

MEMBERSHIP PROPOSAL FEEDBACK

Thank you to all the members who commented and made suggestions on the membership proposal. There were many overlapping responses. These topics are addressed below. Your membership team Olga Hendrickson, Tracey Erway, Kristine Strasburger, Eleanor Thomas and Chris Stanko

1. **MEMBERSHIP FEES:** 2021 being the 1st year of the new merged organization and being our COVID recovery year we believe a low membership fee will help our members through this trying time. We do understand that WE United members are paying a little bit more than they have previously. Our membership price will go up in 2022 but not much. We will try to keep the membership fees low. Fees will increase if there is a need for additional income for the organization. Our membership fee is low enough to encourage members who do not want to compete to be part of the organization as well as our competing members.
2. **YOUTH MEMBERSHIP:** We are wanting to encourage youth to get involved in WE. Therefore, keeping the fee "FREE" for now seems more inviting. Membership applications will need to be filled out for youth, just like everyone else. Horses will also need to be recorded. In the future if indicators show us there is a need for additional income, there could be a nominal fee for youth.
3. **HORSE RECORDING:** All current WE United and Confederation horse recordings will be grandfathered into the merged organization. For our Charter year (COVID recovery year), we would like to offer horse recordings free to any new horses until December 31, 2020. As of January 1, 2021 there will be a \$20 Lifetime horse recording fee. This gives our members with new horses a chance to get them recorded for Free. It also gives new members a chance to get their horses recorded for Free. With the \$20 fee, we can use the monies for Education, scholarships, AO help, awards...possibilities are endless. We would like to suggest having all recorded horses transferable if sold. The recording number goes with the horse. It will take just a small amount of paperwork. In the future if indicators show us there needs to be a change, we can visit that.
4. **ONE TIME SHOW VOUCHER:** We will try this for our Charter year and revisit it at the end of 2021
5. **MEMBERSHIP/AO \$5:** We will try this for our Charter year with the goal of supporting local groups (Affiliate Organizations) in their efforts to help grow the sport and will re-evaluate at the end of 2021.

Membership Program

(NatOrg = National Organization; AO = Affiliate Organization)

What's New

- Eliminated Family memberships; replaced with free memberships for Youth
- Eliminated Group Memberships (GM); replaced with Affiliate Organization (AO) Program

Type	Features	Rationale
Adult Member	<ul style="list-style-type: none"> ● Eligible to hold office in National Organization (NatOrg) ● Eligible to vote in NatOrg ● Eligible to win awards in NatOrg ● Eligible for NatOrg Leaderboard ● Charter year fee (2021): \$30. At the end of the membership year, each member will be given the option to designate \$5 from their membership to an Affiliate Organization or to be used to support educational initiatives run by the National Organization. Undesignated monies will be earmarked for educational initiatives run by the National Organization. ● Annual fee (beginning 2022): \$45 	<ul style="list-style-type: none"> ● Reduced initial fee to encourage joining NatOrg as soon as possible and to accommodate pandemic. Allows both competing and non-competing members to be eligible to vote ● Maintain low annual fee until indicators require need for increase. ● Membership Proposal feedback indicates membership feels lack of need and complicated. Part of Horse Recording fee can be earmarked for AO development.
Youth Member	<ul style="list-style-type: none"> ● Must be 17 years or younger at the start of the competition year (Dec 1) ● Eligible to win awards in NatOrg ● Eligible for NatOrg Leaderboard ● No membership fee at present. 	<ul style="list-style-type: none"> ● Encourages youth participation ● Provides financial break to families ● May be reevaluated in future, if indicators show need change, there may be a nominal fee for youth
Non-member	<ul style="list-style-type: none"> ● Not eligible for NatOrg awards, or inclusion on Leaderboard ● Must pay a non-member fee of \$20 in 2021 and \$35 in 2022 to show at licensed events ● Eligible for one Non-Member Fee Show Voucher per lifetime ● Eligible to apply for membership (pay the difference) within 2 weeks of a competition ride to qualify for NatOrg awards and Leaderboard 	<ul style="list-style-type: none"> ● Voucher provides a one-time “try before you buy” allowance ● Ability to apply for membership following a show provides incentive to join; scores will apply to Leaderboard and Awards program

