Three re:Members AMS Clients Explain Why They Love Our Chapter Performance Solution

Thanks to the powerful combination of re:Members Chapter Performance and re:Members AMS software, members who volunteer to lead local chapters can spend their time building and educating their communities instead of dealing with laborious administrative and financial tasks.

re:members
Chapter Performance

re:members
AMS

Power Up Your Association With re:Members AMS + Chapter Performance

Golf enthusiasts, bartenders, and electromagnetic warfare specialists — three very different life pursuits, but what they have in common is the desire to be part of a local community of members with the same personal or professional interests.

Throughout this eBook, you'll learn how re:Members Chapter Performance and re:Members AMS help LPGA, AOC, and USBG associations enhance their component relations, operations, and performance.

How LPGA Amateurs Golf Association Leverages re:Members to Strengthen Chapter Performance

At the LPGA Amateurs Golf Association, chapter members use the re:Members AMS — the Member Clubhouse portal — to join, renew, update their profiles, and complete other member self-service activities. Meanwhile, chapter leaders use re:Members Chapter Performance to handle financial chapter administration.

Fast Facts: LPGA Amateurs Golf Association

Purpose: A passionate, inclusive group of women of all ages and golf abilities, this vibrant community connects women to learn, play, and enjoy golf through a variety of local and national events.
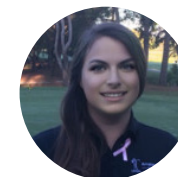
Association type: Individual membership association

Members: 15,500+ individual members

Components: 130+ chapters in the U.S. and abroad

Staff: 7 association professionals

Association Management System: re:Members AMS

Kristin Bailey
Senior Manager, Chapter Development at LPGA Amateurs

"Approximately 70% of our chapters took our advice to use Golf Genius and we're winning the rest over—that integration is a big benefit of using re:Members."

Chapter Management Software

re:Members Chapter Performance is a one-stop shop for chapter leaders to manage everything financial related to their chapters. From member rosters and membership reporting through banking and finances, LPGA Amateurs chapters do it all through our system. "They use it like a local bank. They get funds from us quicker than before. Plus, they get all the real-time financial reports they could possibly need along with budgeting tools, P&L, prepaid cards, and sponsorship invoicing and payments."

Safe + Secure

re:Members' cybersecurity measures put Kristin at ease. There is a risk of scammers impersonating leadership team members and asking volunteer leaders for funds at any organization. "Their built-in controls decrease chances of phishing scams and embezzlement. It prevents any kind of funny business."

Event Solution + Golf Genius Integration

re:Members Chapter Performance comes with a built-in event solution for chapters, but LPGA Amateurs uses an industry-specific tool called Golf Genius to manage events and simplify registration payment processing. Kristin Bailey, Senior Manager, Chapter Development at the LPGA Amateurs Golf Association said, "Our chapters love the re:Members integration with Golf Genius. Registration data and payments captured by Golf Genius go right into re:Members Chapter Performance."

Easily Assess a Chapter's Financial Health

Kristin said re:Members Chapter Performance helps both LPGA Amateurs and their chapter leaders understand the financial health of their chapters. Even chapter leaders who were used to more complicated software, like QuickBooks, prefer re:Members' simplicity.

"re:Members helps our chapter leaders keep their focus on growth. They can look at their financial data very easily with full transparency as a team—an important benefit for a volunteer board."

No more setting up PayPal accounts and reconciling bank statements. Our Chapter Performance solution makes the Treasurer's job a breeze.

# Help Chapters Recruit Volunteer Leaders

During her first month at LPGA Amateurs, Kristin spent much of her time interviewing chapter volunteers. She kept hearing how hard it was to fill the treasurer role because of the work involved.

"We wanted to eliminate our leaders' administrative burden because these ladies want to get out there and have fun on the golf course. Since these two systems are so user-friendly, they have a positive impact on the chapter leadership experience. They make it much easier for chapters to find treasurers and free up time to focus on better serving members."

