

# Transforming Volunteer Leadership: How RIMS & Re:Members Empower Chapters

Discover the game-changing partnership that revolutionized chapter management for RIMS, the Risk Management Society.

re:Members  
Chapter Performance



Chapters have a vital role in delivering value to RIMS members. But chapter leaders spent too much of their time managing financial and administrative responsibilities with inefficient chapter systems and processes.

Because RIMS now uses re:Members Chapter Performance, these volunteer leaders can instead turn their focus to the chapter member experience.

## RIMS goals

- ✓ Help chapters end their reliance on inefficient and siloed systems
- ✓ Drastically reduce the time chapter leaders spend on administration and finances
- ✓ Eliminate the risk of intentional and unintentional chapter fraud
- ✓ Gain valuable insight into member engagement and chapter performance

## Fast facts about RIMS, the risk management society®

**Mission:** Empower risk professionals to strengthen organizational resilience by driving strategic decision-making and improving business outcomes

**Association type:** Professional society with individual and organizational members

**Members:** More than 9,000 risk professionals globally

**Staff:** Fully remote workforce of 45 association professionals

**Chapters:** 80 independently owned chapters around the globe

**Association management system:** NetForum Enterprise

## Goal #1

# Help Chapters End Their Reliance on Inefficient + Siloed Systems

Volunteer leaders had the best intentions when choosing technology to manage chapter operations. But they ended up with a mix of siloed systems: QuickBooks, PayPal, online banking, databases, event registration platforms, and websites.

None of these chapter systems talked with each other or with RIMS' association management system (AMS). Consequently, RIMS had very limited visibility into how members engaged at the chapter level and how effectively chapters served members.

Each additional system meant more costs and complexity for chapters. Volunteer leaders had more bills to pay and more vendor relationships to manage.

Because chapter leaders had to manually update their databases with the monthly membership list from RIMS, member data was never current. New chapter



members weren't always recognized until the monthly list arrived. In many chapters, the event registration system couldn't distinguish members from non-members, so everyone paid the same rate. Since non-members saw no reason to convert to member status, chapters lost dues and registration revenue.

RIMS wanted to help chapters get rid of their siloed systems by offering an efficient chapter-in-a-box solution that provides the member data chapters need in real time.

## Goal #2

# Drastically Reduce the Time Chapter Leaders Spend on Administration + Finances

"Today's volunteers are not willing and not able to do as much as they used to for their chapter," said Annette Homan, Chief Operating Officer of RIMS. **"They no longer enjoy doing all the extra administrative work and wearing it like a badge of honor."**

Volunteers care about advancing the RIMS mission, but they had to reconcile bank accounts, figure out accounting systems, and file 990s. When inefficient systems prevent chapter leaders from dedicating enough time to delivering value to members, a destructive downward cycle begins.

Lackluster programming leads to disengaged members and attendees, which results in lower member recruitment, participation, and retention. Chapters also had succession planning challenges. The administrative workload made it difficult to recruit members for leadership roles. RIMS wanted to automate and simplify chapter leadership responsibilities so volunteers spend less time on administration and more time on local programming that provides real value to members.



"The more we can help chapter leaders use automation to take tasks off their plate, the better it's going to be for the member experience."

**Leslie Whittet**

Chief Membership Experience Officer at RIMS

### Goal #3

# Eliminate the Risk of Intentional + Unintentional Chapter Fraud

Risk management issues are inherent in volunteer-run chapters. Chapter leaders are neither finance nor database experts. They're bound to take shortcuts and make mistakes. Busy volunteer leaders often fall victim to social phishing. Intentional or unintentional fraud is inevitable.

Volunteer leaders used a variety of methods to manage chapter finances and data. Annette remembers one chapter treasurer who lost their job and access to their work computer where chapter data was stored.

Many chapters didn't follow standard financial procedures, like segregation of duties. They relied on only one person to manage chapter finances because it wasn't easy to train or give access to others. RIMS wanted to help their chapters manage business wisely and safely.



## Goal #4

# Gain Valuable Insight into Chapter Member Engagement + Chapter Performance

“Because chapter systems weren’t connected with ours, we’ve had to make assumptions about what they were doing,” said Annette. “We only had a piece of the puzzle to look at—member engagement at the Society

level. Until now, we didn’t have a full picture.” With this new insight, RIMS can create personalized renewal messages reminding members how they’ve benefited and why they should renew.

Because systems at RIMS and their chapters weren’t integrated, RIMS staff had to spend precious time on manual processes, like pulling dues from one system, reviewing and approving each transaction, and depositing them to each chapter’s bank account.

RIMS wanted access to chapter member engagement and financial performance data so they can better understand where to focus chapter resources.





# RIMS Selects + Launches their Chapter-in-a-box Solution, re:Members

When Leslie joined RIMS, she brought a brilliant idea with her. “I’ve been trying to work with re:Members Chapter Performance for years. There isn’t a solution like it. All the other options offer a little bit of this or a little bit of that but end up not moving you forward.”

