



## 2024/25 VMBA CHAPTER PROGRAM

Coming together as a united family of Chapters has facilitated meaningful progress over the past decade. The local effort of Chapters in tandem with the office's advocacy and support 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 for our Chapters and VMBA as a whole. Thank you for everything you do for riding in Vermont.

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## **Chapter Benefits for 2024/25:**

### ADMINISTRATIVE:

- Umbrella 501(c)3 status
- Tax preparation services through VMBA's accountant
- [Insurance Policies](#): Commercial Package, Workers Comp, Directors & Officers, Volunteer Accident Policy, & Cyber Liability. We are working to add an **Abuse/Molestation** policy, which will be contingent upon the development and adoption of required procedures by Chapters.
- Membership services: database maintenance & management, facilitate add-on member revenue and services, facilitate financial transactions, and acclimate rotating Chapter board members to all systems
- Manage membership mailing and postage
- Provide ongoing member support
- Provide ongoing Chapter BOD member support on all administrative systems
- Annual development of member benefits on Chapters' behalf
- Access to VMBA [payroll services](#) & Workers' Compensation coverage
- Event promotion on vmba.org, social channels, and newsletter.
- Onsite support for events (per request)
- Sponsorship/Partnership assistance and collaboration.
- Promote Chapter on social channels, newsletter, & website
- Access to Major Storm Recovery Funding & support

### ADVOCACY

- Access to a united consortium of VMBA Chapters
- Consistent and effective advocacy on behalf of private landowners
- Ongoing relationship management with public land managers
- Legislative and land statute representation
- Representation on the VT Trails and Greenways Council & The Vermont Trails Alliance
- A clear path to public funding channels
- Participation in the Advisory Council, which is comprised of all the Chapter leadership

### TRAILS

- The annual VMBA Trail Clinic
- The VMBA Trail Grant Program
- The Naming Grant Program
- Access to Recreation Trail Program (RTP) funding
- Access to the [Chapter Resource Library](#)
- Tools for Trails Large Tool Order (mid-winter & summer)
- Bulk trail sign order
- Membership in the Vermont Trails System

## **2024/25 Membership Revenue Sharing**

- Members can begin purchasing 24/25 Memberships on **Jan. 1, 2024**. Membership packets will begin arriving in April 2024.
- **Price Structure:** Membership dues remain flat from the 2023/24 season. In 2024/25, membership is \$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 equal \$135.00 and a Family of 6 costs \$150.00. U25 is available to those who won't turn 25 until April 1, 2024 (or later) at \$40.00

- At the time of purchase, membership revenue is split. Chapters receive \$30 for individual memberships and \$60 for family 2-4 memberships (F5: \$67.50 | F6: \$75). The balance is retained by the office to cover the administrative platform described on the previous page. The balance also supports a small portion of office operations and the annual VMBA Trail Grant.
- **Membership Cap:** The point at which Chapters transition to a greater share of membership revenue - known as the Cap - is linked to the number of primary memberships (**475 Individual Membership equivalents**). Breakdown below:
  - Individual/U25 = 1 Membership equivalent
  - Family 2-4 = 2 Membership equivalents
  - Family of 5 = 2.3 Membership equivalents
  - Family of 6 = 2.5 Memberships equivalents
- After reaching the Cap, Chapters will receive 75% of membership income for all additional memberships:
  - U25: \$30.00
  - Individual: \$45.00
  - Family 2-4: \$90.00
  - Family 5: \$101.25
  - Family 6: \$112.50
- Chapters receive 100% of add-on revenue: \$30 for individual / \$60.00 family 2-4 / \$67.50 family of 5 / \$75 for family of 6
- The VMBA office will begin Chapter payouts on **January 22, 2024**, and continue on a bi-weekly basis via ACH.
  - Payout Reports include breakdowns of membership dates, new vs returning members, base membership revenue, add-on membership revenue, total precap payouts, percentage to the cap, total post-cap payouts, total memberships, and total members. Plus a breakdown of the membership prices and revenue split.
  - If you would like to add or remove any BOD members that receive these payout reports, please let Amy know.
- **Please note:** Any changes/additions of membership levels and prices beyond base memberships must be submitted by **December 26** to have the website ready for the new season on January 1.

