

Managing and Tracking Your Membership

- Introduction
- BRBC Background
- How we functioned Before 2008
- Issues and concerns
- The transition - we needed to update our website

Issues and concerns

- *Not enough volunteers*
- *Growing membership and so was the work load*
- *The Membership system was labor intensive.*
- *Increased dependence on email Communication*
- *Many of our members were not computer literate*
- *Email, voicemail, and address lists had to be updated manually*

The transition - we needed to update our website

- *Members should have the ability to update their own contact information.*
- *The membership database should be updated dynamically.*
- *All communication should be based directly on the website database*
- *Members should be able to pay their dues online*
- *Club Emailings should be delivered based upon the email addresses on the website data base. We would prefer not to have to copy the database to an external system*

New website built with ClubExpress.com

- *Prefab website package specifically for clubs and service organizations*
- *Provides the hosting*
- *Built-in background processing such as credit card processing, emailing to the membership and member database*
- *"Program by Numbers" website development*

Our Experience - The Good

- *Quick initial setup and easy ongoing maintenance*
- *Allows for multiple contributors*
- *Easy to navigate by the membership*
- *Collection and registration for various events*
- *Online payments has driven up membership level*

Our Experience - The Bad

- *Members don't login and therefore do not make use of advanced features*
- *We have a number of members without computer access*
- *Lack of volunteers to maintain various parts of the website*
- *Initially we did not do a go job on email and phone call follow-up*
- *Credit card processing costs*

To Do

- *Make use of advanced visual features*
- *Attract advertisers*

Maintaining and retaining Memberships

Membership Renewal Reminders

- *Emails to all past due members*
- *Auto calling to past due members using VoiceShot.com*
- *Personal calling campaign*

Attracting New Members

- *Annual Century*
- *Website Presence*
- *Membership Forms available at events, rides & local bike shops*