



**VAST and Clubs Transition  
to Online TMA  
Membership Sales**



WHY?

HOW?

WHEN?



## WHY?

- To put more revenue in the hands of clubs.
- To have real time revenue forecasting so we know in advance how much we can spend on grooming and grants.
- To streamline the sales process and tighten up the system to avoid incomplete or wrong information.
- To ensure that all TMAs are signed by the buyer and they have read or had someone read to them the contractual language.
- To save volunteer and staff time.
- To avoid face to face interaction if we cannot sell in person.
- To be able to get membership information into the VAST database so members get updated information. *Right now, if they are a new member or one that did not buy a TMA membership the year prior, often they are not added to our database until the summer or later.*

## For Clubs

- Transfer the costs associated with selling TMAs to VAST, so clubs have more funds (bank/credit card fees, mailing/shipping and associated supplies).
- More club dues: 94% of VAST clubs will see a significant amount of increased revenue with an overall \$200,000 impact for all clubs collectively based on 20,000 members.
- Less volunteer time needed.
- Weekly and monthly (cumulative) reports with new and existing member information.
- Bi-monthly payments of all club dues collected by VAST.
- Ability to still sell, but now using a computer or tablet.
- No more chasing incorrect information or bounced checks. No more lost or misplaced TMAs.
- All club donations made without a TMA purchase can still be done through the clubs directly.

## For VAST Members

- Ease of Purchase - buy from anywhere, on a smartphone, iPad, tablet or PC - 24/7 starting October 1<sup>ST</sup>.
- Realtime addition to all VAST communications (magazines, e-news blasts, alerts)
- All lost TMAs and transfers done online.
- TMAs can still be bought from a business or a club via a computer or tablet.

## For VAST

- Realtime revenue tracking. Financial health of VAST.
- Realtime updates of VAST membership information.
- Guaranteed signature capture on TMA forms.
- More accurate information and less chance of selling wrong TMA (no Early Bird TMAs sold after December 15<sup>TH</sup>).



## HOW



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## WHAT

- Building and updating all VAST internal database functions on top of what we already have without hiring an outside source.
- Presenting to clubs in early summer 2020.
- Holding training sessions via Zoom for clubs and vendors selling online TMAs.
- All TMA sales can begin on October 1<sup>st</sup> each year instead of waiting for paper forms to be printed.
- Sending clubs weekly and monthly reports with new member information.
- Direct deposit bi-monthly of all club dues from TMA sales.

## Buy Your Early Bird TMA Beginning October 1

- October 1<sup>ST</sup> to December 15<sup>TH</sup> is Early Bird TMA sales time. Standard Early Bird rate + club dues of \$30, and \$5 processing fee.
- Standard Regular Season TMA rate + club dues of \$30, and \$5 processing fee.
- 3-Day TMAs remain the same with \$20 dues going to each club. No processing fee.

***69% of all TMA sales were Early Bird in the 2018-2019 season.***

*So what would that look like.....*

## Dues Breakdown Based on 2018-2019 TMA Sales

Club Dues + County Dues	CLUBS	MEMBERS	% OF MEMBERS	2018-2019 Online Sales	2018-2019 OnLine Dues	Projected Dues Gained
<\$10	1	160	0.68%	3	\$ 90.00	\$ 3,218.50
\$10	12	1364	5.80%	81	\$ 2,430.00	\$ 25,660.00
>\$10 <\$15	11	697	2.96%	58	\$ 1,740.00	\$ 10,787.50
\$15	30	6119	26.00%	642	\$ 19,260.00	\$ 82,155.00
>\$15 <\$20	10	1677	7.13%	154	\$ 4,620.00	\$ 19,462.50
\$20	17	3647	15.50%	356	\$ 10,680.00	\$ 32,910.00
>\$20 <\$25	18	3415	14.51%	375	\$ 11,250.00	\$ 26,805.50
\$25	5	1976	8.40%	371	\$ 11,130.00	\$ 8,025.00
>\$25 <\$30	9	2863	12.17%	323	\$ 9,690.00	\$ 9,337.00
\$30	3	1613	6.85%	243	\$ 7,290.00	\$ -
<b>Totals:</b>	<b>116</b>	<b>23,531</b>	<b>100.00%</b>	<b>2,606</b>	<b>\$ 78,180.00</b>	<b>\$ 218,361.00</b>

# Now let's look at what it might look by each county.

This is club and county dues combined out of the \$30 collected by VAST for each club.