### **Included Chapter Services for 2024/25**

The VMBA office will provide the following member services during registration:

- One generic auto-email confirmation (no Chapter branding).
- General membership materials (VMBA velcro strip, VMBA sticker, welcome letter).
  - **2023/24 VMBA Color: Kelly Green (#4CBB17)**
- One pre-folded, welcome letter, with member benefits listed on the backside.
- Member log-in and access to VMBA account at vmba.org and the VMBA Mobile App.
- Monthly membership newsletters. If you have specific items you'd like to include in our monthly newsletter, please email Kenzie@vmba.org.
- Chapter specific membership reports, available at vmba.org, accessible to Chapter requested board members. Learn how to access your reports [here](#). Please email Amy if you (or other BOD members) need access.
- Chapter Newsletters will be emailed monthly via MailChimp. If you have any Board members you'd like to have subscribed, please let Amy know.

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

These can include:

- Chapter membership card (if applicable)
- Chapter sticker (highly recommended, who doesn't love stickers?!)
  - Stickers must fit in a #10 envelope, please make sure that it does not exceed **3.5"**
  - We suggest noting the year or changing the color each season to keep everything fresh!
- Chapter Welcome Letter
  - All Chapter letters need to be **1/3 of a page (8.5"x3.66")**, and can be front and back. These must be pre-cut. **Please use 20lb paper, text weight.** 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.

### **Chapters are responsible for ensuring materials are sent to the VMBA office by Friday, March 1, 2024.**

- Please send materials to: VMBA, PO Box 681, Waterbury, VT 05676
  - Please ensure the covered cost of postage. Any postage due will be the responsibility of the Chapter.
- If you plan to drop off at the office in Waterbury, please coordinate with Amy 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 23/24 member & membership numbers plus any growth you expect (10-15% growth is a great estimate).
  - We will email you if we need additional Chapter 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.

### **Chapter Sponsored or Complimentary Memberships:**

- Chapters will pay \$60/\$120 for all complimentary memberships (individual/family) attached to Chapter sponsorship or donation arrangements. If you plan on offering complimentary memberships, please coordinate with Amy to get this process started.
- This payment will be done via an invoice to the Chapter. The office will not adjust payout amounts to cover these costs.
- The invoice will cover the **full cost of a membership**. You will then be reimbursed for the Chapters' half during the payout process. This is to efficiently process Chapter payouts.
- Please remember that family memberships are for 2 adults/2 children, \$15 for each additional child (children are under the age of 18).
- **Landowner memberships:** Chapters can offer complimentary memberships to landowners who host trails at no cost to the Chapter. Please reach out to Amy for more information.

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

- Chapters are encouraged to utilize one of two methods for membership enrollment via their website:

- o I-frame vmba.org's membership page into the chapter's page
- o Create links directly to vmba.org's membership registration page
- Please review your website annually to ensure that the information provided is accurate, including links, membership prices, and logos

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

- All on-site information can be found in the **Event Management Folder** in the [Chapter Resource Library](#)
- Chapters are encouraged to sell memberships at trailhead sits, Chapter events, etc. We ask that completed membership forms be **scanned and sent to Amy**.
- Expect to be invoiced for the total sale of memberships after the event. Chapters' will receive their half of the membership income in the next payout.

### **Events & Social Media**

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

- Include your schedule of events in your Chapter Strategic Plan that is shared with the office in Q1, which we will then use to help coordinate and communicate the overall annual calendar with all the Chapters
- Email Joe, [joe@vmba.org](mailto:joe@vmba.org), for any events at which you would like to have a VMBA office presence (we cannot promise that we will attend all events, but will do our best)
- Submit your event to appear on the VMBA website calendar [here](#)
- Make VMBA a co-host on your FB Events page for us to know when you have an event and promote it effectively
- Tag VMBA in any social media to get reposted on VMBA channels

If a Certificate of Insurance (COI) is required for your event, please email Amy the completed [COI Request](#). Please give at least a week's notice for the request - thank you.

Please try to spread out events across the season so that we do not have several competing Chapter events in one weekend - take a look at the [VMBA calendar](#) to see if there are any events already planned, and share / post your event information as soon as possible.

### **Chapter Development**

It is anticipated that Chapters will represent the organization by being a consistent and thoughtful voice of mountain biking in their area. To help achieve this important outcome, the Chapters must meet the following minimum criteria:

- Assemble a Board of Directors consisting of no less than six people: President, Vice President, Treasurer, Secretary, Membership Coordinator, and Trails Coordinator. Please **send an updated list of your BODs to Amy** with respective titles and email addresses.
- Annually identify priorities and how your Chapter's collective energy and expertise is utilized. We encourage Chapters to develop an annual plan that outlines dates for meetings, trail days, events, member drives, outreach events, and a private landowner relations plan. If relevant, include desires for public land access and maps if possible. Include any prior year's accomplishments. Please submit this to the VMBA office between January 1st and March 31st each year.

