

ANDREA PIERANTOZZI

VP ADMINISTRATION

INFORMATION, EFFICIENCY AND MEMBERSHIPS,
MEMBERSHIPS, MEMBERSHIPS!

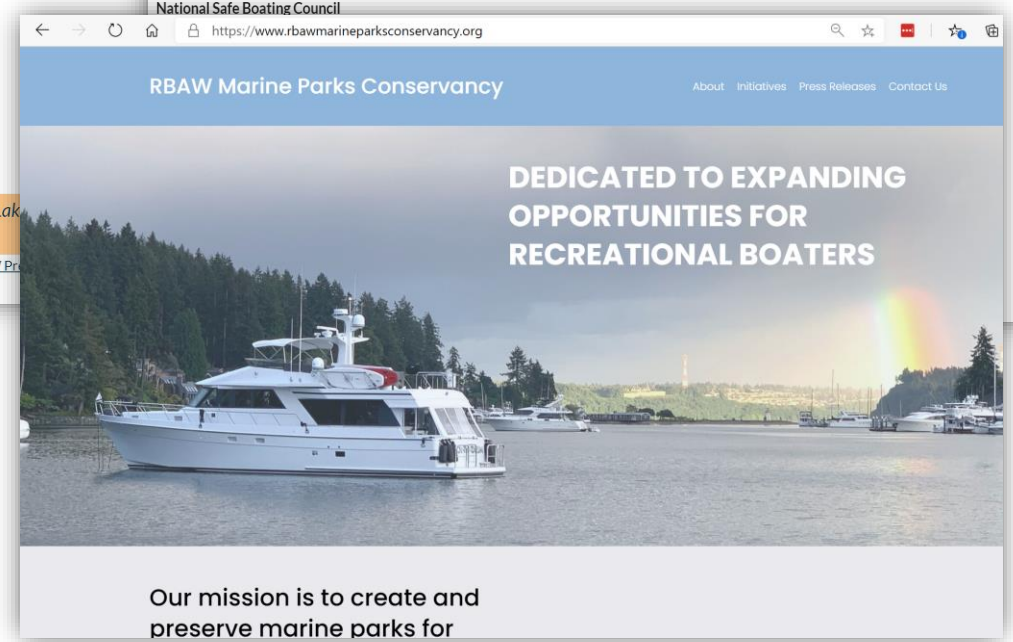
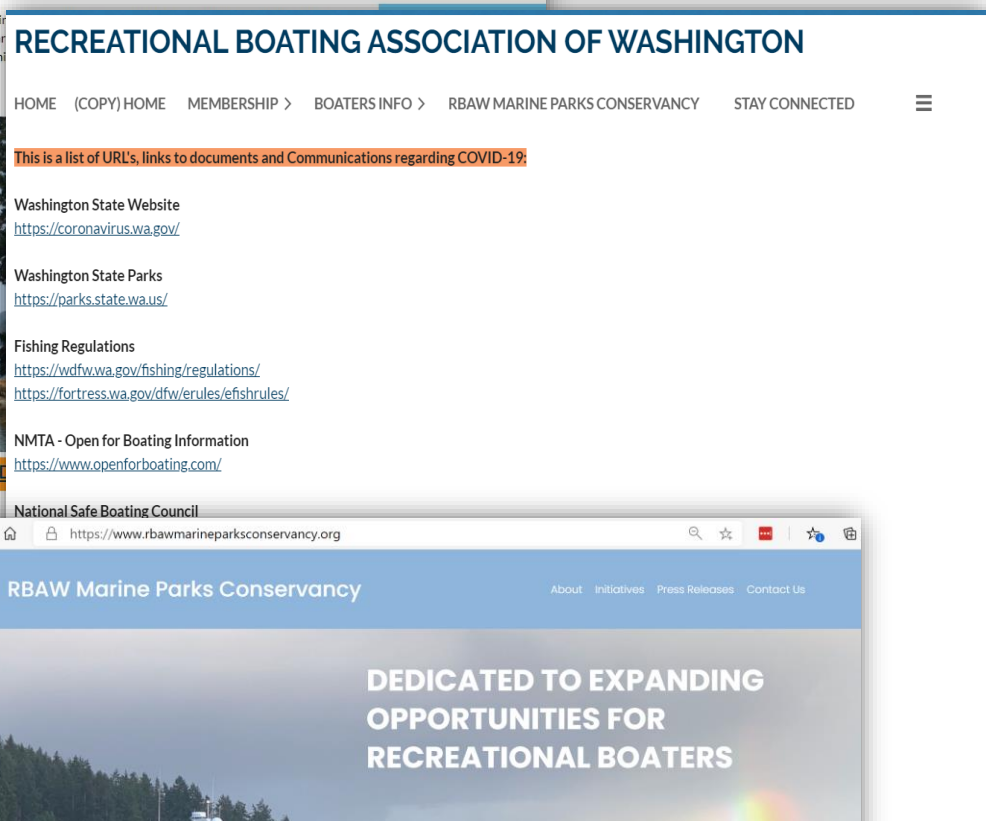
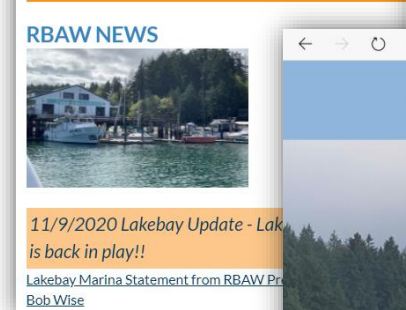
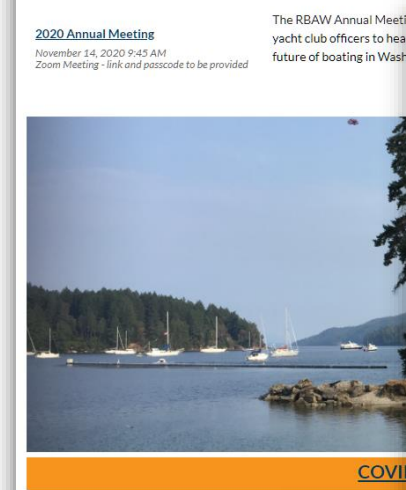
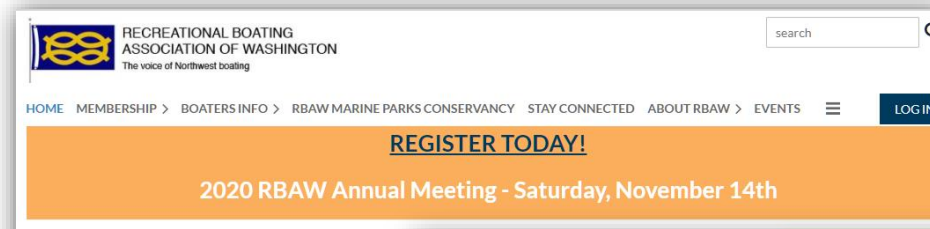
WHAT WE'VE ACCOMPLISHED THIS YEAR . . .

