

Chapter Program Services

- **Joint Membership**
 - Membership revenue split 60/40 between IMBA and Chapter for Individual and Family memberships
 - All new and renewing members prompted to become a member of a local Chapter through the "Choose Membership" process
 - Contact can be a member of multiple Chapters, but only the Chapter chosen during join/renew gets revenue split
 - Club branded online and offline membership forms
 - Membership levels and types have been developed with initial Chapters. Club levels must conform to current levels and types
- **New Member Acquisition**
 - Direct mail campaigns
 - Web and Social Networking Marketing
 - Email Campaigns
- **Current Member Renewals**
 - Monthly renewal emails sent two months before and after membership expiration
 - Quarterly lapsed direct mail lapsed letter and email sent six months to 18 months after expiration
- **Membership Packet and Fulfillment**
 - Chapter branded membership card and letter
 - IMBA membership premiums
 - All IMBA membership benefits including Subaru VIP program
- **Member and Contact Management**
 - CiviCRM Constituency Relationship Manager web-based platform
 - Add, view, edit, and export members and contacts
 - Permissions based on initial geographic territory, membership donations, and opt-in through online account tools
- **Email Communications**
 - CiviMail bulk email communication tool
 - Regional IMBA eNews featuring national and local Chapter stories
 - Contact export for use with third-party email platform such as Constant Contact
- **Graphic Design**
 - Chapter and IMBA logo integration
 - IMBA logo used according to IMBA's Graphics Standards and Guidelines document
 - Current "You Belong" campaign and future national branding developed by Carmichael Lynch
- **Customer Service**
 - Primary email customer service: info@imba.com
 - Primary phone customer service: 303-545-9011
 - Online account management: www.imba.com/user