

SELLING MEMBERSHIPS

You're often a person's first interaction with their Community League. And you collect valuable information that the rest of your board needs - about potential volunteers, programs your members want, and feedback your board can discuss and consider.

Gather Info

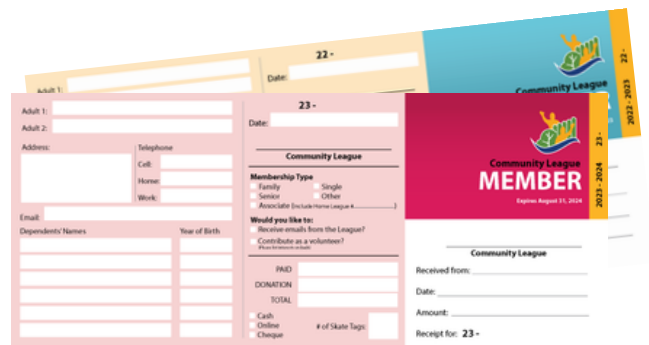
New members fill in the left-hand side of the card with their address, additional family members and contact info. Don't be afraid to ask for their identification.

Ask new members to fill in the back, too. It's your opportunity to be inviting and inclusive. It's their opportunity to suggest programs they'd like from the League, skills they can offer and feedback.

You then fill in the middle and right-hand side of the card.

STEP

1



Your new member gets the right-hand side of the card. The top portion is their card; the bottom portion is their receipt. File the League portion of the card somewhere secure.

Skate Tags and Door Stickers

Next in the process is sharing skate tags and stickers.

Tags allow members free access to any outdoor League rink in the city (at each League's discretion).

Door stickers show member support. During a door-to-door membership drive, they show who already is a member.

STEP

2



Use The Info

E-mail news

If a member has indicated 'Yes,' your communications director can add their e-mail to your list or database.

Contribute as a volunteer

If a member has indicated 'Yes,' your volunteer, social or sport director can add their e-mail to the League's list or database.

Activities/programs

If a member has shown interest, your Program Director can add the requests to the League's list or database.

Board suggestions

This is valuable feedback for your board to read and discuss.

STEP

3

Would you like to receive news from your League via email? **yes** **no**

Contribute as a Volunteer **yes** **no**

Please list interests on back

Volunteer Interests/Skills You Can Offer - board, events, committees, program lead, other.	Comments/Suggestions for Community League Board:
What Activities/Programs Interest You?	

Community League Volunteer Canvasser Name _____



Memberships

Congratulations, and thanks for volunteering as your Community League's membership director. This role feeds into other board roles. You're the keeper of information. You can help your board find volunteers and share valuable information with your members.

The EFCL

The Edmonton Federation of Community Leagues (EFCL) is the umbrella group for Edmonton's 163 Community Leagues. It is our job to help you with your role. We provide resources and templates through our online library at www.efcl.org. We are also available by phone during the week at 780-437-2913.

Communal

One way your members will obtain their memberships is through the efcl.org website, where they will be directed to your League's Communal instance. New members will create an account with their email and they will receive a digital copy by email. They can download it to their Apple Wallet, save it in their email, access it through their Communal account or print a copy. To find your Communal instance, visit getcommunal.com/efcl/leagues.

You will receive notifications of sales and you can download lists and reports from Communal at any time. The payout cutoff is on the 30th of each month and the revenue from sales will be deposited automatically into your League account by Stripe within 7 days.

Note: you will still be able to access leagues.efcl.org for past membership lists. Please let us know if you need a password reset at 780-437-2913.

The Rules

All Community Leagues are governed by a Code of Ethics. Copies can be found on the efcl.org. But the most important rules that you need to be aware of are the following:

- Observe your bylaws, without regard to race, creed, colour, religion, ethnic origin, sex or political affiliation.
- Only sell memberships to residents living within the boundaries of your Community League.
- If your bylaws allow the sale of Associate memberships, only sell if a buyer first has a membership in their "home" League, and record that first number in the space provided on the associate membership card.
- When someone moves into your Community League boundaries, honour their current membership until the current membership year ends.
- Children are not eligible to hold membership. They are only covered through their parent/guardian's family membership.
- Youth sport will require a Community League membership, and a membership in one Community League does not stop youth from playing with their friends at another Community League.



WHERE NEIGHBOURS MEET
and GREAT THINGS HAPPEN
EDMONTON FEDERATION of COMMUNITY LEAGUES