Membership tier fee, they are essentially committing to support the Gar hosting 2 or 3 retreats, as well as purchases items at the Gar bookshop
- The different costs for hosting a local retreat around the world, and the variation in price levels currently offered for Sustaining Membership, do not economically equate to Membership benefits being honoured equally at all Gars

## Global Membership Price Model

### Local Price Level

Reduced Membership

**Ordinary Membership**

**Local Gar Sustaining Member**

Family Membership (2 Person Ordinary)

### Global Price Level

**Global Gars Sustaining Member**

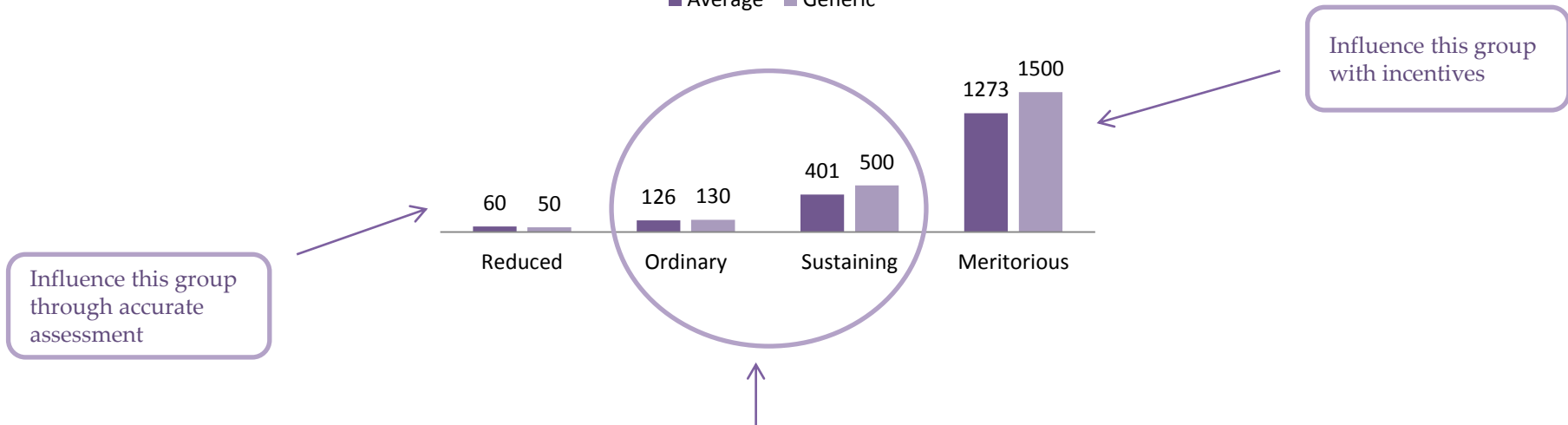
Meritorious Member

- Local Gakyil set Local Sustaining Membership price & discounts to match a 3 local retreat benefit profile
- IG will set price for Sustaining Membership that allows discounts to be valid (a so-called passport) at all Gars
- Both Sustaining Memberships will have equal discounts and “passport” recognition at Dzamling Gar



## Membership Fees Average for All Gars

■ Average ■ Generic



- 60% of all Members are in these central membership definitions
- This group represents 70% of total Membership revenues
- Accurate pricing, communications and real economic understanding will help us to achieve self-sufficiency, economic sustainability
- the 39% Reduced Membership generates 16% of total revenue, while the 1.5% Meritorious Members generate 13% of the revenue



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