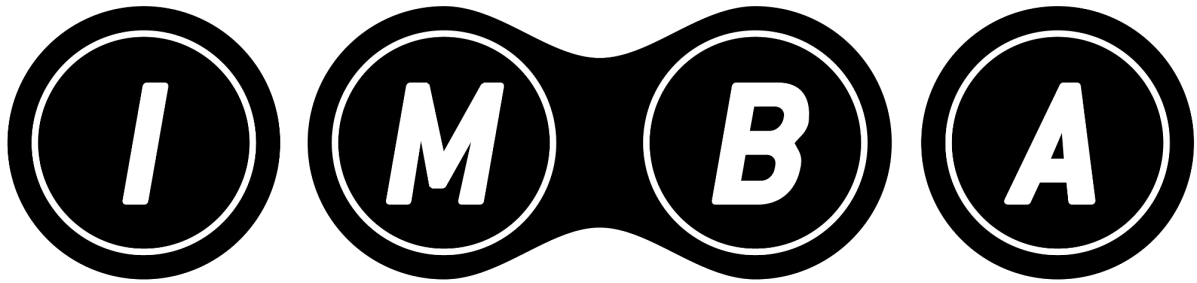


BECOME AN



LOCAL

MEMBER ORGANIZATION

What is IMBA Local?

IMBA Local Program is a fee-based grassroots support system designed to provide mountain biking organizations and their partners with essential tools that help create and sustain thriving trail communities. The program is a fundamental component in IMBA's vision is to build and recognize 250 trail towns by 2025. IMBA's mission is to create, enhance and protect great places to ride mountain bikes. By helping create and enable Trail Champions at the local level, IMBA is able to build a base of knowledgeable, capable, and reliable advocates and stewards dedicated to bringing *More Trails Close to Home*.

IMBA Local provides support in three ways:

Administrative Support

Whether you're managing membership, volunteers or finances, the Local Program has the solutions your organization needs to stay on track. Free up valuable time to contribute more resources to making great trails happen!

Advocacy Support

The access that mountain bikers currently enjoy is a result of decades of advocacy work, grassroots activism and widespread volunteerism. IMBA Local supports your advocacy efforts by providing data collection tools, strategy solutions, and much more.

Educational Support

Having the knowledge to make meaningful change in your community or within your organization is a key component to success. We can provide the educational resources necessary for your organization to meet its mission.

Local Support Services

Everyday administrative tasks and the software and people needed to accomplish these tasks can be expensive and time consuming. The IMBA Local Program helps address these challenges within organizations by providing admin services like membership management, communication software, volunteer recruitment and management software, insurance discounts and other support services. All services are chosen to help advocacy and stewardship organizations be more efficient and effective.

The program offers two service options for organizations; [Chapter Support services](#) and [Affiliate Support services](#). Click a service item to learn more.



Chapter Support Services

Chapter Support Services provide the full suite of offerings available through the Local Program.

Administrative Support

[Membership Acquisition and Retention](#)

[Event Management Software](#)

[Volunteer Management Software](#)

[501c3 Fiscal Agency](#)

[Insurance Discounts](#)

[Human Resources/PEO Services](#)

Advocacy Support

[IMBA Co-Branding](#)

[EveryAction](#)

[Trails Count Grant Program](#)

[Dig In Program](#)

Educational Support

[Online Learning Tools](#)

[Webinars](#)



Affiliate Support Services

We understand that not every organization falls under one category and may require a different set of needs. Your organization may not identify solely as a mountain biking advocacy organization or may focus more on activities and programming for kids or other initiatives. This is where the Affiliate Support Services option fits in. While still offering a toolbox of useful tools, and continuing to grow, your organization is still able to remain 100% independent of IMBA.