Membership Program

(NatOrg = National Organization; AO = Affiliate Organization)

<p>Affiliate Organization (AO)</p>	<ul style="list-style-type: none"> ● Independent local organizations involved in WE ● Can function under any legal business structure (e.g., sole proprietor, LLC, LLLP, corporation, etc.) ● Must offer educational opportunities and/or information about WE and the NatOrg to their members and/or the general public ● Must promote membership in the NatOrg ● Head of organization must be a NatOrg member ● No minimum local membership requirements ● Must have policies and procedures not in conflict with the vision, mission, and purpose of the NatOrg ● AOs will be listed on the NatOrg website by state. Listing includes brief description of functions/activities, point of contact, AO logo, and link to AO website. ● AO events will be included on NatOrg calendar of events ● Have the right to use NatOrg logo on AO website and advertising ● NatOrg show license fee at \$2 per competitor ● Must renew their Affiliation Agreement with the NatOrg annually ● Charter year fee (2021): \$30 ● Annual fee (beginning 2022): \$50 ● At the end of the membership year, each member will be given the option to designate \$5 from their membership to an Affiliate Organization or to be used to support educational initiatives run by the National Organization. Undesignated monies will be earmarked for educational initiatives run by the National Organization. ● 	<ul style="list-style-type: none"> ● Helps individuals find groups in their area for WE activities ● Promote AOs through website recognition and listing AO activities on the NatOrg calendar of events. ● Members can designate an AO of their choice to help support with a portion of their NatOrg membership fees. This is intended to help support the growth of local WE activities.
<p>Horse recordings</p>	<ul style="list-style-type: none"> ● All horse recordings currently with WE United and Confederation are honored in the new organization. ● New, lifetime horse recordings free through 12/31/2020 	<ul style="list-style-type: none"> ● Horse recordings help ensure accurate record-keeping and do not require many resources to process. ● Current WEUnited and Confederation horses are grandfathered into new NatOrg.

Membership Program

(NatOrg = National Organization; AO = Affiliate Organization)

		<ul style="list-style-type: none"> ● Through 12/31/2020, members as well as new members have the opportunity to record horses without a fee. ● As of 1/1/2021, a \$20 LIFETIME fee. Horse Recording is transferable upon sale of horse. ● These fees can be used for education, assisting AOs, scholarships, awards, Possibilities are endless!
--	--	--

Membership Program Summary

	Adult Member	Youth Member	Non-Member	Affiliate Organization (AO)
Annual Cost in 2021 Charter Year	\$30	Free		\$30
Annual Cost beginning in 2022	\$45	Free		\$50
Member to allocate \$5 to an AO; else monies go to educational events organized by the National Organization	✓			
Eligible to vote in NatOrg	✓			
Eligible to hold Office in NatOrg	✓			
Eligible to win awards in NatOrg	✓	✓		
Eligible for NatOrg Leaderboards	✓	✓		

Membership Program

(NatOrg = National Organization; AO = Affiliate Organization)

Eligible to compete in NatOrg licensed shows without paying non-member fee	✓	✓		
Must pay Non-Member Fee to show			✓	
Eligible for one Non-Member Show Voucher per lifetime			✓	
Eligible to upgrade membership within 2 weeks of a competition ride to qualify for NatOrg awards and Leaderboard			✓	
Listing on the NatOrg Directory of AOs				✓
Link to AO website and/or calendar of events on the NatOrg website/directory				✓
Right to use NatOrg logo on AO website and advertising				✓
Eligible for AO Awards (and maybe AO Leaderboard of % joint AO/NatOrg members?)				✓