



VERMONT MOUNTAIN BIKE ASSOC.
SINCE  1997

2023/24 VMBA ADD-ON CHAPTER PROGRAM

Coming together as a unified family of Chapters has facilitated meaningful progress over the past decade. The local effort of Chapters in tandem with VMBA's advocacy is a uniquely productive combination and has emerged as a national model. 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.

Our Add-On Chapter Program works with trail networks that are owned and/or managed by something other than a VMBA Chapter and outside the VMBA organizational umbrella. You are part of a small number of networks that fall into this special category and are a valued part of riding in Vermont.

[Add-On Chapter Benefits for 2022/23:](#)

[2022/23 Membership Revenue Sharing](#)

[Additional Add-On Chapter Services for 2023/24](#)

[VMBA Membership Registration](#)

[Events & Social Media](#)

[Chapter Resource Library](#)

[High-level Calendar](#)

Add-On Chapter Benefits for 2023/24:

- Membership services: database maintenance & management, facilitate Add-On member revenue and services
- Manage membership mailing and postage, including inserts
- Provide ongoing Add-On Chapter member support
- Annual development of member benefits on Add-On Chapter's behalf
- Event promotion on vmba.org calendar, social channels and newsletter.
- Onsite support for events (per request)
- Promote Add-On Chapter on social channels & newsletter
- Logo featured on website
- Access to the Chapter Resource Library
- Plan Your Ride listing, the ultimate Vermont trip-planning tool for mountain bikers

Welcome Amy Potter!

At the end of 2022, we welcomed Amy Potter to the VMBA Team! Amy is our Office Manager & Membership Coordinator. You can learn more about her on our [website](#). Amy will be your main point of contact for all membership-related matters including membership mailings/reports, inserts, and orders. You can contact her at amy@vmba.org

2023/24 Membership Revenue Sharing

- In 2023/24, base membership will be \$60.00 for individuals and \$120.00 for families (2 adults / 2 children under 18). Each additional child is \$15.00. A Family of 5 would cost \$135.00 and a Family of 6 costs \$150.00. There will also be an Under-25 Individual membership for \$40.00. Base memberships are associated with a VMBA Chapter.
- **Members can choose to add on your organization and other Chapters for \$30.00 (individual) and \$60/\$67.50/\$75 (families of 2-4, 5, and 6, respectively)**
- Enrollment in the 2023/24 Membership season, which runs April 01, 2023 - March 31, 2024, will open on January 1st, 2022.
- VMBA will begin Chapter payouts on **January 23, 2023** and continue on a bi-weekly basis:
 - The comprehensive report will have breakdowns of dates, Add-On membership revenue, total memberships and total members. A breakdown of the membership prices and revenue split will also be included.
 - If you would like to add or remove any BOD members that receive these payout reports, please let Krysy know (krysy@vmba.org)
- At the time of purchase, Add On Chapters receive **\$25** for each individual membership and **\$51.50/\$57.50/\$63.50** for family 2-4/5/6 memberships. The balance is retained by the office to cover the administrative platform and cost of membership materials.

Additional Add-On Chapter Services for 2023/24

- Add-On Chapter-specific membership reports, available at vmba.org, accessible to any requested board members. Learn how to access your reports [here](#). Please email Amy, amy@vmba.org, if you or other board members need access.

- Placement in monthly VMBA members newsletters. If you have specific items you'd like to include in our monthly newsletter, please email Krysy.
- Chapter newsletters, emailed monthly via MailChimp to all Chapters and Add-On Chapters. Contact Krysy with specific board members who wish to be recipients.

VMBA Membership Registration

VMBA provides the following to members during and following registration:

- One generic auto-email confirmation (no individual Chapter branding).
- General membership materials (VMBA velcro strip, VMBA sticker, membership card, and coupon sheet). 2023/24 VMBA Strip Color: **Orange**
- One pre-folded, VMBA welcome letter, with member benefits listed on the backside.
- Member log-in and access to VMBA account at vmba.org.
- Monthly membership newsletter, featuring events, content, links to articles on vmba.org, and limited partnership promotions

In addition, Add-On Chapters may provide VMBA with an insert in the membership envelope at no cost. **All extra items must fit into a standard #10 envelope.**

These can include:

- Membership card (if applicable)
- Sticker (highly recommended, who doesn't love stickers?!) - **Stickers must fit in a #10 envelope, please make sure that it does not exceed 3.75"**
- Welcome Letter - **1/3 of a page (8.5"x3.66")**, front and back printed if desired. **These must be pre-cut. Please use 20lb, text weight paper. Feel free to send it to the office beforehand for review. If you would like to have the office print them for you (to save you time & postage) and send you an invoice, please coordinate with Amy.**

Add-On Chapters are responsible for ensuring materials are sent to the VMBA office by Friday, March 3, 2023.

