

## **FAQs Regarding the 2011 Changes to EWGA Membership Dues Structure**

### ***With the state of the economy why are you raising dues now?***

The economic challenges over the last two years have certainly had an impact on all of us. Bottom line is we wouldn't do it if we didn't have to.

Here are the economic factors that have made this necessary at this time:

EWGA Revenue comes from two sources:

- + Membership dues
- + Non-dues revenue, (primarily from business sponsors)

### **Membership Dues**

Membership has declined. We are down to 15,000 members (from a high of 18,500 in 2005). Less members = less dues = less revenue coming into the EWGA.

## Non-Dues Revenue

Sponsorship has declined as businesses tighten their belts. Less money from sponsors creates more pressure on membership side of the equation.

We need to increase the dues amount to keep a healthy amount of revenue coming into the Association while we work to build our membership.

### ***Can't you cut spending instead of raising dues?***

We have and we continue to do so, but there comes a point in time that we can't cut any more without affecting service to the Chapters and members.

Over the course of the past several years, the Association has taken strident measures to cut operating expenses and increase operating efficiencies.

We have also maintained the infrastructure, administrative chapter support and services to the membership.

Additionally the cost of doing business continues to rise. There is an:

§ Increase in reporting and regulations on security, risk and compliance issues are required of businesses today.

§ Increase in insurance and supplier costs.

§ Need to invest in technology to improve service efficiencies for the Chapters as well as Headquarters.

***How did you decide to make these changes?***

The Association Board of Directors (elected by the EWGA membership) has an obligation and responsibility to ensure EWGA's long-term vitality and sustainability.

The Association financials and budget have been closely scrutinized and monitored by the EWGA Board of Directors and the Finance Committee. They felt that this was the best option at this time to ensure the financial health of our Association.

***Can I get a copy of the EWGA Financial Statements?***

Yes, the 2008 and 2009 Financial Statements are available to all members. The 2010 Financials will be available in 2011 after the books are closed and the audit completed.

They are posted in the Member Clubhouse inside the Business Reports Library. (Member Clubhouse; Resources; All Libraries; Business Reports, Financials – click to the left of the 1<sup>st</sup> letter, not on the folder, to open)

***How much does it cost to service one EWGA member and how did you determine that?***

For 2010, the total cost to service one member at the Classic level was \$149.28. Items included in this calculation are the member card, bag tag, mailing of annual membership information, handicap service charge where applicable, technology, bank fees, webinars, brochures, awards and prizes for members and leaders, advertising and promotion, staff and leader travel, Leadership Day at the Conference, Board of Directors meetings, staff administration and overhead, printing and production, and other administrative and infrastructure expenses.

***How are the Championship, EWGA Golfpalooza (and the new 2011 Match Play Series) funded?***

These programs are self-sustaining through registration fees

of those who participate, as well as sponsorship support. No portion of the membership dues is used to fund these events.

***Can you provide an overview of what changes will be made for each membership category?***

## 2011 Membership Levels & Dues

### § Classic Member

- \$130 to renew (up from \$100)
- \$155 to join (up from \$125)

### § Executive Member

- \$375 to renew (up from \$300)
- \$400 to join (up from \$325)

## New for 2011!

### § Senior Membership - for 65 and older

- \$100 to renew
- \$125 to join

### § Young Professional Membership (ages 18-30)

- o \$75 to renew or join

## Other Changes

§ Auto-renewal option now available

§ Installment payment option available on a case by case basis - contact EWGA HQ

§ Student Membership has become Young Professional Membership

§ Corporate Membership still available; changes in development to be distributed to Chapter Leaders soon

§ Increase to Chapter portion of the dues

### ***What benefits are included in each of the membership categories and how do they differ?***

In 2011, all members at all levels receive membership in one EWGA Chapter of choice, access to the EWGA Golf Handicap system for their official USGA handicap index (\$30 value), discounts on playing opportunities and lessons at all EWGA Golf Club Network facilities (priceless!), a personalized EWGA bag tag and 20<sup>th</sup> Anniversary commemorative gift, access to the "Ask the Industry" and "Web Café" educational webinars, complimentary subscriptions to *Golf Week* and *Golf Digest* magazines (\$46.94 value), discount subscription to *Golf Fitness* magazine (\$15.95 value), coupons for golf playing/savings

opportunities valued at over \$300, and a member card and key fob. Members should check the EWGA website often, as new benefits are added throughout the year.

In addition, members who join/renew at the Executive level of membership will receive:

- A savings of \$50 when registering to attend the 2011 EWGA Golfpalooza
- A special limited edition EWGA branded pearl bracelet valued at over \$100
- A \$50 credit if they open a savings account (minimum \$5) with XCEL Credit Union (an EWGA partner)
- Access to exclusive invitation-only events online and *On Course with EWGA* events

***I realize that EWGA is a business; can you tell me what services HQ provides to us?***

This is a great question, so let's step back and look at it from a big picture perspective.