- o **These Chapter reports are a crucial part of the office prioritizing our resources and organizing our advocacy work every year**
  - o Visit our Chapter Resource Library for a [Strategic Plan Template](#)
- Maintain effective social media messaging to keep the local public informed about the Chapter's work, accomplishments, and membership drives. Tag VMBA (@vmba802) in your posts so the office can re-share your messaging.
- It is anticipated that Chapters will routinely communicate with the office, host member outreach gatherings, have a membership goal, and attend scheduled VMBA Advisory Council meetings (once per quarter).
- Update the current trail conditions for your networks so that they can be found with ease by trail users. You can also have your conditions page linked on the VMBA [Trail Conditions](#) website page directly.

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

- Sponsorship –includes **businesses and nonprofits** that provide money or in-kind support (e.g. lumber for a bridge) most often in exchange for exposure. Example, ABC.com writes a check for \$500 to a Chapter in exchange for logo placement on the 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. **All donations that are \$250+ will require a tax receipt letter.** Find a template in our [Chapter Resource Library](#).
- 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**).

### **Volunteer Reporting**

Volunteering is at the core of our association, and tracking volunteers' contributions is essential for several reasons: 1) it allows us to communicate our collective impact, 2) it provides often essential evidence for grants that require a volunteer match, and 3) it ensures our Volunteer Accident Policy can cover all those who contribute their time and energy. We continue to work to improve the consistency with which we track volunteers while also minimizing additional work for Chapters. Specifically, Chapters are requested to:

- **Have volunteers sign a waiver, if they are not a current VMBA member.** All VMBA members will sign a digital [volunteer waiver](#) when they obtain their membership. If any volunteers have not signed a waiver online, they should sign a physical copy on-site before volunteering.
- **Keep a sign-up sheet of individual volunteers participating in any field work.** The [template](#) in the VMBA Chapter Library includes all the necessary fields, though you are welcome to develop your own form if you like. This can be hard copy or digital, but should be saved for a period of at least one year, should any insurance claims arise.
- **Share aggregate volunteers & hours with the VMBA office.** Following any volunteer days, or at least monthly, send to Joe (joe@vmba.org) with volunteer total hours, date, volunteer first & last name, and email.

We are working on integrating this reporting into the Reward Volunteers program, though Chapters expressed a desire to continue to have individuals log their hours via the [Reward Volunteers](#) platform for now.

### **Tools for Trails - Chapter Bulk Order**

[Tools for Trails](#) is offering VMBA 20% off their products. We will be placing two bulk orders: one mid-winter and another in the summer. Please stay tuned for more information!

### **Industry Pro Deals**

Chapter Board Members have access to pro-deals from [ExpertVoice](#), [Outdoor Prolink](#), and some directly from brands. These are platforms for industry professionals to receive discounted access to brands and gear. To sign up for [ExpertVoice](#), go to their site and search for 'Vermont Mountain Bike Association' when you are adding an affiliate. For Outdoor Prolink and a current list of industry brands, reach out to Joe: [joe@vmba.org](mailto:joe@vmba.org).

### **The VMBA App**

Last year, we launched our mobile application (iOS and Android) that allows for digital redemption of downhill coupons & member benefits, and for members to purchase and manage their Membership. Only 4% of members chose to opt-out of the App, receiving a membership card and printed coupons instead. While we will continue to provide this as an option in 2024, it will require more effort on the Member's part, with a goal of eventually sunsetting paper & plastic fulfillment. Additional App functionality is on our road map, including integration of trail information and geolocation - we'll be providing updates via the Chapter Newsletter and Advisory Council meetings.

### **Chapter Resource Library**

VMBA launched in 2019 the [The Chapter Resource Library](#). This asset has been 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 that 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 Amy, at [amy@vmba.org](mailto:amy@vmba.org)

### **The VMBA Team:**

Our team has undergone some changes for 2024. Here is a rundown of the staff that run the central office:

- Nick Bennette: Executive Director ([nick@vmba.org](mailto:nick@vmba.org))
- Joe Gaynor: Programs & Partnerships Manager ([joe@vmba.org](mailto:joe@vmba.org))
- Amy Potter: Operations Manager ([amy@vmba.org](mailto:amy@vmba.org))
- Kenzie Brunner: Marketing and Communications Manager ([kenzie@vmba.org](mailto:kenzie@vmba.org))

For more information on each staff's roles and responsibilities, check out the [staff directory](#).