- Please send materials to: VMBA, PO Box 2055, South Burlington, VT 05407
 - Please ensure the covered cost of postage. Any postage due will be the responsibility of the Add-On Chapter.
- If you plan to drop off at the office in Waterbury (40 Foundry Street), please coordinate with Amy Potter (Amy@vmba.org) beforehand.
- Curious as to how many to send? Each **member** will receive a Chapter sticker (if applicable) and each **membership** will receive a Chapter welcome letter (if applicable). We *highly* suggest that you provide the number of inserts equal to your 22/23 member & membership numbers plus any growth you expect (10-15% growth is a great estimate).
 - We will email you if we need additional inserts as the season continues.
- 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. This will be coordinated with Amy on members' mailing addresses.

Events & Social Media

We want to support all Add-On Chapters, including attendance at events and promotion through our digital channels. We encourage you to do the following:

- Email Joe Gaynor (Partnerships & Programs Manager), joe@vmba.org, for any events that you would like to have VMBA be present. We cannot promise that we will attend all events, but will do our best. Please submit your request with plenty of time in advance
- Make VMBA a co-host on your Facebook Events page to have it added to our FB Event listings
- Tag us in any social media to get reposted on our channels.
 - FB: @VermontMountainBikeAssociation | IG: @vmba802 | Twitter: @vmba802
- Submit the event to our [Events Calendar](#) on our website through our [Submission Form](#)
- Specific social requests (highlights, job postings, etc.) can be requested through Krtsy

The VMBA App

The office is excited to share that we are in the process of developing a mobile application that will allow digital redemption of downhill coupons and member benefits! Additionally, members will be able to sign up for their VMBA Membership, add Chapters, and a whole suite of functionality further down the road. Stay tuned for more information.

Chapter Resource Library

[The Chapter Resource Library](#) was created to help Chapters form, operate, raise funds, interact with government agencies, host events, organize trail work, and engage the public.

We hope that this resource will be utilized by all Chapters and Chapters will help contribute to some of the topics found within the Library. If you have any materials you'd like to add, please email Krtsy.

The VMBA Team:

Our team is growing! As a reminder, here are the staff that run the central office:

- Nick Bennette: Executive Director (nick@vmba.org)
- Krtsy Steckler: Operations Director (krsy@vmba.org)
- Joe Gaynor: Programs & Partnerships Manager (joe@vmba.org)
- Amy Potter: Office Manager & Membership Coordinator (amy@vmba.org)
- Kenzie Fuqua: Diversity, Equity, and Inclusion Coordinator (kenzie@vmba.org)

You can always reach out to our Chapter Reps via email at chapterreps@vmba.org or to the VMBA Board of Directors at bod@vmba.org

You can read more about our staff and Chapter staff through our [website](#).

High-level Calendar

JANUARY:

- 2023/24 Memberships available to purchase on www.vmba.org as of **Jan. 1**
- Chapter Payouts will begin on **January 23, 2023**

FEBRUARY:

- VMBA Membership Survey (February - March)

MARCH:

- Send Membership Materials to the office by **March 3th**
- 2022/23 Membership Season Ends March 31, 2023
- VMBA Annual Meeting (**end of March**) - Chapters are highly encourage to attend

APRIL:

- 2023/24 Membership Season Starts April 1, 2023
- Individual Chapter Season kick-off parties (great time to enroll members!)
- VMBA Bike Raffle (April - June)

MAY:

- Building & riding typically are underway
- Reward Volunteers is launched for volunteers to track hours and win prizes

JUNE:

- Rides, events & trail days (events are great member enrollment opportunities)
- VMBA Day Series - Killington Resort

JULY:

- Rides, events & trail days
- VMBA Day Series - Sugarbush Resort

AUGUST

- Rides, events & trail days (sign up members at events!)
- VMBA Day Series - Stratton & Bolton Valley Resort
- VMBA Annual Fund Campaign (August - September)

SEPTEMBER:

- Rides, events & trail days.

OCTOBER

- VMBA Annual Member Party **on Oct. 28th in Woodstock**

NOVEMBER:

- VMBA Trip Raffle (November - December)
-

DECEMBER:

- A great time to host an “off-season” Chapter event (bowling, landowner appreciation events, winter BBQ...)
- 2024/2025 Add On Chapter Program Outline will be shared

Thank you

We have come a long way together, and we are getting stronger. Your organization’s partnership is central to our shared success. Please be in touch with any questions.

Thank You,
Nick, Krsy, Joe, and Amy