

How re:Members Helps LPGA Amateur Golf Association Strengthen Chapter Performance

At LPGA Amateur Golf Association, volunteer leaders use re:Members as a one-stop shop to manage everything related to financial chapter management. From member rosters and membership reporting to banking and finances, LPGA Amateur chapters do it all with re:Members Chapter Performance.

re:Members
Chapter Performance

A Secure Banking + Event Solution

“Chapter leaders use re:Members Chapter Performance like a local bank,” said Kristin Bailey, Senior Manager, Chapter Development. “They love receiving funds from us much 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.”

Although re:Members comes with a built-in event solution for chapters, LPGA Amateurs uses an industry-specific tool called Golf Genius to manage events and simplify registration payment processing.

“Our chapters love the re:Members Chapter Performance integration with Golf Genius. Registration data and payments captured by Golf Genius go right into re:Members. 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 the solution.”

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. "re:Members' built-in controls decrease chances of phishing scams and embezzlement. It prevents any kind of funny business.

Fast facts about the LPGA Amateur Golf Association (LPGA)

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.

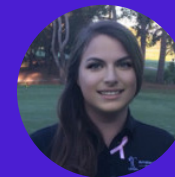
Association type: Individual membership association

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



Easily Assess a Chapter's Financial Health

Kristin said re:Members Chapter Performance helps both LPGA Amateurs and 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 Chapter Performance helps our chapter leaders stay focused 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. re:Members 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 re:Members Chapter Performance is so user-friendly, it has a positive impact on the chapter leadership experience. It makes it much easier for chapters to find treasurers and frees up time to focus on better serving members.”

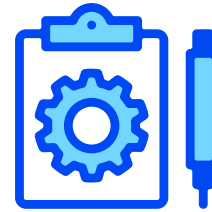
Losing volunteers is the number one reason an LPGA Amateurs chapter shuts down. “Volunteers are the lifeblood of our organization. We need to continually look



at how we can help them. If someone’s frustrated in the finance role, it’s not a good situation.

Since we’ve implemented re:Members Chapter Performance, we’ve had less burnout in the treasurer position. We’re not seeing chapters shutting down because of a lack of volunteers like we did before.”

Kristin also believes re:Members is a benefit when talking with prospective chapters and trying to keep chapters alive. “We had chapters in the past that wanted to switch 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 Monthly

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, processing dues rebates for 130+ chapters involved a lot of work. Staff had to confirm local bank account information, calculate what they owed each chapter, and send money to each of them, one by one.

Now, with one click, they export a report from re:Members AMS and upload the amounts due into re:Members Chapter Performance. **“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's chapter leaders come from all kinds of industries and professions. But the experts among them have spoken. "Members who are accounting and finance professionals tell us how much they love the system, so that's a huge win for us."

"People don't like change, but we've been impressed by the number of leaders who want to change over to re:Members Chapter Performance so willingly and quickly. They've given it a shot and they love it." Kristin said their volunteers have been really 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. Thanks to re:Members, we can focus on making sure we have healthy chapters and happy volunteers."



Improve the HQ + Chapter Relationship

"re:Members helps with trust-building," said Kristin. "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."



Let us show you what's possible with

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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