

Membership



Where Olympic Journeys Begin

MEMBERSHIP

AGENDA

- Agenda
 1. Overview of Membership
 2. Member Services Committee report and recommendations
 - One Motion
 - Three Proposals

MEMBERSHIP

WHO WE SERVE

- Our membership
 - Who: middle-to-high school aged girls
 - Why: events = college scholarship
 - Future: youth, boys/men, post-collegiate
- Threats
 - Event driven
 - Lack of staff
 - CRM database (Webpoint)





Where Olympic Journeys Begin

MEMBERSHIP OFFERINGS

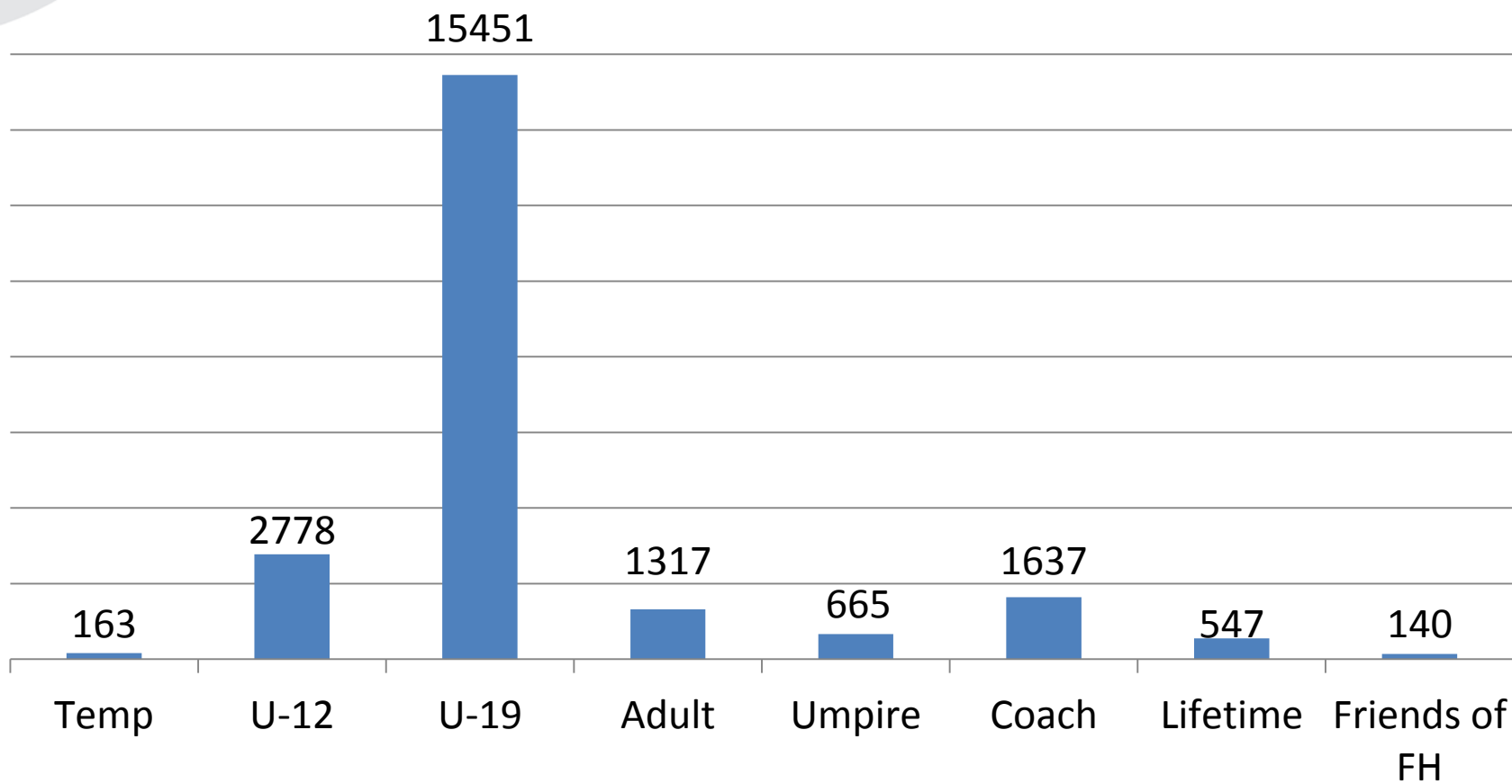
Friend of FH	Temp	U-12	U-19	Adult	Coach Umpire	Lifetime	Club
\$20	\$10	\$25	\$50	\$50	\$85	\$750	\$295
No events	Sanctioned Events	Disney Jr	Disney, NIT, NCC, Futures, Festival	NIT, Festival	All Events	NIT, Festival	All events
FH Life, Card	PA	FH Life, Card, PA	FH Life, Card, PA	FH Life, Card, PA	FH Life, Card, Enhanced PA, Background Check, Rulebooks, Education	FH Life, Card, PA	GL, Website Promotion, Rankings
						Options: Umpire, Coach, Rulebooks, Education	



