

Introduction

Like all professional associations with the onset of the COVID-19 pandemic, Ad 2 Hawaii faced unprecedented challenges in the 2020-2021 term. The constant uncertainties as posed by local mandates and major shifts in Hawaii's economy were factors that influenced our greatest hurdles when it came to membership growth and engagement, finances, and long-term planning. This left our leaders in our organization always planning for the worst, but hoping for the best.

In our 52nd year serving in our local advertising industry, we consciously used this term to strengthen the foundation that previous members built, while positioning Ad 2 Hawaii to where it could thrive once circumstances improve. To accomplish this, Ad 2 Hawaii's Executive Committee started the term by outlining the following goals:

1. Build and strengthen a collaborative network with other advertising, marketing, and communications organizations in Hawaii.
2. Increase membership count by at least 10% and achieve a renewal rate of at least 20% in order to maintain our club's longevity.
3. Provide professional and personal growth opportunities for our members through leadership roles and team initiatives.
4. Support fiscal management and responsibility with consistent reporting and analysis of club expenses.

Goal #1: Build and strengthen a collaborative network with other advertising, marketing, and communications organizations in Hawaii.

Method #1: Partner with a professional marketing association to execute an educational event.

To begin cultivating close partnerships with local organizations like Ad 2 Hawaii, we first focused on planning an event with the Hawaii chapter of American Marketing Association (AMA Hawaii). Compared to other associations in Hawaii, AMA Hawaii is the most similar to our organization

in terms of industry, audience, and programming. Because of this, our two organizations collectively decided to plan an educational panel event that relates to both advertising and marketing. We wanted to focus on diversity, equity, and inclusion in Hawaii since both clubs incorporate such topics in our annual programming.

The webinar, “Navigating Through Diversity, Equity & Inclusion: How Brands Can Help Shape the Future,” occurred on September 24, 2020 on Zoom (Exhibit 1). We invited four guests to share their knowledge; one national and three local speakers. We were grateful to have Michelle Ngome, President of the African American Marketing Association; Dr. Akiemi Glenn, Founder and Director of the Pōpolo Project; Francine Beppu, board member of Honolulu Pride and Network Strategy Director at NMG Network; and Dan Epstein, President and CEO of Special Olympics Hawaii (Exhibit 2). The four speakers shared insights on how Hawaii’s advertising community can further include the voices of African Americans, LGBTQ+, and individuals with disabilities. A half-hour Q&A period opened up at the end of the session.

Results: Leading up to the event, Ad 2 Hawaii and AMA Hawaii were equally responsible for event marketing. There were a total of 52 registrants which included members from both organizations and other professionals in the community. Promoting the event through both organizations helped us garner a higher-than-usual attendance. Working with AMA Hawaii was also mutually satisfying. Both sides were very responsive and responsible. This collaboration opened up opportunities for our teams to work together again through other events later in the term.

Method #2: Develop and launch a collaborative philanthropic campaign with multiple membership organizations.

Thanks to the ease of planning and executing an event with AMA Hawaii, we unanimously agreed with their leadership team that another collaborative project would benefit both organizations and our members, while further strengthening our relationship. To that end, we collectively spearheaded a

holiday fundraising campaign and invited two additional local chapters of national organizations to join: American Advertising Federation (AAF Hawaii) and Public Relations Society of America (PRSA Hawaii). We officially named our group the “Holiday Hui” because in Hawaiian, a “hui” is an organization or group of people that are brought together by a cause or mission.

With the pandemic that significantly impacted Hawaii’s economy, many families faced financial challenges so we wanted to bring joy to those in need, especially during the holiday season. All four clubs voted for our fundraiser recipient to be Salvation Army Hawaii in support of their Angel Tree campaign, a program that provides gifts and necessities to children and seniors across Hawaii (Exhibit 3). We set a fundraising goal of \$3,000—a feasible goal but enough to always keep our team motivated.