In the past, losing volunteers was the number one reason an LPGA Amateurs chapter closed. "Since we've implemented re:Members Chapter Performance, we've had less burnout in the treasurer position. We're seeing a large decrease of chapters shutting down because of a lack of volunteers." Kristin also believes the re:Members Chapter Performance/AMS solution is a benefit when talking with prospective chapters and current chapters who are struggling. "We had chapters in the past who were considering switching their status to an informal local group, but if they made that switch now, they would miss out on these benefits."
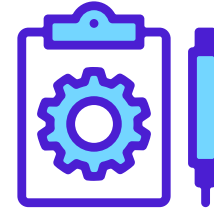
Save hours of HQ staff time every month

Kristin said that in her experience, staff bandwidth has always been a challenge for associations and nonprofits. They want the most efficient processes in place so they have time to focus on serving and growing their membership.

Before implementing re:Members Chapter Performance, processing dues rebates for 130+ chapters involved a lot of work. Staff had to collect local bank account information, calculate what they owed each chapter, and send money to each chapter, one by one. "Now, we save at least five hours every month because we no longer have to do all that. Actually, we're probably saving a lot more."

Demonstrate Support for Chapter Leaders

Because they're a hobbyist organization, LPGA Amateurs' chapter leaders come from all kinds of industries and professions—but the experts among them have spoken.

"We've had members who are accounting and finance professionals tell us how much they love the system, so that was a huge win for us."

"Generally, people don't like change, but we've been impressed by the number of leaders who want to change over to the Chapter Performance solution so willingly and quickly. They've given it a shot, and they love it." Kristin said their volunteers have been pleased that LPGA Amateurs is concentrating on making their chapter jobs easier.
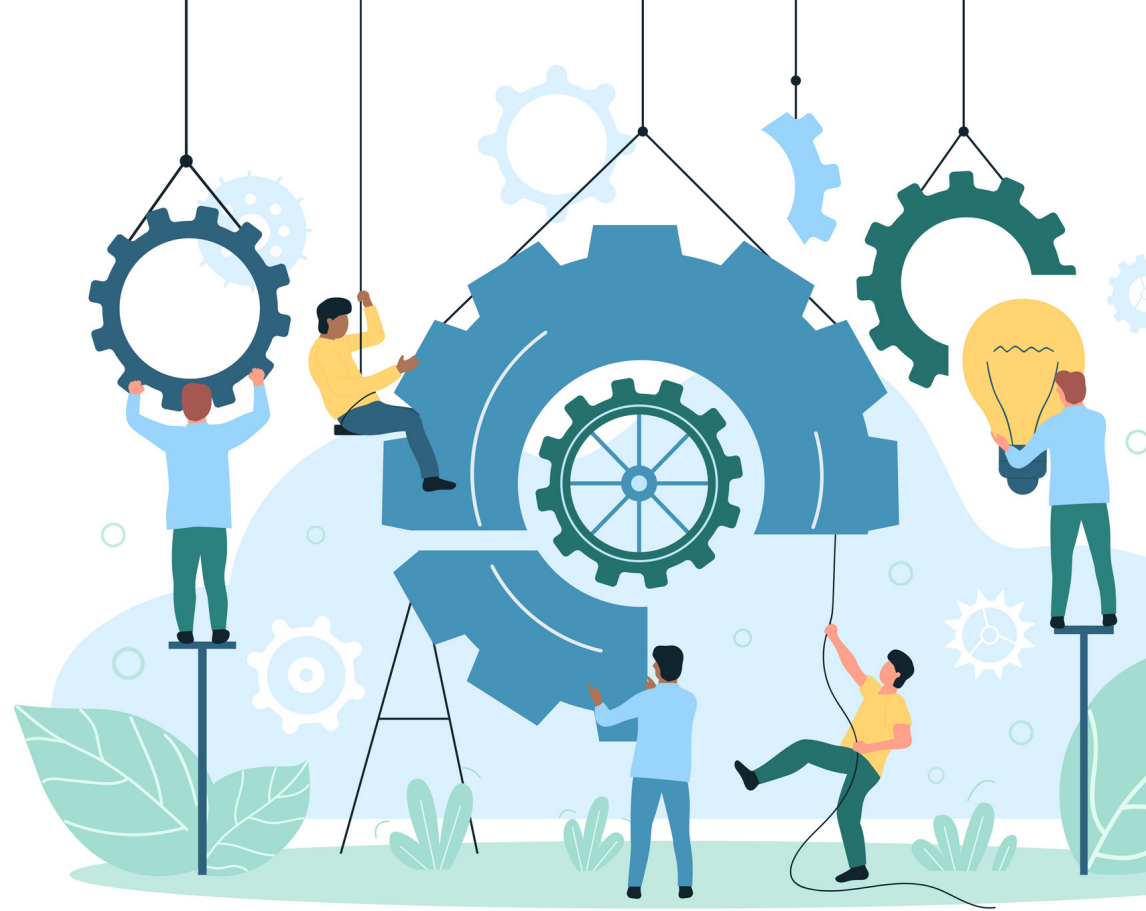
By streamlining processes, we're taking so much of the burden off them. Because of how these two systems work together, we can focus on making sure we have healthy chapters and happy volunteers."
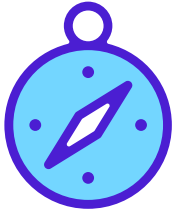
Improve the HQ + Chapter Relationship

