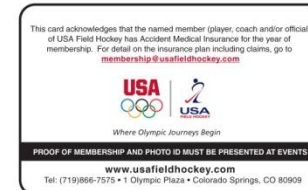
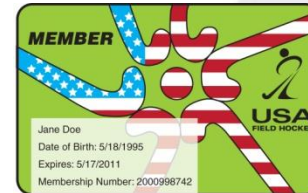




USA
FIELD HOCKEY



USA Field Hockey Membership 2012



Where Olympic Journeys Begin



USA Field Hockey

*Review membership categories and benefits for 2012
in order to better serve our members with a valued program.*



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Membership 2012

	Lifetime	Coach	Umpire	Youth U12	U19	Adult	Club	Friends of Field Hockey	Temporary Member
Cost	\$750	\$85	\$85	\$25	\$50	\$50	\$295	\$25	\$10
Field Hockey Life	x	x	x	x	x	x		x	
Participate in USAFH events	x	x	x	x	x	x	x		
Membership cards	x	x	x	x	x	x		x	
Rule Book		x	x						
Insurance	PA/GL	PA/GL	PA/GL	PA/GL	PA/GL	PA/GL	PA/GL		x
Background check	option	x	x						
Education									
Skills from the Top		x	x						
Turf Tykes		x	x						
Stick Starz							x		
Website promotion							x		



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2012 Initiatives

1. Temporary Membership
2. Friends of Field Hockey
3. Background check process enhancement
4. Membership renewal process enhancement
5. Membership survey 2011



Membership 2012 Initiative #1

- New Membership Category
- “Friends of Field Hockey”
 - Most members churn at age 17/18
 - The core benefit of ‘playing in USAFH events no longer’ relevant
 - Appeal to motivation of ‘staying connected to the game’
 - Benefits
 - FH Life
 - Membership Card
 - 4 specific emails per year (fundraising, thank you, update on the sport, opportunities to get involved through umpiring, playing, coaching or starting a club....)
 - Price \$25

Age	Number of Members
23	181
22	147
21	180
20	228
19	286
18	1170
17	2279
16	2828
15	2858
14	2139
13	1376
12	1036
11	681



Membership 2012 Initiative #2

- New Membership Category
- “Temporary Member”
 - We intend to sanction private sector events and camps to help foster growth of the game
 - All participants of sanctioned events require a membership to be eligible for our insurance.
 - Benefits
 - Insurance for one named sanctioned USAFH event
 - Price \$10



Membership 2012 Initiative #3

- Background Check process enhancement
 - 3,000 Background Checks per year
 - Caitie Tornes on USOC Safe Training Environment Task Force
 - Move from Intellicorps to SSCI
 - SSCI full BC every two years, partial every year
 - Cost to USAFH \$17 per two year
 - Intellicorps costs \$9 per year
 - Integrated with webpoint
 - 48 hour approval time



Membership 2012 Initiative #4

- Membership Renewal process enhancement
 - -30 day, 0 day, +30 email reminders
 - Text only, replaced with motivating html reminders
 - Club Membership reminders initiated
 - Added Birthday email



(Name)

Did you know your USA Field Hockey membership will expire in 30 days? To renew, simply click the link below, enter your account information and click "renew membership". Additionally, your USA Field Hockey account information has been provided for your convenience. If you have any questions, please feel free to contact us at membership@usafieldhockey.com. Thank you for your continued support.

Username:
Forgot your password? [Click here.](#)

[Click here to renew your membership today!](#)

P.S. By continuing your membership, you will get a whole bunch of cool benefits and can feel good about supporting the sport and Team USA!

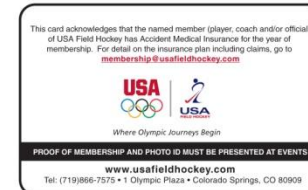
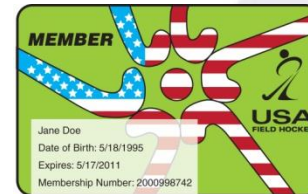


Membership 2012 Initiative #5

- Membership Survey
 - Survey Monkey to 20,000 members
 - First ever full membership survey
 - Responses sought on
 - Demographics
 - Benefits
 - Insurance



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USA Field Hockey Membership 2012



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