

## IMBA Chapter Enrollment Guide

Clubs will move through the enrollment process in classes. If a club fails to provide required information by the prescribed deadline, the club will be bumped back into the next enrollment class. From initial application to deployment, the enrollment process will take approximately 3 months.

### Club Due Diligence – Application:

1. Contact IMBA for the Chapter Program information package
  - a. Review the information
  - b. Consult with your Region Director. If your club operates outside of IMBA's 5 current regions, consult with the Director of Field Programs
2. The Board Takes Action
  - a. The Club Board of Directors votes to pursue chapter status
  - b. The Board creates an application committee consisting of four positions. One person can fill multiple positions if necessary.
    - i. Primary Contact – this person will be the primary point of contact for IMBA in the enrollment process.
    - ii. IT/Database/Membership Contact – this person will work with IMBA's IT staff to merge data and business systems.
    - iii. Club Treasurer/Financial Officer – this person will be responsible for providing financial reporting to IMBA.
    - iv. Club Secretary/Information Officer – this person will provide verification that the Club Board of Directors has taken necessary actions to move the Club through the chapter enrollment process.
  - c. The Application Committee takes action
    - i. Begin the governance document review process – consult with Club Board and IMBA staff.
    - ii. Begin territory assignment process – consult with Club Board and IMBA staff.
    - iii. Collect information for chapter application

### Club Makes Chapter Application

#### Application Review:

1. IMBA staff review the application and choose to accept, park, or deny the application
  - a. Accept: information is complete and the Club is a suitable candidate
  - b. Park: information is incomplete or the Club is a questionable candidate
  - c. Deny: the Club is not a suitable candidate
2. IMBA staff consults with the Club and explain any issues in the case of a Park or Deny decision.
3. IMBA staff consult with club to finalize bylaws
4. IMBA staff consult with club to finalize territory

#### Club Due Diligence - Enrollment:

1. Club opts to Proceed, Park, or Withdraw
  - a. Proceed: Club Board of Directors votes to become an IMBA Chapter
  - b. Park: Application committee continues working with IMBA to resolve issues or provide necessary information
  - c. Withdraw: The Club withdraws for the Chapter enrollment process
2. Legal Integration
  - a. Club Board of Directors votes to adopt IMBA Chapter Charter and initiates bylaw changes (bylaw changes typically take 2 Board meetings)
  - b. Club submits signed Chapter Charter to IMBA
  - c. Club adopts bylaws
  - d. Club secretary begins researching any document submittals required by the Secretary of State and initiates changes as needed
3. Brand Integration
  - a. Club provides high res logo image per “**Art and Copy Requirements for IMBA-Chapter Membership Materials**”
  - b. Club provides letter copy per “**Art and Copy Requirements for IMBA-Chapter Membership Materials**”
  - c. Club provides name and acronym as they should appear in all IMBA co-branded communications, per “**Art Requirements for IMBA-Chapter Membership Materials**”
  - d. Club secretary acquires, completes, and submits “Non-Profit Mailing Form from Additional Offices” (form provided by IMBA) to USPS
4. Data integration: Club provides membership and contact data via “contact import spreadsheet” (Provided after application review)
5. Financial Reporting: Club submits “Chapter Financial Report Form”
6. Club Submits \$500 enrollment fee to IMBA

#### Final Enrollment/Integration Action

1. IMBA reviews provided member data, requests clarifications or changes
2. IMBA graphic designer prepares integrated logo, club contacts consult with IMBA staff to finalize integrated logo
3. Club contacts consult with IMBA staff to finalize letter copy

#### Deployment

1. IMBA implements Chapter in CRM, including membership join/renew forms, graphics, and web/mail templates
2. IMBA assigns IMBA members from Chapter territory to Chapter
3. IMBA takes Chapter CRM implementation live
4. Chapter points online membership pages from Chapter website to IMBA provided membership landing page
5. IMBA and Chapter make announcement of joint membership and chapter status.



## **Art and Copy Requirements for IMBA-Chapter Membership Materials**

IMBA customizes membership solicitations including renewal and lapsed membership letters to include your chapter's name logo and details.

Each renewal letter going to your chapter members will feature your chapter's logo alongside IMBA's, along with your chapter's name and acronym. The letters explain that membership to IMBA includes membership to your chapter, and vice versa.

Letter copy also includes a brief message about your local chapter.

Chapter members' membership packets also include the appropriate chapter's name and logo on the membership card and welcome letter.

### **Materials Required**

#### **Chapter name and acronym:**

Name and abbreviation, as it should appear on membership materials (eg. Southern Off-Road Bicycle Association, SORBA). This will be combined with "IMBA" and/or "International Mountain Bicycling Association".

#### **Logo:**

So the logos look crisp, IMBA's designers require high-resolution images, not those pulled from web sites. These are best sourced from the designer that created the "original art" or "source art" for the logo, and should include any fonts.

Logos should be sent as EPS files (Encapsulated Postscript with .eps extension) or Adobe Illustrator (files with .ai extension). In some cases a high resolution jpeg (eg. a jpeg with at least 300dpi at 4") is acceptable.

#### **Copy for renewal letter:**

Chapter-specific renewal and lapsed letters include the news, events and successes you've had as a chapter.

Please provide a short paragraph of no more than 250 words explaining what members can expect when they join your chapter.

For example:

*"Mountain bikers all over Oklahoma are flocking to the new Tulsa Bike Park, thanks to the efforts of IMBA-Tulsa members. We also won access to 50 miles of new cross-country trails near the Buffalo Grass National Park. Look for IMBA-Tulsa volunteer days during the summer and parties at trailheads all over Tulsa."*