

SELLING MEMBERSHIPS

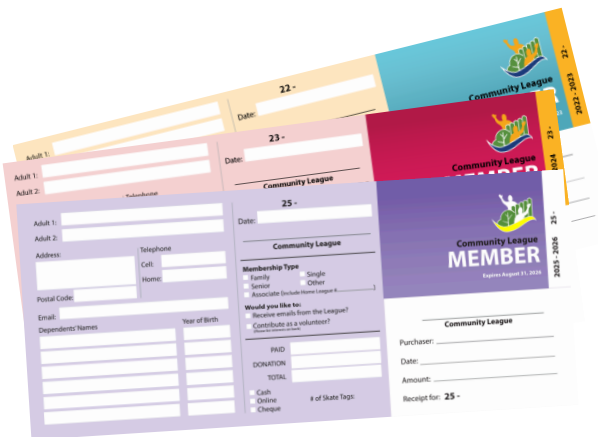
You're often a person's first interaction with their Community League. And you collect valuable information that the rest of your board needs – about potential volunteers, programs your members want, and feedback your board can discuss and consider. This is the first step of engagement.

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 or do it as you chat with them. 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.

STEP 1



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

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 Ribbons and Door Stickers

Next in the process is sharing skate ribbons and door stickers.

Ribbons 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 emails from the League?
- ☐ Contribute as a volunteer?
(Please list interests on back)

Volunteer with your League

Tell us about your skills and talents.

Participate with your League

What activities and programming interest you?

Share your comments and suggestions with the Community League Board

Community League Volunteer Canvasser: _____



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 resource library at www.efcl.org/league-resources/membership_resource/

Email your questions to leaguesupport@efcl.org anytime!

Communal

One way your members will obtain their memberships is through the 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 digital 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.

CODE OF CONDUCT

All Community Leagues are governed by a Code of Conduct.
Copies can be found here:

<https://efcl.org/about/governing-documents/code-of-conduct/>

Before selling a non-voting membership to a person outside your League's boundaries, encourage them to obtain a membership with their home League.



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