



VERMONT MOUNTAIN BIKE ASSOC.  
SINCE  1997

## 2019-20 VMBA CHAPTER PROGRAM

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. 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 2019:

- Consistent and effective advocacy with private land managers, towns and public land managers
- Legislative and land statute representation
- Access to the VMBA Trail Clinic
- Access to the VMBA Trail Grant
- 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:

- In 2019, membership will be \$55.00 for individuals and \$110.00 for families (2 adults / 2 children under 18).
- Any changes/additions of membership levels and prices beyond base (\$55) and family (\$110) must be submitted for 2019-20 by December 15. (Example - Fellowship's 5-pack price). Allison will follow-up with these Chapters to confirm.
- VMBA will begin membership payouts to chapters beginning in mid-April.

### Included Chapter Services for 2019-20

VMBA will provide the following to members during registration:

- One generic auto-email confirmation (no chapter branding).
- General membership materials (VMBA strip, sticker, card and coupons).
- One pre-folded, Welcome to VMBA letter.
- Member log-in and access to VMBA account at [vmba.org](http://vmba.org).

- Chapter specific membership reports, available at [vmba.org](http://vmba.org), accessible to Chapter requested board members.

In addition, VMBA will provide a Chapter insert in the membership envelope at no cost. **All extra items must fit into a standard #10 envelope.**

These include:

- Chapter membership card
- Chapter sticker
- Chapter Welcome Letter (please use 20 or 22lb paper, and make sure they are tri-folded, or cut to fit a #10 envelope).

Chapters are responsible for ensuring materials are sent to the VMBA office by

**Friday, March 15<sup>th</sup>, 2019.**

- VMBA will only accept deliveries from UPS, FedEx, and USPS. Please do NOT require signature for delivery. Please contact Allison for a mailing address. She uses her home address to reduce delivery issues at the VMBA office. *(We ask that you do NOT use DHL. They are incredibly difficult to work with, as they have limited delivery times).*
- Please email Allison if you are planning on having an insert for 2019-20.
- **VMBA will only send one mailing per membership. If your insert is not ready by the first mailing, you are responsible for mailing it to your members.**

### **2019 Membership Revenue Sharing**

- Membership revenue to Chapters: \$27.50 for individual memberships and \$55.00 for family memberships.
- The membership cap for chapters is \$13,000.00.
- After reaching the cap, Chapters will receive \$49.00 for individual memberships (\$55.00 minus \$6.00 for individual membership expenses) or \$101.00 (\$110.00 minus \$9.00 for family membership expenses).
- Chapters receive 100% of add-on revenue: \$27.50 for individual / \$55.00 family.

### **Sponsorships or Complimentary Memberships:**

- Chapters will pay VMBA \$27.50/55.00 for all complimentary memberships (individual or family) attached to Chapter sponsorship or donation arrangements.
- *This payment needs to be sent to VMBA via check. VMBA will not adjust payout amounts to cover these costs.*

### **Membership Signup via Chapter Websites:**

- Chapters are encouraged to utilize one of two methods for membership enrollment via their website:
  - I-frame [vmba.org](http://vmba.org)'s membership page into the chapter's page
  - Create links directly to [vmba.org](http://vmba.org)'s membership enrollment page

### **Membership Signup at Events:**

- Chapters are encouraged to sell memberships at trailhead sits, chapter events, races, 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](http://vmba.org/chapter-documents).
- New membership data must be sent to Allison ([allison@vmba.org](mailto:allison@vmba.org)) in a formatted Excel file found [HERE](#) or at [vmba.org/chapter-documents](http://vmba.org/chapter-documents) within 3 days of the event.
- You can also scan and email your membership sheets to Allison.

### **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 six people: President, Vice President, Treasurer, Secretary, Membership Coordinator.
- 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, trail days, events, member drives and outreach events, landowner relations and public land manager communications.
- Maintaining a public 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, host member outreach, have a membership goal and attend scheduled VMBA Advisory Council meetings.

### **Sponsorships, Donors & Grants**

A shared language:

- Sponsorship -includes ***businesses and nonprofits*** that provide money or in-kind support (lumber for a bridge) most often in exchange for exposure. Example, ABC.com writes a check for \$500 to Chapter in exchange for logo placement on Chapter website.
- 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