**RECOMMENDATION(S)**

**DIVISION**

**COMMITTEE**

Click here to enter a date.

**Global Council Member:** Full Name & Designation, City, State, Country

**Chair:** Full Name & Designation, City, State, Country

**Executive Committee Liaison:** Full Name & Designation, City, State, Country

**Staff Liaison(s):** List staff liaisons here

**RECOMMENDATION #1:** Recommendation written here.

**PROPOSED OFFERING:**

* Include brief description (250 words or less) of concept or event timeline.
* List alternative delivery systems or approaches that were considered and reasons for choosing proposed offering.

**OBJECTIVE:**

* What is the recommendation/offering attempting to achieve?
* Identify platform(s) and charter focus area(s) addressed and explain how.

**TARGET MARKET (Primary):**

* Identify the primary member segment(s), member/non-member, specific demographics (region, age, etc.) targeted. Include estimated numbers (percentages) for primary target.

**TARGET MARKET (Secondary):**

* Outline any potential secondary content usage or markets.

**NEEDS ANALYSIS:**

* List quantifiable data/research that supports determined needs (possible sources: focus groups, surveys, existing data, behavioral metrics, and potential competition).

**IMPLEMENTATION:**

* Outline implementation process/steps planned, timeline, and personnel (staff, vender and volunteer) resources required.

**MEASUREMENTS OF SUCCESS:** What will success look like?

* Identify specific, quantitative, measurable, success goals.

**BUDGET:** Indicate budget requested or impact on MDRT budget/finances.

**ACCOUNT NUMBER:** Indicate budget needed and account number.

**REASON FOR RECOMMENDATION:** Indicate if recommendation impacts MDRT policy, major policy change, major procedural change, new project, if leadership team does not agree, and/or if budget is needed (or impact on MDRT budget). All requests for budget must go to MDRT Finance for approval. If over $10,000 USD the request must first go to the Finance Committee and then the Executive Committee.

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| Finance Committee Action: |
|  | N/A - No impact on MDRT Budget  |  | Reviewed and approved as amended |
|  | Reviewed and Approved as submitted |  | Reviewed, not approved |
| Comments: |

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| --- |
| Executive Committee Action: |
|  | Approved |  | Not Approved |
| Comments: |