"These systems help with trust-building. We're helping our leaders by giving them effective, reputable systems they can get excited about.

They see us prioritizing them and spending money to help them—that builds trust. Rolling out re:Members Chapter Performance was a win and a good way to start my role with chapters. With re:Members, we now have some of the most efficient technology in the industry and good processes in place as we go into the future and grow as an association, grow and strengthen our chapters, and grow our members."
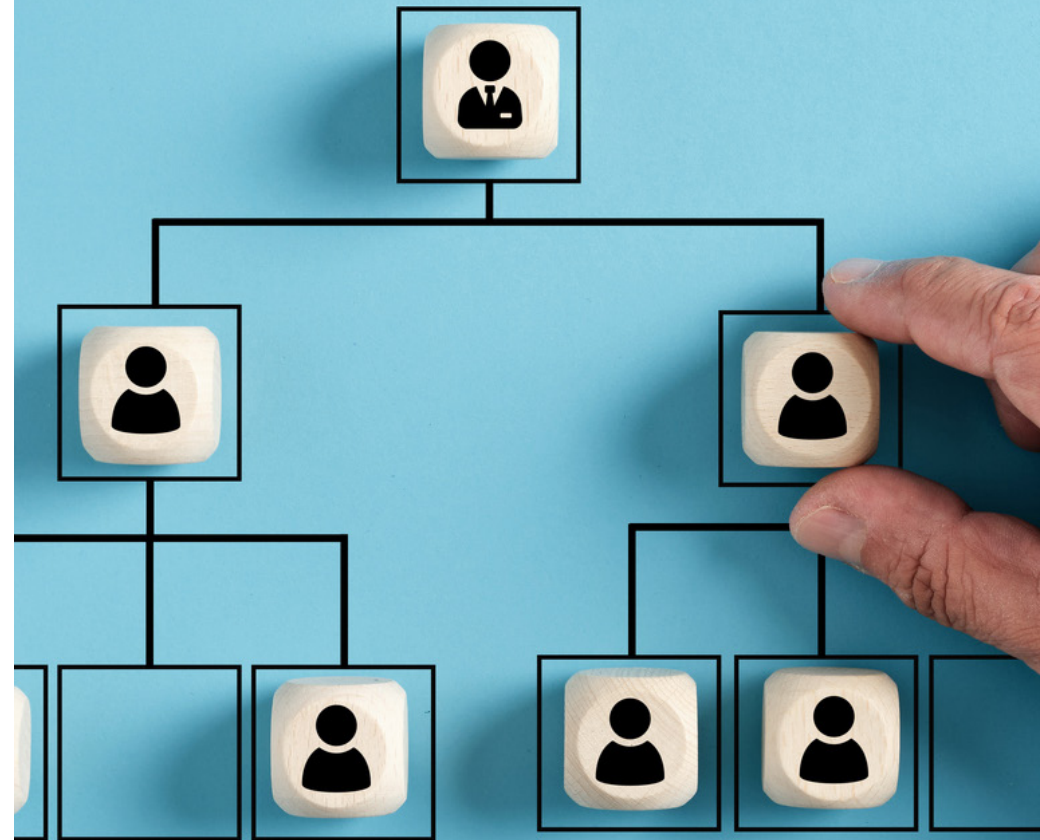
The Association of Old Crows (AOC) Manages Chapters Around the Globe with the re:Members Chapter Performance/AMS solutions

Why Old Crows?

