

# Association of Old Crows Relies on re:Members to Manage Chapters Around the Globe

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.

re:members  
Chapter Performance

# 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 about 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'Neil**  
Director of Membership Operations at AOC



**Shelley Frost, IOM**  
Executive Director at AOC

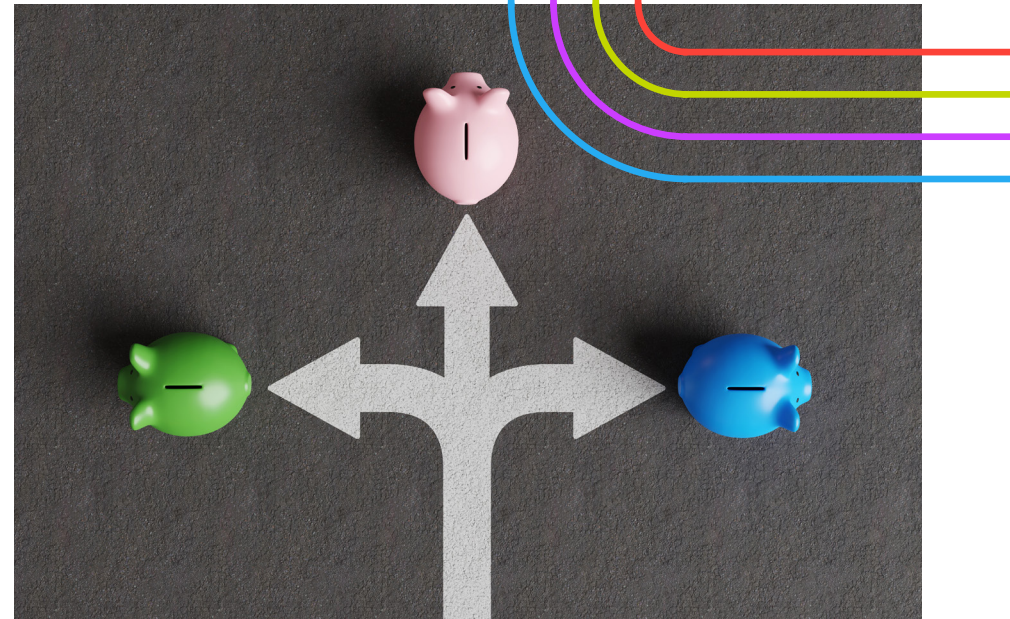


## Simplify + Safeguard Chapter Banking

"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."

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 put chapter funds in their personal bank accounts as a workaround. But now, instead of having to open bank accounts or resort to that practice, they do all their banking through re:Members Chapter Performance."

Glorianne mentioned another situation resolved by re:Members. "We're often asked to intervene when a treasurer or president has to step away from chapter duties. Or an officer moves and no one in the chapter knows how to get in contact with them."



"When this happened in the past, chapters lost access to bank accounts, websites, accounting systems, payment systems, etc. With re:Members, that no longer happens because everything is in one place. We can step in and share that access."

**She described re:Members Chapter Performance as a much simpler and more intuitive system for chapter leaders to use.**



## Give HQ Visibility into Chapter Performance

At AOC, chapters had been managing 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 the old association management system (AMS). “Before, we had to rely on reports or phone calls to gauge chapter performance,” said Glorianne. **“Now, we can see how many events chapters are having, how well attended they are, and how many inactive members they have. This is incredibly valuable insight into chapter performance and member engagement.** We’re also giving our regional directors [volunteer leaders] permission to see certain data so they can provide support to struggling chapters.”



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





## Eliminate Barriers to Chapter Leadership

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

"Alongside re:Members, we've given chapter leaders a great database and website—all these tools at their fingertips that are quick and easy to use. Now, they can focus on being leaders, not administrators."



# Help Chapters Recruit Members + Deliver More Membership Value

AOC wants to help chapters recruit members and sponsors. In the past, chapters couldn't accept payments or donations at events. **"I've heard chapters say they had to turn someone away because they couldn't join or make a payment at an event,"** said Glorianne. "With re:Members Chapter Performance, our chapters can help us grow membership, which is part of our strategic plan."

Shelley appreciates the granularity into member data that re:Members Chapter Performance and re:Members AMS, their new Association Management System, give chapter leaders. Membership benefits will now be reserved for members only.



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 hosts an annual symposium, 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.





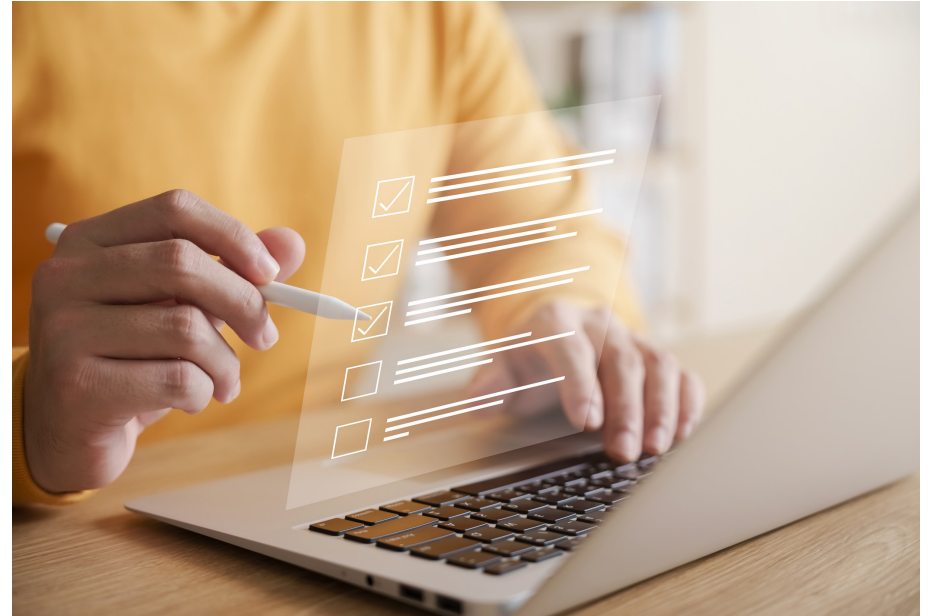


## Help Staff Shift Their Focus to More Strategic Work

“Calculating and distributing dues rebates took one hundred plus hours—and that’s a very conservative estimate,” said Shelley.

“Eliminating that manual process is a huge time savings for our staff. With the integration between re:Members Chapter Performance and re:Members AMS, in a click of a button, we know exactly how many members paid. It automatically completes the calculations and 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 her day 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, everything is easier for chapter leaders to manage on their own. If they need to, they can call the support team for help instead of us. Our chapter associate can now do what she was hired 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.”**



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# re:Members Chapter Performance

re:Members Chapter Performance helps associations manage their components in the U.S. and around the world. Learn how we can help you enhance component relations, operations, and performance.

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