Administrative Support

[Event Management Software](#)

[Insurance Discounts](#)

Advocacy Support

[IMBA Co-Branding](#)

[Trails Count Grant Program](#)

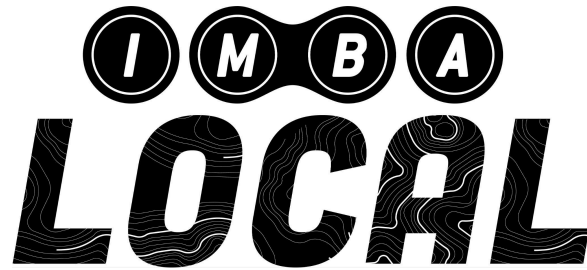
[Dig In Program](#)

Educational Support

[Online Learning Tools](#)

[Webinars](#)



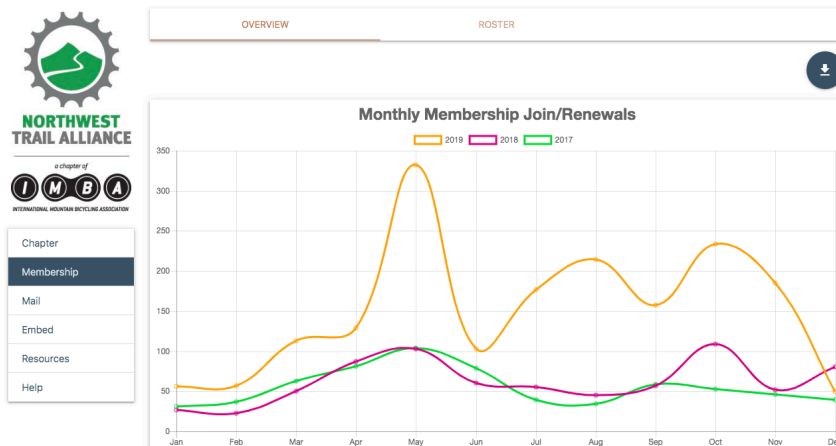


Administrative Support Details

- Membership Acquisition and Retention - Our Membership Acquisition and Retention services can help ease the management off your organization’s membership activities to free up time and resources needed to create more trails and volunteer support in your community. IMBA can process and manage your organization’s memberships for a flat fee of \$15 per member per year (discounts available for Regional coalitions). These are not the joint IMBA-chapter memberships of the past. This service allows more dollars to stay with local groups for local trails and ensures long term support for your members.

Included in IMBA Membership Acquisition and Retention Services is a dashboard tailored to your organization that includes:

- graphs and data related to your membership numbers and dollars
- email communication tools for the entire membership lifecycle and for general communication with your contact database
- Email signup tools
- management of your organization’s leadership structure
- And more...



Also included is access to premium membership fulfillment and membership benefits through ExpertVoice, Keen and others, plus access to two yearly membership drives. The Spring and Fall membership drives provide incentives from industry partners like Yeti, Pivot, JensonUSA, Shower's Pass, BikeFlights and Western Spirits and includes marketing materials and training to help you recruit and retain members.

From Fall 2019 Membership Drive

There's a Yeti
calling your name

Win a new ride, plus a trip for two
to put it to the test.

Join or renew to win a new Yeti,
a trip for two and more.

membership
campaign
fall 2019

IMBA
local

IMBA's processing fee for each member covers the cost of membership management and benefits and is reinvested into the Local Program to provide more tools and resources for your organization.

- Event Management Software - IMBA Local Partners will have access to the SimpleTix platform to help create and manage events. This software allows you to take money for events and includes options for additional donations to your organization during checkout with no additional charge to you.



- Volunteer Management Software - IMBA has partnered with Golden Volunteer to provide Local organizations with a robust and flexible volunteer management platform to help better communicate with volunteers, manage volunteer opportunities and gather data on volunteer work. [Download the mobile app](#) to find volunteer opportunities in your area, or click below to find out how your group can engage with Golden Volunteer.

Admin View

EXPORT REGISTRATION DATA

Insights

My Organization

Opportunities

Affiliate Volunteers

Summary

Here's an overview of your Organization and it's contributions.

83
Total Volunteers

319.02
Aggregate Volunteer Hours

\$8,001.78
Value of Volunteer Time

Opportunities

GO!

