



VERMONT MOUNTAIN BIKE ASSOC.
SINCE  1997

VMBA Chapter Program 2018

Coming together as a unified family of chapters has facilitated meaningful progress over the past few years, primarily achieving an influential voice in the halls of government with regularity and effectiveness. The local effort of chapters in tandem with VMBA's advocacy is a uniquely productive combination and is the only of its kind in the country. Our environment of shared success and interconnectivity promotes an atmosphere of constant innovation at the rider, chapter and Association levels. Thank you for everything you do for riding in Vermont.

Chapter Benefits for 2018:

- Consistent and effective advocacy with private land managers, towns and public land managers
- Access to the VMBA chapter trail building clinic
- Access to the VMBA chapter trail building grant
- Legislative and land statute representation
- Access to a united consortium of VMBA chapters
- Access to RTP funding through district FPR foresters
- Online membership enrollment services
- Umbrella 501c3 status and accounting services
- General member benefit mailing once a year
- Insurance covering: directors & officers, riders, trail day volunteers, landowners and events
- Event promotion
- Representation on the VT Trails and Greenways Council

General Membership Administration:

- Membership will be \$49 for individuals and \$98 for families (2 adults / 2 children under 18)
 - Membership revenue splits: \$24.50 for single memberships and \$49 for family memberships. The share cap for chapters is \$12,000.
- Chapters can begin selling membership when they wish:
 - VMBA will begin mailing membership materials in early April.
 - Member benefits will be redeemable from April 1, 2018 through March 31, 2019.
- VMBA will begin membership payouts to chapters beginning in mid-April.
- Chapters are encouraged to utilize one of two methods for membership enrollment:
 - I-frame vmba.org's membership page into the chapter's page
 - Create links directly to vmba.org's membership enrollment page

- If a chapter chooses an alternative method to enroll members, a new platform must ensure that every new member can add every other chapter during membership registration. The chapter must also agree to process payouts to VMBA and chapters every two weeks starting in mid-April.
 - Example: chapter hosts an event and offers membership – registration form must have additional chapter add-on option and chapter pays VMBA its cut every two weeks.
- New membership data must be sent to Allison (allison@vmba.org) in a formatted Excel file found [HERE](#) or at vmba.org/chapter-documents within 3 days of the event.
- Any changes/additions of membership levels and prices beyond base (\$49) and family (\$98) must be submitted for 2019-20 by Friday, December 14, 2019. (example – Fellowship’s 5-pack price). No changes will be accepted after December 28, 2019 to membership levels on vmba.org.
- The membership splits apply to all chapter members starting at the beginning of the season - Individual - \$24.50 & Family \$49.00.
- Chapters are encouraged to sell memberships at parties, events, etc. VMBA asks that on-site membership information be sent to the office in a formatted Excel sheet within 3 days of the event. All on-site information can be found [HERE](#) or at vmba.org/chapter-documents.

Membership Revenue Sharing 2018

Each membership is split 50/50 until the revenue sharing cap is met. After reaching the cap, all membership revenue – after direct membership expenses – goes to the chapters. Direct membership expenses will be \$6.00 per person. In 2018, the revenue sharing cap for chapters is \$12,000.00.

Chapters will cover \$ 24.50/49.00 for all complimentary memberships attached to sponsorship/donor/grant programs and arrangements.

After the split, the association’s portion of a membership is modest. Direct expenses attached to each member totals \$6.80 leaving a balance of \$17.70, to cover all expenses associated with member benefits, the VMBA Trail Grant, credit card fees, chapter insurance, postage, accounting, chapter online enrollment services, and the trail clinic.

Included Chapter Services for 2018

VMBA will provide the following to members during registration:

- One generic auto-email confirmation to new members (no chapter branding).
- General membership materials (VMBA strip, sticker, card and coupons).
- One pre-folded, VMBA generated letter to base members.
- Member log-in and access to chapter specific content.
- VMBA will house and protect chapter specific content on vmba.org for members.

Some chapters may be interested in more services. VMBA will manage and include the following for an annual fee based on the chapter’s membership total:

- Membership cards
- Stickers/Letters
- Promotional materials (calendar cards, stickers, etc.)
 - 25-100 members \$140
 - 101-175 members \$220
 - 176-250 members \$300
 - 251-325 members \$380
 - 326+ members \$450

All extra chapter items must fit into a standard #10 envelope. Extra services apply to one mailing each spring for new and renewing members. Chapters are responsible for ensuring materials are sent to the VMBA office by **Friday, February 9th, 2018.**

- VMBA will only accept deliveries from UPS, FedEx, and USPS. Please do NOT require signature for delivery.
- **Please do NOT use DHL. They are incredibly difficult to work with, as they have limited delivery times.**

Chapter Development:

It is anticipated that chapters will represent the organization well through being a consistent and thoughtful voice of mountain biking in their area. To help achieve this important outcome the following are strongly suggested for all chapters:

- Chapters should assemble a board of directors consisting of at least five people, each with a role that is attached to an annual plan
- A plan helps identify priorities and how your chapter's collective energy and expertise is utilized. It is suggested that chapters develop an annual plan that outlines dates for meetings, trails, trail days, events, member drives and outreach events, landowner relations and public land manager communications – a summary of this plan is requested by April 1st
- Maintaining a calendar of events is an efficient way to stay in touch with your members. Consider including trail days, meetings, other chapter events and local partners' events
- Chapters are asked to utilize social media as part of consistent outreach that celebrates the progress of the chapter and VMBA
- It is anticipated that chapters will routinely communicate with VMBA (at least once a month), host member outreach, have a membership goal and attend scheduled VMBA Advisory Council meetings

Sponsorships, Donors & Grants

A shared language:

- Sponsorship – synonymous with “partner,” and includes businesses and nonprofits that provide money or in kind support (lumber for a bridge) most often in exchange for exposure. The primary element is support from a **business**. Example, ABC.com writes a check for \$500 to VMBA in exchange for logo placement on the home page.
- Donor – describes an **individual** sharing support, most often cash. Example, a check written by an individual. Chapter benefits extended to sponsors may not apply to donors.
- Grants – Support from an organized entity that is set up to grant awards typically through an application process (Ex: **foundation** or **government agency, or business with an established grant program**).

We have come a long way together and we are getting stronger. Our unified consortium of chapters has illustrated to numerous stakeholders that mountain biking in Vermont has the capacity to make a difference on many levels. Your chapter's participation in this progress is meaningful. Please be in touch with any questions.

Thank You
Tom, Allison & Jacob