To raise these funds, the Holiday Hui collaborated on campaign development such as a donation website landing page (Exhibit 4), marketing collateral (Exhibit 5), a giveaway activation (Exhibit 6), and the overall communications plan. All clubs were responsible for promoting the fundraiser to each of our membership bases and additional audiences. Once we launched on November 10, 2020, Ad 2 Hawaii used social media and email marketing to encourage our members and network to donate (Exhibit 7).

Results: With everyone’s efforts and contributions, we raised \$2,741 during the one month campaign and PRSA Hawaii distributed a wrap-up news release on behalf of the Holiday Hui (Exhibit 8). Though just shy of our goal, all organizations collectively agreed that this project was a success given that it was the first time any of the advertising, marketing, and communication associations in Hawaii came together to fundraise for a great cause. The overall sentiment from each team was that it was a fun opportunity to meet leaders in other organizations, learn about the similarities and differences of the clubs, and strengthen our networks. A shared Slack workspace that was created during the early planning stages—fittingly called “Hawaii Clubs Collab”—was consciously kept open and maintained by all groups with the intention of using it for future collaborations.

Method #3: Host a collective “mega mixer” with all major advertising, marketing, and communications clubs in Hawaii.

Further building upon our fresh partnerships and working relationships with organizations from the Holiday Hui, leaders from all four clubs expressed interest in planning a virtual networking event for our members. Joining this time around were the local chapters of American Institute for Graphic Arts (AIGA Honolulu) and Sales and Marketing Executives (SME Honolulu).

SYNERGY was held via Zoom on the evening of February 25, 2021 where the program started with a brief cocktail-making lesson taught by the owner of a local bar (Exhibit 9). Following the demonstration were two separate breakout room sessions and members were encouraged to meet new people. We also played an advertising-themed trivia game for a chance to win prizes and further engage attendees through the end of the event. The Zoom session was left open for attendees who wanted to stay on to catch up with friends or continue talking with new connections. After the event, all event registrants were added to an exclusive LinkedIn group to encourage further networking (Exhibit 10).

Results: Through the strong efforts from all clubs, the virtual event was a success as it contributed to our efforts to build a more robust network with other professional organizations in the industry. 43 people attended the mega mixer and many expressed that they enjoyed the opportunity to connect with others from all of the major membership associations in Hawaii. In a debrief meeting a few days following the event, representatives from all six organizations collectively agreed that SYNERGY was valuable for their members and expressed interest in another collaborative event.

Goal #2: Increase membership count by at least 10% and achieve a renewal rate of at least 20% in order to maintain our club’s longevity.

Method #1: Recruit new members through a membership discount promotion.

Every Fall for the past several years, Ad 2 Hawaii has been hosting in-person membership drive events to garner interest from potential new members and invite them to join our organization with a

membership due discount when they sign up or renew on site. While this is typically a large social networking event that draws in many young professionals, this year we had to take a different approach to attract new members.

To get a clear sense of which membership benefits that potential prospects may or may not value—especially since the pandemic affected many of our in-person “crowd favorites” such as monthly networking happy hours, educational programs, big fundraising events and more—we turned to our current members. In August 2020, we distributed a feedback survey to all active members via email (Exhibit 11). Unfortunately, of the 40 recipients, only two people completed the form so our Membership Chair directly reached out to the most recently active members via phone to collect feedback and gain insight into where young professionals’ priorities remain. The most significant takeaway was that this demographic was now much more conservative with their spending as some found themselves without a job as a result of the pandemic or somehow financially impacted by the declining economy.

With this in mind, we launched a month-long online membership promotion in September 2020. New and returning members of Ad 2 Hawaii would receive 50% off the annual membership fee. The discount was promoted exclusively via online communication channels to meet our target audience: innovative and ambitious young professionals under the age of 32. We published a series of social posts that highlighted the deep discount on the image (Exhibit 12). The discount was further promoted via a dedicated e-blast (Exhibit 13) to our entire email database containing current, expired, and lapsed members, along with contacts in the local advertising community. To reach new audiences who fit our target demographic, we advertised the promotion by boosting three of the Instagram posts throughout September. With a total budget of \$100, the Instagram ads garnered 66 website clicks, reached 11,268 people, and hit 17,921 impressions (Exhibit 14).