We wondered too. The name "crows" emerged from the first large-scale use of electronic warfare during the Battle of Britain and U.S./Allied bombing raids over Europe in WWII. The Allied radar countermeasure operators used the code name "ravens" when monitoring and jamming enemy frequencies. Military jargon later changed "ravens" to "crows." Since then, the defense of (and maneuver within) the electromagnetic spectrum has been undertaken by "crows" across the military, government, industrial base, and academia.

Fast Facts: Association of Old Crows (AOC)

Purpose: Connecting members with common interests in electronic warfare, electromagnetic spectrum operations, cyber electromagnetic activities, and information operations across government, defense, industry, and academia.

Association type: Individual and organizational membership association

Members: 14,000+ members

Components: 70 chapters globally

Staff: 18 association professionals

Association Management System: re:Members AMS

Glorianne O'Neilin
Director of Membership Operations at AOC

Shelley Frost, IOM
Executive Director at AOC

With nearly a third of their chapters outside the U.S., the Association of Old Crows (AOC) wanted to make chapter management easier for volunteer leaders all over the globe.

"International is more complicated," said Glorianne O'Neilin, Director of Membership Operations. "Different countries have different regulations and more red tape. Compared to here, it's not as easy for a chapter to open a bank account."

AOC's Executive Director Shelley Frost, IOM, described a scenario that's bound to make an association exec's skin crawl. "Instead of dealing with the red tape, some volunteer leaders were putting chapter funds in their personal bank accounts as a workaround. Now, instead of having to open bank accounts or reporting to that practice, they can do all their banking through re:Members."

Glorianne described another situation resolved by re:Members Chapter Performance. "We're often asked to intervene when a treasurer or president has to step away from chapter duties. Or they move and no one in the chapter knows how to get in contact with them. In the past, chapters have lost access to bank accounts, websites, accounting systems, payment systems, etc. That no longer happens with re:Members." She described Chapter Performance as a much simpler and more intuitive system for chapter leaders to use.

"

Reports are much easier for them because they only have to use one tool to access data and manage other chapter business, instead of having separate accounts for banking, PayPal, Eventbrite, the website, and so on. It's like a chapter-in-a-box solution."

Glorianne O'Neilin
Director of Membership Operations at AOC

Give HQ Visibility into Chapter Performance

At AOC, chapters had been managing their finances, membership, and operations on their own, each in their own way. Shelley said, "It was a huge mess because we weren't involved."

Staff couldn't see what chapters were doing because nothing was recorded in their old AMS. "Before, we had to rely on reports or phone calls to gauge chapter performance," said Glorianne. "Now, we can see how active chapters are and identify inactive members. We're also giving our regional directors [volunteer leaders] permission to see certain data so they can provide support to struggling chapters."

Eliminate Barriers to Chapter Leadership

Some AOC chapters don't have a full board. Others have had the same board for a long time because they can't find new board members. Glorianne said, "We want to ease the processes for chapter officers because they're volunteers. They want to spend their time planning events, not doing paperwork."

"With re:Members Chapter Performance and re:Members AMS, they can focus on being a leader, not an administrator. They now have a great database and website, and all these tools at their fingertips that are quick and easy to use."

Help Chapters Recruit Members + Deliver More Membership Value

AOC wants to help their chapters recruit members and sponsors. In the past, chapters couldn't accept payments or donations at events. "Chapters have told me they've had to turn away on-site payments and so lost the sale for good," said Glorianne. "Having re:Members Chapter Performance/AMS together helps us grow membership, which is part of our strategic plan."