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

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

## **Suggested Calendar**

### JANUARY:

- 2024/25 Memberships available to purchase on [www.vmba.org](http://www.vmba.org) as of **Jan. 1**
- At least 5 BOD members meet to determine the Chapter's annual plan
- Plan for your spring kickoff/membership event - share with the office
- Chapter Payouts will begin on **Jan. 22**
- Respond to the Annual [VMBA Chapter Survey](#) by **Feb.. 15**
- Prepare 1099-NEC for any contract workers paid. Filings due **Jan. 31** - reach out to Amy if you'd like us to complete this for you.
- W2s are due to paid employees by **Jan. 31**. Chapters are responsible for their own W2s if they do not use VMBA's payroll services.
- Review your Chapters Biennial Report with the VT Secretary of State - different deadlines for each Chapter so keep checking this annually

### FEBRUARY:

- Your BOD should finalize the plans and dates for trail days and major events (to the best of your ability) – send these to Joe
- Share an updated BOD list with Amy
- VMBA Membership Survey (February - March)
- VMBA Trail Grant Applications open
- Did you submit an RTP pre-proposal last fall? If so, your application is due on **Feb 11**.

### MARCH:

- Send Membership Materials to the office by **March 1**
- Submit Chapter's annual plan (see section in Chapter Development for guidance)
- Spring VMBA Chapter Trail Grant applications due
- VMBA Chapter Trail Clinic Dates and Location announced
- Membership Kickoff Parties (March -May)
- 2023/24 Membership Season Ends March 31, 2023
- VMBA Annual Meeting (**end of March**) - Chapters are highly encouraged to attend
- RTP Grants Announced
- Q1 Advisory Council Meeting: Fall Trail Grant Recipients Announced

### APRIL:

- 2024/25 Membership Season Starts April 1, 2023
- Begin trailhead time for board members to reach riders at your trail locations – time at trailheads = members.
- VMBA Bike Raffle (April - June)

### MAY:

- Submit financial records to VMBA for tax reporting purposes - **Due May 1**. Only if you generate more than \$50,000 in revenue (including grants, payouts, donations, etc.)
- Building & riding typically underway
- VMBA Days kick off event at Ranch Camp (Mid to late May - TBD)
- Reward Volunteers is launched for Chapters to track volunteer hours

### JUNE:

- Ride, events, & trail days (sign up members at events!)
- Elevate Mountain Bike Festival (6/14-16)
- VMBA Day Series - Stratton Resort (6/29)
- Q2 Advisory Council Meeting



## JULY:

- Rides, events & trail days (sign up members at events!)
- VMBA Day Series - Sugarbush Resort (Tentatively 7/13)

## AUGUST:

- Rides, events & trail days (sign up members at events!)
- Annual Fund Kick Off - BBCO (8/2)
- VMBA Day Series - Bolton Valley Resort (8/17) & Killington Resort (8/25)
- Foundation Event - Killington (8/23 - 8/24)
- VMBA Annual Fund Campaign (August - September)
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## SEPTEMBER:

- Fall VMBA Chapter Trail Grant applications due
- VMBA Days Series Final - Burke Mtn (9/7)
- VMBA Annual Member Party on Sept. 22nd in Woodstock
- Naming Grants applications are announced
- Ride, events & trail days
- Q3 Advisory Council Meeting: Fall Trail Grant Recipients Announced

## OCTOBER:

- If your Chapter plans to submit an RTP pre-application, it should be underway by now, contact VMBA for guidance if needed.
- Naming Grant submissions are due
- Fall VMBA All Staff Meeting
- Pre-applications for RTP Grants are typically due in Nov ([FPR website](#) for due dates).
  - If the pre-application is successful, the full applications are due over the Winter.. This funding opportunity is outlined in the Chapter Resource Library

## NOVEMBER:

- VMBA Trip Raffle Launches (November - December)
- Giving Tuesday: VMBA Office promotes direct Chapter giving

## DECEMBER:

- A great time to host an "off-season" Chapter event (bowling, landowner appreciation events, winter BBQ... anything to keep folks connected and engaged)
- Any changes to membership levels beyond base membership are due mid-December
- LWCF Applications are due (this may change depending on the year, check website for pre-app deadlines for 2024)
- 2024/25 Chapter Program Outline will be shared
- Q4 Advisory Council Meeting

## **Thank you**

We have come a long way together, and we are getting stronger. Your Chapter's participation in this progress is central to our shared success. Please be in touch with any questions.

Thank You,  
Nick, Joe, Amy, and Kenzie