Results: This approach was a success because at the end of the one month promotion, our membership count increased by 13%, surpassing our goal of 10%.

Method #2: Retain expiring members using a membership management platform.

In August 2020, we invested in the membership management software, Wild Apricot (Exhibit 15), as a tool to help increase member retention. We previously used an Excel sheet to list our members and pertinent details such as join date, employer, age, etc., making the data susceptible to human error. Regular monitoring and updating of the spreadsheet was required by our Membership Committee, along with noting any upcoming expirations, sending a reminder email, and following up as necessary. Wild Apricot helped with the organization of our member database and more importantly, it had the ability to trigger automated emails for membership renewals and sign-ups. The platform allowed us to set up a series of automated renewal reminder emails (Exhibit 16) to encourage existing members to renew their membership online in a timely manner.

Results: Since implementing Wild Apricot, 30% of expiring memberships were renewed for another year, exceeding our original goal of 20%.

Goal #3: Provide professional and personal growth opportunities for our members through leadership roles and team initiatives.

Method #1: Involve and engage members in our annual public service campaign.

Gaining hands-on experience is one of the greatest opportunities that comes with being an Ad 2 Hawaii member. Every year, the Public Service Committee develops a pro bono advertising and marketing campaign for a selected local nonprofit client, valued in the hundreds of thousands of dollars. This flagship program of Ad 2 Hawaii gives our members the chance to learn by doing, while exploring the aspects of marketing and advertising they enjoy when it comes to deciding a career path.

To involve many of our new and existing members with this invaluable opportunity, we promoted and recruited involvement with this year's campaign that kicked off in September 2020. To do so, we announced the client selection on social media (Exhibit 17) and included a call to action for members to get involved in the upcoming campaign by joining the Public Service Committee.

At the first official committee meeting in October 2020, a total of 11 members were in attendance (Exhibit 18) which was a strong start considering that in the past few years, the Public Service committee consisted of five to seven people on average. Since then, an additional two members have joined and all 13 individuals continue to be active and engaging team members.

Results: The consistent support and involvement of members in the committee is a testament to the value that the annual public service campaign offers the young professionals, and vice versa. Within the committee alone, there are a multitude of opportunities for hands-on lessons in advertising education, teamwork, project management, client relations, strategic development, creative production, and more. Although not a measurable progress, we're confident that the members who supported this year's campaign have significantly grown both professionally and personally.

Goal #4: Support fiscal management and responsibility with consistent reporting and analysis of club expenses.

Method #1: Track and report all club income and expenses on a regular basis.

After Hawaii's economy experienced a significant decrease and with the looming unknown of when it would recover, being fiscally responsible was a pertinent task this term. Though the amount of monthly expenses greatly decreased compared to previous years thanks to the lack of in-person events and activities, we continued to track expenses regularly. This was also important because our large, in-person fundraising events were on hold for the foreseeable future and there were no immediate plans to bring in significant amounts of funds during this term since Ad 2 Hawaii was financially comfortable at the start of the pandemic. With this in mind, our Treasurer and Executive Committee developed brief quarterly reports of our income and expenses (Exhibit 19) and presented it to the Board of Directors every three months.

Results: Being provided with a quick snapshot of our financial position every quarter allowed our club leadership to get a pulse on where Ad 2 Hawaii always stood and allowed us to pivot or re-strategize

any financial decisions if needed. By reviewing these reports at the beginning of the term, we were able to cut many unnecessary expenses and invest in other organization-wide resources and tools, such as subscriptions to Slack (a collaborative communication platform) and Monday (a project management platform). These virtual workspaces helped our members maintain tight communication and teamwork during a year of working from home.