RIMS staff discussed several chapter challenges with the re:Members team. Leslie said,

**“Every time I thought we presented a situation unique to our organization, re:Members had seen it and had a way to handle it. They have the solutions along with a depth of experience.”**



“With re:Members Chapter Performance, chapter leaders have everything they need in one place to run a chapter,” said Annette. “It integrates with our AMS so chapters have access to real-time membership data. Plus, all member and non-member chapter engagement data is visible to us at HQ.”

Annette Homan  
Chief Operating Officer at RIMS





# The Impact Made by re:Members on RIMS + Its Chapters

“The reception to re:Members Chapter Performance has been phenomenal,” said Annette, Chief Operating Officer at RIMS. re:Members rolls out chapters in a phased approach, with the first phase serving as champions that help drive future adoption. RIMS purposefully chose a diverse mix of chapters by size and geography to account for operational variations.”

**“Start with the chapters who complain the most about everything they have to do. Make it easy for them via re:Members, and they will become your biggest advocates.”**

Every chapter starts by using re:Members Chapter Performance to receive monthly dues—a way for them to become familiar with the software, while saving a lot of time and expense for HQ staff doing chapter remittance.

As time goes on, RIMS will show chapters how re:Members can help them manage membership, finances, and more.





## All-inclusive, automated system takes care of chapter administrative + financial tasks

Chapter leaders see immediate benefits from re:Members Chapter Performance as they get rid of siloed software, like QuickBooks and event registration systems. They now don't have a multitude of systems and vendors to pay for and manage.

With chapter-in-a-box software, chapters have access to real-time member data, which allows them to generate more revenue from non-members and convert more of them to member status.

re:Members' automation handles all their time-consuming tasks, such as bank reconciliations, journal entries, and backup. By taking these administrative chores, including data entry, off their plate, re:Members makes the chapter leader's job much easier and less time consuming so they can spend less time on admin and more time on serving members.



## Chapter leaders switch their focus to membership value

Instead of doing the tasks no one wants to do, chapter leaders can dedicate more time to serving members, engaging with HQ, and generating more revenue. When chapters use re:Members Chapter Performance, a virtuous upward cycle begins.

Chapter leaders have time to plan better events, which attract more attendees and bring in more revenue. With increased member engagement, more members are willing to volunteer. Joins and renewals grow as the perception of membership value increases.



## Recruiting chapter leaders becomes easier

“With re:Members Chapter Performance easing their workload, it’s easier than ever to recruit volunteers and officers because leadership stops being such an onerous task,” said Leslie.

Traditionally, the treasurer’s role has been the most difficult for chapters to fill. “Chapters hold on to good treasurers forever. Now they’ll have the tools to make the treasurer’s job easier,” said Annette.

**“re:Members brings more transparency and stability to chapter management, and diminishes the risk of being a chapter treasurer.”**

Because chapters are no longer reliant on one person to manage finances, it will be easier for them to engage more members in chapter leadership.



## RIMS standardizes chapters’ financial operations and eliminates the risk of fraud

The RIMS team are eager for chapters to adopt re:Members’ standard operating procedures (SOPs). They no longer have to worry about SOPs residing only in a volunteer’s head or work computer.

Chapters can now easily and safely manage their business. Segregation of duties is required by the software. “Dual controls and approvals of payables and cash disbursements, required bank reconciliations, and reports stored in the application instead of a treasurer’s personal or work email—all this eliminates intentional or accidental fraud and reduces the financial risk for volunteers and chapters,” said Annette.



## RIMS gains insight into member engagement and chapter performance

RIMS receives 3 types of data from re:Members Chapter Performance:

- ✓ **Member/non-member engagement data**, such as event attendance, non-member prospects, and inactive members who aren't receiving value.
- ✓ **Financial data**, such as profit/loss, and percentage of revenue from events, sponsorships, and dues.
- ✓ **Chapter performance data**, such as the number of events, percentage of members attending events, and other benchmarking data that helps RIMS staff identify under-performing and bright spot chapters, offer advice, and share success stories.



**“We never received data like this before. We now have insight into what people are doing, not just on the Society level but also on the chapter level. Instead of nagging chapters for reports, we can spot at-risk chapters, share best practices, and help them all improve performance.”**

Annette Homan  
Chief Operating Officer of RIMS



## re:Members Chapter Performance helps RIMS improve their relationship with chapters

When RIMS introduced re:Members Chapter Performance to chapter leaders, the first question was, naturally, “Who pays for it?” RIMS covers the cost for chapters. “By giving them this tool, we’re easing their day-to-day as volunteer leaders,” said Annette.

“re:Members brings the organization together as one. It helps us build trust with chapters as we’re reviewing data and making decisions together—all rowing in the same direction.”

**“I’ve spent most of my association career in chapter land, as I affectionately call it. There isn’t a solution like re:Members. This is a really clean, elegant system that is going to change the relationship we have with our chapters.”**



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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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