Shelley appreciates the granularity into member data that the two systems give chapter leaders.

They can finally see that Bob Smith, who comes to all their meetings, is not a member, so he's not paying anything to get chapter benefits."

Shelley Frost, IOM
Executive Director at AOC

Nurture Member / Customer Leads + Relationships

Because AOC didn't have access to the event registration platforms used by chapters, they couldn't see who attended local events. For example, one of their large chapters holds a big symposium every year, but, until now, HQ staff couldn't access the registration list or help follow up on those leads.

Like many associations where chapter and national membership are combined, some AOC chapter members don't realize they're also national members and vice versa. "Now we can run reports we haven't been able to run before to see who's active nationally and at the chapter level, and who isn't active. We can work together with our chapters to strengthen those relationships," said Glorianne. AOC can also see how many events chapters are having, and how well attended they are. This is incredibly valuable data into chapter performance and member engagement.

Help Staff Shift Their Focus to More Strategic Work

Shelley said, "Calculating and distributing dues rebates took one hundred plus hours—and that's a very conservative estimate. Eliminating that manual process is a huge time savings for our staff. With the integration between re:Members Chapter Performance/AMS, in a click of a button, we know exactly how many members paid. It completes the calculation and automatically pays those chapters without us having to cut physical checks."

One of AOC's goals is to provide strategic training to chapters, but they couldn't do it until now because their full-time membership and chapter associate spends all her time helping chapters with administrative tasks. "She ends up doing things herself because it's quicker than teaching

70 different people how to do it. She can't do her real job," said Shelley. "With re:Members Chapter Performance, everything is easier for chapter leaders to manage on their own, plus they can call the re:Members support team for help instead of us. Our chapter associate can now do what we hired her to do, which is to manage and support our chapters at a more strategic level, and to help them recruit, retain, and better serve members."

U.S. Bartenders Guild's Chapters Recruit Volunteer Leaders in a Tough Market with the Help of re:Members Chapter Performance/AMS

Chapters are able to recruit and hold on to volunteer leaders because the job is easier. The Chapter Performance platform eliminates any artificial and unnecessary barriers for USBG.

Fast Facts: U.S. Bartenders Guild (USBG)

Purpose: Uniting and elevating the bar industry through education, community, and advocacy.
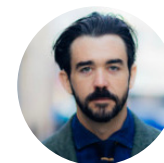
Association type: Individual membership association

Members: 3,500 members

Components: 40+ chapters

Staff: 15 association professionals

Association Management System: re:Members AMS

Aaron Gregory Smith, CAE
Executive Director at the U.S. Bartenders Guild (USBG)

The hospitality industry was severely affected by the pandemic and is still struggling to scale back up. 800,000 bartenders were working before the pandemic, only 550,000 are now.

"To fill that gap, everyone is working extra shifts, said Aaron Gregory Smith, CAE, Executive Director at the U.S. Bartenders Guild (USBG). "Our ability to recruit volunteers is limited by this lack of spare capacity. We've also seen generational and behavioral shifts in our culture because of the pandemic. People are more focused on their personal lives than their workplace-adjacent lives."

Before these recent challenges arose, USBG chapters were already finding it difficult to fill leadership positions. "We even lowered membership tenure requirements, but chapters have always had a hard time recruiting treasurers because organizational finance experience is not common among our members. And with re:Members Chapter Performance, it doesn't have to be."

Chapters are able to recruit and hold on to volunteer leaders because the job is easier. The platform eliminates any artificial and unnecessary barriers, and the re:Members onboarding team shows the new leadership team how to use the software."

Aaron Gregory Smith, CAE
Executive Director at the U.S. Bartenders Guild (USBG)
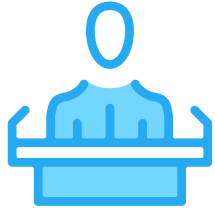
Simplify the Transfer of Leadership Responsibilities

"re:Members Chapter Performance helps us solve a major challenge with chapter leadership transitions," said Aaron. Transferring responsibility for bank accounts was a pain for chapter leaders because it required two volunteers to collect all the necessary information, and then physically walk into a bank together to make the change.