County	Projected Dues Gained	County	Projected Dues Gained
Addison	\$ 9,732.00	Lamoille	\$ 7,720.00
Bennington	\$ 36,035.00	Orange	\$ 18,516.00
Caledonia	\$ 32,114.00	Orleans	\$ 10,088.00
Chittenden	\$ 7,740.00	Rutland	\$ 20,068.00
Essex	\$ 12,995.00	Washington	\$ 13,090.00
Franklin	\$ 13,080.00	Windham	\$ 21,251.00
Grand Isle	\$ 820.00	Windsor	\$ 15,112.00
		<b>Total</b>	<b>\$ 218,361.00</b>

## Now let's look at a second option.....

In Option 2, the revenue for clubs would remain the same as Option 1 but would be slightly different for VAST and members.



## Option # 2: VAST would have three TMA sale timelines:

- October 1<sup>st</sup> to November 15<sup>th</sup> : Rider Relief TMA sales time where members can buy an Early Bird TMA at a lower rate, but club dues will remain at \$30 and \$5 processing fee.
- November 16<sup>th</sup> to December 15<sup>th</sup>: Early Bird TMA sales time, normal Early Bird rate + club dues of \$30 and \$5 processing fee.
- December 16<sup>th</sup> to end of season: Regular Season TMA sales time, normal Regular Season rate + club dues of \$30 and \$5 processing fee.
- 3-Day TMAs remain the same with \$20 dues going to each club. No processing fee.

*So what would that look like.....*

# OPTIONS

## **Option 1 Early Bird without Rider Relief Sales October 1st until December 15th**

Registered in VT Early Bird TMA is  
 $\$110 + \$30 + \$5 = \$145$

Family Registered in VT Early Bird is  
 $\$94 + \$30 + \$5 = \$129$

Not Registered in VT Early Bird TMA is  
 $\$140 + \$30 + \$5 = \$175$

Family Not Registered in VT is  
 $\$117 + \$30 + \$5 = \$152$

## **Option 2 Rider Relief TMA sales October 1st until November 15th with a \$15 discount**

Registered in VT Early Bird Rider Relief TMA is  
 $\$95 + \$30 + \$5 = \$130$

Family Registered in VT Early Bird Rider Relief  
is  $\$79 + \$30 + \$5 = \$114$

Not Registered in VT Early Bird Rider Relief  
TMA is  $\$125 + \$30 + \$5 = \$160$

Family Not Registered in VT Rider Relief is  
 $\$102 + \$30 + \$5 = \$137$

Costs to VAST when selling and processing online TMAs currently and if we moved all online through VAST next season.

<b>TMA Worksheet - Moving to All Online</b>		<b>2019/2020</b>	<b>2020/2021</b>
<i>Based on 22,000 members</i>			
Paper Forms / Printing & Paper Costs	35,000	\$5,687.00	\$3,520.00
Stickers	33,650	\$7,886.00	\$5,060.00
Credit Card Fees	2.90%	\$13,988.00	\$106,267.31
Stripe Fees	\$0.30	\$910.80	\$6,600.00
Mailing to Members (No 3 Day)	\$0.55	\$1,490.00	\$11,550.00
Mailing to clubs	Different Prices	\$436.00	\$100.00
Software Fees	\$5,000.00	\$2,390.00	\$5,000.00
<b>Total Expenses</b>		<b>\$32,787.80</b>	<b>\$138,097.31</b>
<b>Online Processing Fee (No 3DAY)</b>	<b>\$5.00</b>	<b>\$13,550.00</b>	<b>\$110,000.00</b>
<b>Net Costs</b>		<b>\$19,237.80</b>	<b>\$28,097.31</b>

*If 25% of our members bought a Rider Relief TMA the reduced revenue would be \$82,500.*

# WHEN

May

Present to the VAST BOD



June  
July

Begin to Alert Clubs with Zoom Meeting Presentations



July

BOD Votes on TMA proposal

Sept

Present to VAST Members at Annual Meeting



Sept

Hold Zoom Trainings for Clubs and Vendors



Oct

Begin Selling TMAs



May  
2021

Re-evaluate the System for the Future