



Chapter Enrollment Guide

Clubs will move through the enrollment process in classes. If a club fails to provide required information by the prescribed deadline, the club will be bumped back into the next enrollment class. From initial application to deployment, the enrollment process will take approximately 3 months.

Club Due Diligence – Application:

1. Contact IMBA-SORBA for the Chapter Program information package
 - a. Review the information
 - b. Consult with your IMBA-SORBA Executive Director, Tom Sauret
 - c. IMBA-SORBA staff shares Club intent with SORBA Executive Board and seeks approval to proceed.

2. The Board Takes Action
 - a. The Club Board of Directors votes to pursue chapter status
 - b. The Board creates an application committee consisting of four positions. One person can fill multiple positions if necessary.
 - i. Primary Contact – this person will be the primary point of contact for IMBA-SORBA in the enrollment process.
 - ii. IT/Database/Membership Contact – this person will work with IMBA-SORBA's IT staff to merge data and business systems.
 - iii. Club Treasurer/Financial Officer – this person will be responsible for providing financial reporting to IMBA-SORBA.
 - iv. Club Secretary/Information Officer – this person will provide verification that the Club Board of Directors has taken necessary actions to move the Club through the chapter enrollment process.
 - c. The Application Committee takes action
 - i. Begin the governance document review process – consult with Club Board and IMBA-SORBA staff.
 - ii. Begin territory assignment process – consult with Club Board and IMBA-SORBA staff.
 - iii. Collect information for chapter application

Club Makes Chapter Application

Application Review:

1. IMBA-SORBA staff review the application and choose to accept, park, or deny the application
 - a. Accept: information is complete and the Club is a suitable candidate
 - b. Park: information is incomplete or the Club is a questionable candidate
 - c. Deny: the Club is not a suitable candidate
2. IMBA-SORBA staff consults with the Club and explain any issues in the case of a Park or Deny decision.
3. IMBA-SORBA staff consult with club to finalize bylaws
4. IMBA-SORBA staff consult with club to finalize territory



Club Due Diligence - Enrollment:

1. Club opts to Proceed, Park, or Withdraw
 - a. Proceed: Club Board of Directors votes to become an IMBA-SORBA Chapter
 - b. Park: Application committee continues working with IMBA-SORBA to resolve issues or provide necessary information
 - c. Withdraw: The Club withdraws for the Chapter enrollment process
2. Legal Integration
 - a. Club Board of Directors votes to adopt IMBA-SORBA Chapter Charter and initiates bylaw changes (bylaw changes typically take 2 Board meetings)
 - b. Club submits signed Chapter Charter to IMBA-SORBA
 - c. Club adopts bylaws
 - d. Club secretary begins researching any document submittals required by the Secretary of State and initiates changes as needed
3. Brand Integration
 - a. Club provides high res logo image per “**Art and Copy Requirements for IMBA-SORBA-Chapter Membership Materials**”
 - b. Club provides letter copy per “**Art and Copy Requirements for IMBA-SORBA-Chapter Membership Materials**”
 - c. Club provides name and acronym as they should appear in all IMBA-SORBA co-branded communications, per “**Art Requirements for IMBA-SORBA-Chapter Membership Materials:**”
 - d. Club secretary acquires, completes, and submits “Non-Profit Mailing Form from Additional Offices” (form provided by IMBA-SORBA) to USPS
4. Data integration: Club provides membership and contact data via “contact import spreadsheet” (Provided after application review)
5. Financial Reporting: Club submits “Chapter Financial Report Form”
6. Club Submits \$500 enrollment fee to IMBA-SORBA

Final Enrollment/Integration Action

1. IMBA-SORBA reviews provided member data, requests clarifications or changes
2. IMBA-SORBA graphic designer prepares integrated logo, club contacts consult with IMBA-SORBA staff to finalize integrated logo
3. Club contacts consult with IMBA-SORBA staff to finalize letter copy

Deployment

1. IMBA-SORBA implements Chapter in CRM, including membership join/renew forms, graphics, and web/mail templates
2. IMBA-SORBA assigns IMBA-SORBA members from Chapter territory to Chapter
3. IMBA-SORBA takes Chapter CRM implementation live
4. Chapter points online membership pages from Chapter website to IMBA-SORBA provided membership landing page
5. IMBA-SORBA and Chapter make announcement of joint membership and chapter status.



Art and Copy Requirements for IMBA-SORBA-Chapter Membership Materials

IMBA-SORBA customizes membership solicitations including renewal and lapsed membership letters to include your chapter's name logo and details.

Each renewal letter going to your chapter members will feature your chapter's logo alongside IMBA-SORBA's, along with your chapter's name and acronym. The letters explain that membership to IMBA-SORBA includes membership to your chapter, and vice versa.

Letter copy also includes a brief message about your local chapter.

Chapter members' membership packets also include the appropriate chapter's name and logo on the membership card and welcome letter.

Materials Required

Chapter name and acronym:

Name and abbreviation, as it should appear on membership materials (eg. Southern Off-Road Bicycle Association, SORBA). This will be combined with "IMBA-SORBA".

Logo:

So the logos look crisp, IMBA-SORBA's designers require high-resolution images, not those pulled from web sites. These are best sourced from the designer that created the "original art" or "source art" for the logo, and should include any fonts.

Logos should be sent as EPS files (Encapsulated Postscript with .eps extension) or Adobe Illustrator (files with .ai extension). In some cases a high resolution jpeg (eg. a jpeg with at least 300dpi at 4") is acceptable.

Copy for renewal letter:

Chapter-specific renewal and lapsed letters include the news, events and successes you've had as a chapter.

Please provide a short paragraph of no more than 250 words explaining what members can expect when they join your chapter.

For example:

"Mountain bikers all over Georgia are flocking to the new Gainesville Bike Park, thanks to the efforts of IMBA-SORBA-Gainesville members. We also won access to 10 miles of new cross-country trails at Chicopee Woods Nature Preserve. Look for IMBA-SORBA-Gainesville volunteer days throughout the year."