ADD OPPORTUNITY +

ADD VOLUNTEER SESSIONS +

Opportunities

Cancelled Opportunities

Recommend

Invite Organizations

→

Type	Title	Status	Promoted	Rating	City	Zip Code		
Local	11/27/2019 Trail Workday - Devil...	Active	✕	★★★★★	San Antonio	78238	🔗 Share	☰
Local	Dec 2019 Devil's Den Trail Work...	Active	✕	★★★★★	San Antonio	78238	🔗 Share	☰
Virtual	OP/LCG Trail Signage Installation	Active	✕	★★★★★	San Antonio	78250	🔗 Share	☰




Public View - volunteer.imba.com

Location ^


Distance

50 miles

Availability ∨





Dec 2019 Devil's Den Trail Workdays (multiple)
South Texas Off Road Mountain-Bikers (STORM)
📅 Today 2:00pm (+ 10 more)
📍 San Antonio, TX



Winged Deer Trail Workday
★★★★★
SORBA Tri-Cities
📅 Sunday 12:00pm
📍 Johnson City, TN

Sign-up screen



Dec 2019 Devil's Den Trail Workdays (multiple)

South Texas Off Road Mountain-Bikers (STORM)

🏠 Indoor / **Outdoor** 🏃 Active / Mellow

🧠 Mind / **Body** 👥 Social Independent

Sign up for this opportunity

+ Bring a Friend or Child

SIGN UP

Data gathered from this program and from the available tracking software will provide a powerful source of information that can be used for advocacy efforts on the local, state and federal levels and can be beneficial in grant reporting requirements and proposals.

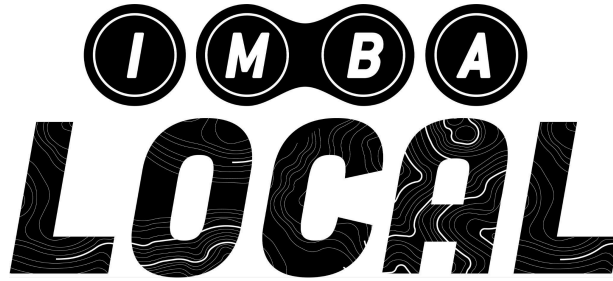


- 501c3 Fiscal Agency - IMBA Local Chapter-level partners can utilize IMBA's group 501(c)(3) tax filing exemption. This filing allows Chapters to apply for public/private grant funding, allows Chapters to solicit charitable donations from the public and usually exempts the Chapter from similar state and local taxes.

In order to remain 501(c)(3) compliant, the Chapter should file a 990 with the IRS each year.

- Human Resources/PEO Services - Hiring and maintaining paid staff can come with a lot of overhead administrative tasks and can be a barrier to having professional staff. IMBA can help with developing job descriptions, candidate recruiting, benefits, payroll and all of the other tasks associated with hiring and managing staff.
- Insurance Discounts - Insurance can be a large line item in your organization's budget and can also fall short of what your organization actually needs. Through the IMBA Local Program, your organization will have access to insurance prices and products through our partner, the Nicholas Hill Group, not available to other organizations.





Advocacy Support Details

- IMBA Co-branding - IMBA's brand is recognized and respected by nearly every land management agency in the country. For over three decades, IMBA has been at the forefront of access, education and trail development for mountain bikes. By always leading with a professional approach, we have gained more than 100,000 miles of trails and the respect of land managers nationwide. When you become a Local Partner, we will provide you with everything you need to let your partners know that you're affiliated with IMBA.



- EveryAction Advocacy Support - National issues deserve national attention. This is where support from EveryAction comes in. IMBA utilizes collaborative partnerships with Outdoor Alliance to utilize EveryAction and makes it easy to reach out to elected officials and land managers on issues that have national implications, i.e. federal land management plans, legislation alerts such as LWCF funding support and more.