MEMBER CLUB

MEMBERSHIP

NUMBERS



From 2012: 7.9% 9.7% -8.3% 3.7% 3.7% 7.6%

MEMBERSHIP

BENEFITS

- Insurance
 - Participant Accident (PA) and General Liability (GL) with ESIX since 2010, secondary coverage
- Background checks
 - 1st line of defense, mandatory in a Coach/Umpire role
- Membership Cards
 - New design each year
- FH Life
 - Yearly subscription
- Rulebook
 - Indoor and Outdoor sent yearly
- Education
 - Accreditation/Certification course offerings
- Club rankings
 - Updated after each event cycle
- CRM database (Webpoint)
 - Membership/Events/Futures/Donations/FunFH interactions all in one account, highly customizable



MEMBERSHIP

NEW BENEFIT: SAFESPORT

- Board adopted policy with Committee in place
- Focus on Training
- Outlines Athlete Protection policies
 - Including sexual abuse, physical abuse, emotional abuse, bullying, threats, harassment, hazing
- Reporting procedures
- Adjudication procedures



Membership

Member Services Committee report
and recommendations

September 19th, 2013

MEMBERSHIP

MEMBER SERVICES COMMITTEE

- Member Services Committee
 - Board Members
 - Susan Nottingham (Chair)
 - Rene Zelkin
 - Tina Reinprecht
 - Carrie Lingo
 - Kate Kinnear
 - Staff Support
 - Steve Locke
 - Simon Hoskins
 - Emily Thomas

MEMBERSHIP

MEMBER SERVICES COMMITTEE

- Areas of Focus
 1. Lifetime Members
 2. Team USA
 3. Professional Membership
 4. Adult

MEMBERSHIP

LIFETIME MEMBERS

- Engaging former Lifetime Members
 - Mailed 201, 41 responses
 - Next ED Weekly
- Upgrade Process
 - Motion
 - “It is proposed to eliminate the fee for *Lifetime Members* wishing to upgrade their Lifetime Membership to *Lifetime Member with Umpire* upgrade or *Lifetime Member with Coach* Upgrade”
 - **BOARD VOTE REQUIRED**
 - Rationale
 - Significant concern by Lifetime Members has been received with regard to the current \$30 upgrade fee. Out of consideration to Lifetime Members commitment to the sport and organization and potential ongoing commitment it is warranted that USA Field Hockey absorb the costs of delivering these additional benefits.
 - The *process* will remain the same
 - Lifetime Members wishing top upgrade will be required to go the same process, save for their will be no financial transaction (i.e. a Background Check will take place)
- Voting
 - Lifetime Members will remain only eligible to vote in one Board member election (either Umpire or Coach candidate)
 - Lifetime Members to be emailed and mailed prior to election to inform of this process

MEMBERSHIP

TEAM USA

- TEAM USA
 - Proposal
 - Contact group (not membership category)
 - Eligibility
 - All individuals who have represented USA (i.e. at least one cap for Women's or Men's senior team)
 - Benefits
 - As per Friends of Field Hockey
 - Unique TEAM USA Membership Card
 - Unique TEAM USA webpoint experience
 - FH Life
 - Communications
 - Timeline
 - Launch Jan 1, 2014



MEMBERSHIP

PROFESSIONAL MEMBERSHIP

- Considerations was given to combining Coach and Umpire membership
- Discussion
 - To keep categories separate
 - Members who wish to both coach and umpire
 - Identify their secondary interest on their membership profile
 - » Allows member to receive full info on their secondary interest
 - Individuals are entitled to only one membership
 - They may only vote in this membership category.

MEMBERSHIP

ADULTS

- Adult membership is in decline
- We experience significant churn from U19 Members to Adult Members
- **Discussion**
 - Provide complimentary digital membership to Futures athletes who play NCAA field hockey



Where Olympic Journeys Begin

Membership