"Imagine, as an incoming officer, how frustrating it is not to get the baseline tools you need to do your volunteer job. It starts them three paces back. It became a frustrating barrier to entry, and there was very little USBG could do about it remotely."

Thanks to their tight integration, re:Members AMS tells the Chapter Performance software who the new chapter leaders are.

These volunteers immediately become authorized to work in re:Members Chapter Performance, while former chapter leaders have their permissions rescinded.
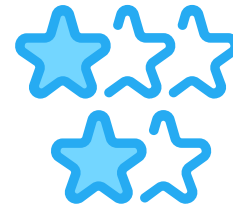
Help Chapters Deliver More Value to Members

USBG chapters are saying good riddance to Eventbrite, which recently raised its fees dramatically. With re:Members Chapter Performance as their event registration system, chapters can now collect non-member registrations for events.

"That's a carrot for chapters," said Aaron. "For the first time, they can charge non-members a higher rate and generate more revenue. That higher non-member registration fee also increases the value proposition for members."

Event registration payment processing is automatically built into the Chapter Performance solution. Whenever a payment is processed and deposited into the chapter's bank account, the journal entries are automatically posted to the chapter COA, automating the accounting.

Increase Trust + Transparency

Transparency is critical for USBG chapters. "Mistrust is an issue for people who work in the hospitality industry because they've often experienced challenging workplace cultures," said Aaron.

"But with this automated solution, financial information is transparent. re:Members Chapter Performance is an exceptional tool for chapter leaders to quickly produce financial statements for members. It instantly creates greater transparency and trust."

# Nurture Member / Customer Leads + Relationships

Aaron is excited about now having chapter event registration data in re:Members AMS because he believes membership is not the only relationship an association has or needs to develop.

"It gives us a list of leads for our other offerings—education, products, membership—so we can reach out in a more targeted way. What I love about these two systems is we're identifying people who are participating and finding value in local events, and those who are participating or purchasing a product or service from us nationally but aren't making the switch to membership. Chapter Performance helps unify what's happening across our chapter ecosystem with our re:Members AMS so we can run our business better."

He also values the ability to better understand the behavior of non-member customers. "It's so easy to fall into the routine of asking what members want, and that's important. You've got to keep meeting those needs. But what do people who are not members need to become members or to become enthusiastic supporters of the organization in whatever capacity works for them?"

USBG couldn't reach out to these people or ask these questions before because their chapters didn't have a centralized event system and they weren't tied into the HQ database. "Having a component system that can read our AMS and vice versa is a game changer."
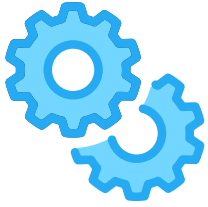
Demonstrate HQ's Support for Chapters

"Our chapters are also happy about having an event solution that's internally owned and supported, and integrated into their banking and membership solutions," said Aaron.

He described a scenario that many associations experience: the unfair discrepancies between big-budget and small-budget chapters. "Resource imbalances have always been a challenge. We have chapters with different local economic conditions and with different sponsorship opportunities due to their regulatory environments. Large chapters could always afford to pay for third-party technology and usually had enough officers to help with financial reporting.

Repair Resource Imbalances

Now, all chapters, no matter the size of their budget or volunteer leadership, have access to re:Members Chapter Performance and re:Members AMS. It's an equitable solution, the same technology infrastructure for all of them so they can all perform better."

As the bartending industry went through a contraction, so did USBG's chapter network. "We're planning a rebuilding phase soon. I'm very excited that re:Members is helping us with a more intentional and stable scaling up this time."

Aaron summed up in one sentence why association and chapter leaders appreciate the Chapter Performance/AMS combination:

"It makes it easier for our chapter leaders to do what they need to do and have more time to focus on what they want to do—connecting with each other, building community, and producing meaningful events."

Let us show you what's possible with

re:Members

Because It's All About Your Members

Choose one of our Association Management Software (AMS) solutions and/or our Chapter Performance solution to streamline operations, make smarter decisions, and deliver exceptional member experiences.

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