

Chapter Performance Helps the U.S. Bartenders Guild and Its Chapters Recruit Volunteer Leaders in a Tough Market

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.

re:members
Chapter Performance

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.”



Fast facts about the 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)

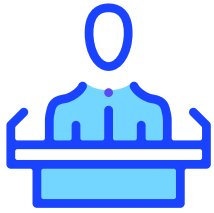
"We've also seen generational and behavioral shifts in our culture because of the pandemic. People are more focused on their personal lives than their workplace-adjacent lives."

Before these challenges arose, USBG chapters were already finding it difficult to fill chapter leadership positions. "We reduced barriers to entry, like lowering 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 new leadership teams how to use the software."

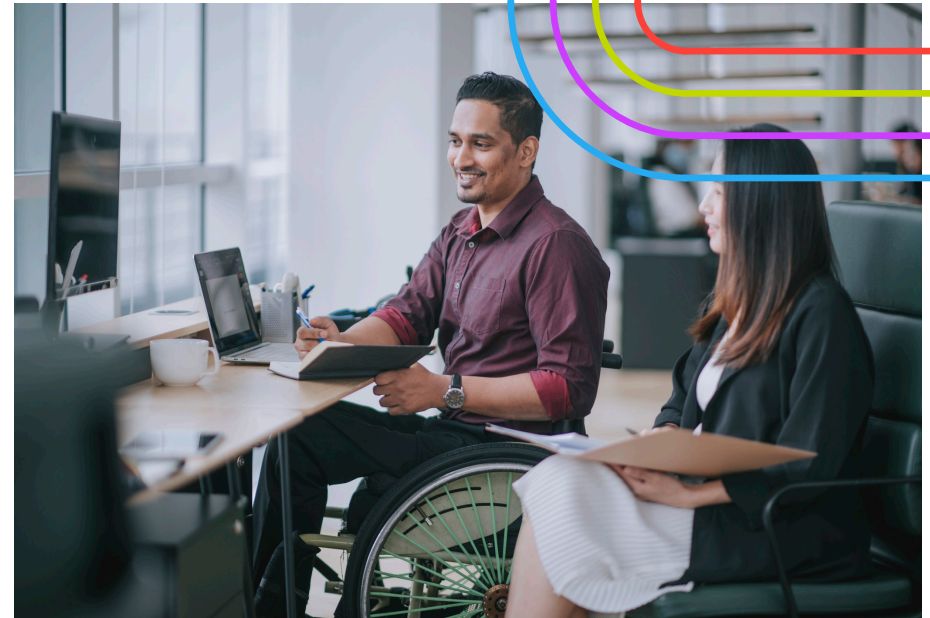




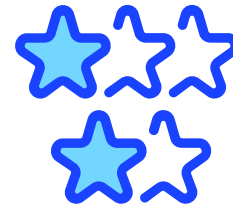
Simplify the Transfer of Leadership Responsibilities

“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 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.”



re:Members Chapter Performance simplifies banking for chapter volunteers. Thanks to their tight integration, USBG’s association management system, re:Members AMS, tells the Chapter Performance software who the new chapter leaders are. These volunteers immediately become authorized to work in re:Members, 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. The 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’s chart of accounts.



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

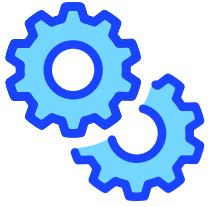
Aaron is excited about having chapter event registration data in their AMS because he believes membership is not the only relationship an association has or needs to develop. Because employers don't always pay for membership, but will pay for education, associations benefit from cultivating a professional community of members and customers.

"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. re:Members Chapter Performance helps unify what's happening across our chapter ecosystem with our



re:Members AMS so we can run our business better." Aaron 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 ask these questions or reach out to these people before because their chapters didn't have a centralized event system and weren't tied into HQ's database. "Having a component system like re:Members Chapter Performance 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."





“Now, all chapters, no matter the size of their budget or volunteer leadership, have access to re:Members. 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 during the pandemic, so did USBG’s chapter network. “We’re planning a rebuilding phase. I’m very excited that our re:Members Chapter Performance software 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 re:Members: “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 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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