Trails Count Grant Program - IMBA has partnered with Eco Counter to provide Local Chapters with a robust and flexible trail counter program to help with trail advocacy efforts and maintenance planning. This exclusive grant program provides access to Eco Counter hardware and software to create and implement successful counting programs. Also provided is guidance and assistance from the professionals at Eco Counter.

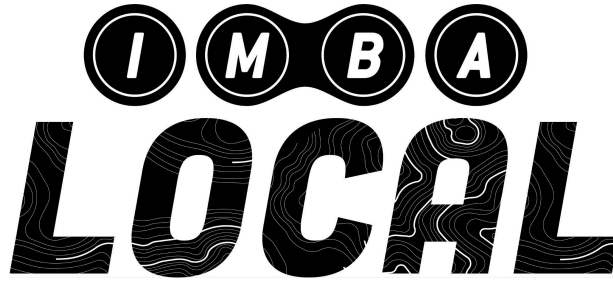
Data gathered from this program and from the available tracking software will provide a powerful source of information that can be used for advocacy efforts on the local, state and federal levels and can be beneficial in grant reporting requirements and proposals.





- Dig In Program - IMBA's new Dig In Campaign will provide an avenue for raising funds for mountain bike projects nationwide. IMBA can leverage its reach and relationships to provide grant opportunities via corporate partner dollars and run a national marketing campaign. The goal is to bridge the gap between local and national fundraising efforts, and show a new audience how inspirational and vital trails are to local riders and communities.





Educational Support Details

- Online Learning Tools - IMBA utilizes online learning options that provide training for you and your volunteers built around organizational effectiveness. This training includes courses on building a better and more effective board of directors, creating and sustaining a volunteer coordinator position, creating and implementing funding plans, and much more.
- Webinars - Each year IMBA Local Partners can attend webinar series aimed at providing real-world examples and guidance to help you meet your missions. Past webinars have included volunteer management and software implementation training, fundraising planning and implementation training, and membership marketing training.

Support Service Options - Side by Side Comparison

	Chapters	Affiliates
Administrative Support		
Membership Acquisition and Retention	✓	
Event Management Software	✓	✓
Volunteer Management Software	✓	
501c3 Fiscal Agency	✓	
Insurance Discounts	✓	✓



Human Resources/PEO Services	✓	
Advocacy Support		
IMBA Co-Branding	✓	✓
EveryAction	✓	
Trails Count Grant Program	✓	✓
Dig In Program	✓	✓
Educational Support		
Online Learning Tools	✓	✓
Webinars	✓	Discounted



FAQs

How much does it cost to be part of the Local Program?

The two options available with the Local Program have two different pay structures. Chapter Support Services cost only \$15 per member per year. This is automatically calculated and taken care of when IMBA provides quarterly membership revenues. Your organization receives revenues for each quarter, minus the processing fees.

Affiliate Support Services are paid on a yearly basis. The base contribution amount is \$250 per year and can be paid online. Your organization can voluntarily elect to contribute more and have those additional funds reinvested into the program. While there are no differences in services based on how much you give, we certainly appreciate your organization's willingness to support the program.

How often does IMBA pay out membership revenues to Chapters?

Your organization receives membership revenues on a quarterly basis. Each check or deposit is reflective of the previous quarter's membership activity, minus the processing fees. Membership revenue checks are sent via snail mail or by direct deposit.

How does IMBA handle the processing fee for monthly auto-renews?

IMBA retains the processing fee for monthly auto-renews over the course of the year, charging only \$1.25 each month on that contribution to total \$15 for the year.

What does the processing fee cover?

The processing fee covers the cost of membership mailings, i.e. paper forms that are sent via snail mail, premium processing for socks and other incentives, marketing material development for membership drives, website/database updates for Local leaders, additional software included in the program like Golden Volunteer and staff dedicated to the Local Program.

What about donations and events revenues? How much of that money does IMBA retain?

The only revenue IMBA retains from our partners participating in the Chapter Support Services option is the flat membership processing fee. Revenues received during your organization's events are 100% yours to keep. This includes donations to your organization, you keep it all.