□ Simplified, Informative, Website(s)

- ❖ Goal to Educate and Inform Boaters
- ❖ Attract new RBAW Members!!


□ Active Communication to RBAW Membership

- ❖ COVID-19 Resource Center
- ❖ Monthly Legislative updates
- ❖ As-needed E-lerts & information sharing
- ❖ Yacht Club outreach regarding local issues
- ❖ Dipping toe into Social Media



WHAT WE'VE ACCOMPLISHED THIS YEAR . . .

- ❑ Continued evolution of our Membership Management platform
- ❑ Improved Management of Yacht Club Membership Structure
- ❑ Streamlined Club Renewals
 - ❖ New e-form for Affiliated Yacht Club renewals
 - ❖ Renewals sent via email vs. snail mail
 - ❖ Bridge and COW information tracking – we still need your help keeping it current!



RECREATIONAL BOATING
ASSOCIATION OF WASHINGTON
The voice of Northwest boating
www.RBAW.org

2020 Yacht Club Renewal Form
Renewal Month: November

PLEASE COMPLETE ALL THE YELLOW BOXES

YACHT CLUB NAME: MAILING ADDRESS: CITY, STATE, ZIP CODE:	COMMODORE: EMAIL ADDRESS: PHONE NUMBER:
RENEWAL CONTACT: EMAIL ADDRESS: PHONE NUMBER:	CHANGE OF WATCH DATE: (Month/Year) INCOMING COMMODORE: EMAIL ADDRESS:
RBAW DELEGATE: EMAIL ADDRESS:	PHONE NUMBER:

OPTION 1 - REGULAR YACHT CLUB DUES CALCULATION

Number of your Club Memberships <small>Club's total membership count</small>	<input style="width: 50px;" type="text"/> X \$2.00 Each	----- \$ -
Additional Lobbyist contribution (optional)		<input style="width: 50px;" type="text"/>
Additional 501(c)(3) Lakebay contribution (optional)		<input style="width: 50px;" type="text"/>
TOTAL SUBMITTED		----- \$ - See mailing instructions

OPTION 2 - CLUB CREDIT PROGRAM DUES CALCULATION
Enables your Members to get RBAW Individual Memberships & your YC receives a \$2 credit for each membership

A. Number of RBAW Individual Memberships ** <small>Collected and renewed through your Club</small>	<input style="width: 50px;" type="text"/> X \$20 Each	----- \$ -
B. Number of your Club Memberships <small>Clubs total membership count</small>	<input style="width: 50px;" type="text"/> X \$2.00 Each	----- \$ -
C. Sub Total - (Club membership plus Individual Memberships)	----- (Total A+B)	<input style="width: 50px;" type="text"/>
D. Credit for Individual Membership collected for RBAW <small>The \$2.00 credit for each RBAW Individual Membership compensates your Club for collecting the dues in A. above</small>	<input style="width: 50px; text-align: center; value: 0;" type="text"/> X \$2.00 Each	----- \$ -

YACHT CLUBS, FULL MEMBERSHIP SUPPORT

- ❑ Yacht Clubs are the backbone of RBAW
- ❑ We want to reinforce the alignment of our values and objectives down to the individual YC Club members
- ❑ Compulsory mentality – our Yacht Club values the RBAW mission . . .our members value that as well
- ❑ Today, 15% of Yacht Clubs members have affiliated Individual Memberships – we need more to do more for Recreational Boating
- ❑ 2021 target is 850 new memberships via our Yacht Clubs – that’s an >80% growth!

Affiliated Yacht Club	Path to Full Support	
	Part of YC Dues Process	Full Yacht Club Support
Clover Island Yacht Club	YES	
Fidalgo Yacht Club	YES	
Fox Island Yacht Club	YES	
Kingston Cove Yacht Club	YES	
Meydenbauer Yacht Club	YES	
Olympia Yacht Club		YES
Poulsbo Yacht Club	YES	
Puget Sound Yacht Club		YES
Rainier Yacht Club		YES