As you know, when you join the EWGA, you have access to programs and activities conducted by the Chapter(s) with which you have selected to affiliate.

Chapters exist and are intertwined with all the other

Chapters because of the affiliation agreements signed for the “back office” infrastructure and support created and sustained by this 20-year old national umbrella organization.

Without this infrastructure, the sustainability of reasons why members belong wouldn't be able to exist long term. All this requires funding to provide the Chapter support and delivering quality services and support. We do this to make volunteering easier.

Staff consulting and servicing covers a broad range of subjects including (but not limited to):

- The Association's and Chapter's business structure and infrastructure
- Financials
- Membership promotions and collateral tools
- Volunteer training
- Legal requirements
- Tax exempt umbrella status with the IRS
- PCI compliance and regular updates of new laws and regulations
- Printing and production costs on marketing materials
- Credit card transaction fees for new and

renewing members

- Chapter template websites (at no cost to Chapters)
- Hosting fees for all websites under the EWGA umbrella
- Oversight of the online EWGA Member Clubhouse with discussion groups, libraries in which to post documents, blogs, and Chapter discussion groups

***Are the Chapters going to get any more money with the dues increase?***

Chapters are going to receive more money starting January 1. You will receive \$35 dollars for every member (up from \$30 per member).

***When do the new dues become effective?***

The changes to the 2011 dues structure are effective January 1, 2011. All members who are due to renew in 2011 will receive their renewal notice with the new dues options. New members who join after January 1 will be required to pay the 2011 dues amounts. The 2011 member application form will be available online for download beginning January 1, 2011.

***Will the fee change for dual members and those who transfer?***

The fee for dual membership or for those who transfer from one Chapter to another will increase from \$30 to \$35 and that total fee will be forwarded to the secondary Chapter.

***What is the difference between the new Young Professional and the previous Student membership categories?***

The Student membership was created specifically for members who were going to school full-time. The Young Professional membership is expanded to focus on young women between the ages of 18-30 without regard to whether they are still in college or just starting their careers. It is intended to offer an affordable option to young women in order to add diversity to our membership.

***What will members need to send for proof of age if they join/renew at the new Young Professional (ages 18-30) or Senior (ages 65+) membership categories?***

Members who join/renew at the Young Professional or Senior categories will need to submit their date of birth so that it can be maintained in the database. Members who select either of these membership categories will need to submit their forms and payments via fax or email rather than online

so that proof of age can be verified before the payment is processed.

***What is the auto-renewal option?***

When members renew (either online or with a paper copy of the form) they will have the option to check 'automatic renewal'. Selection of this option will provide approval for EWGA to automatically charge their credit card each year in the month they are due to renew. The EWGA website is a secure site and all credit card information will be completely protected.

***What is the installment option for dues?***

If a member has a financial need to break the payment of their membership dues into two equal amounts, they can contact the EWGA office at [800-407-1477 x16](tel:800-407-1477). The first month their credit card will be billed for half the dues amount, and the final half will be billed the next month. There will be an additional processing charge for members who choose this option. The membership will not be considered 'active' until the full payment is processed, and then the Chapter will be sent their portion of the dues.

***When was the last time that dues were raised?***

There has not been a dues increase since 2006. We have added different Membership levels, but there has not been a change in the cost of those membership packages since they were introduced in 2006.

***I'm afraid with the dues increase that it will be harder to grow our Chapter membership.***

This is where you come in. Your passion, enthusiasm and belief in EWGA is contagious. EWGA offers so much that you need to educate yourself and be ready to answer this question. While EWGA is about golf, it also offers more than just golf (and at the Classic membership level in 2011, for only 35 cents a day!)

It's about lifelong friends, business contacts, fun, stress release, exercise, fresh air, health and well-being.

It's also about personal development, gaining and improving golf skills, learning how to deal with life's bumps and being there for each other.

It's about expanding your professional skill base, adding to your resume, learning how to participate on / or run a board of directors and developing other leadership experience and talents.

It's about belonging to a large, supportive, unified group – the only national organization that represents amateur women golfers.

It's about opportunities to connect face-to-face and online with women across the country; about opportunities to golf in a variety of events at a variety of places and with people you may not have otherwise met.

It's about giving back. . . to your community, new golfers, young business women, local and national charities and causes.

Knowing what's in it for you and being able to tell others what's in it for them is the key to sharing the heart and soul of the EWGA and growing our membership.

There are thousands of women looking for the EWGA – all we need to do is find them and tell them about us! We can grow; you just need to be ready to tell others what makes us unique and why they want to be a part of this dynamic organization!