Conclusion

Though this term was not what any of our Ad 2 Hawaii leaders expected, our organization still remained true to our core values: networking, connection, philanthropy, public service, education, and growth. We are proud of how nimbly we navigated through these extraordinary times and are confident that we have strengthened the foundation of which previous members laid before us while setting up Ad 2 Hawaii for future success.

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Exhibit1

Navigating DE&I - Event Flyer



Exhibit 2

Navigating DE&I - Live Zoom Webinar

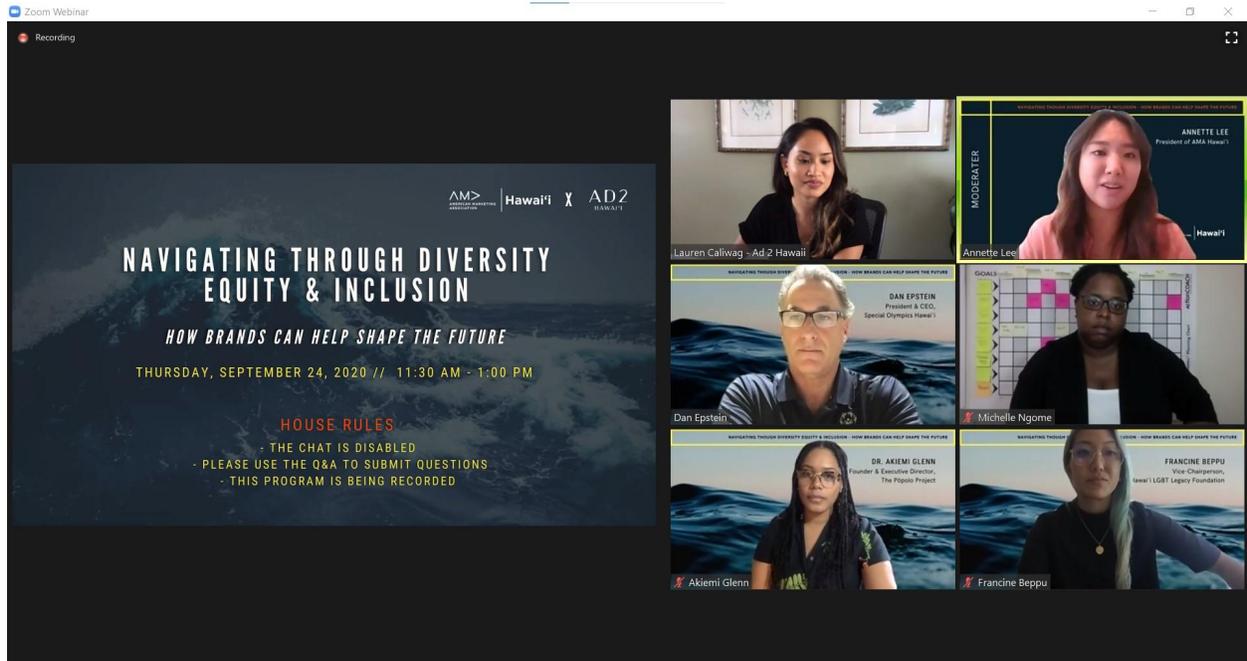


Exhibit 3

Holiday Hui - Salvation Army Hawaii Angel Tree



Presidents from each of the four participating Holiday Hui organizations



Angel Tree's physical set up at local mall

Exhibit 4

Holiday Hui - Website Donation Landing Page

DOING THE MOST GOOD

Ad 2 Hawaii, AAF Hawaii, AMA Hawaii and PRSA Hawaii present

Holiday Hui

Holiday Hui Online Angel Tree

Team Page | Captain | Share

JOIN TEAM

DONATE

\$2,741 Raised / \$3,000

Campaign: The Salvation Army Hawaii 2020 Angel Tree Campaign \$38,823 / \$50,000

Team Rank	Team	Amount
2.	Kaiser Permanente IT Elves	\$3,395
3.	Holiday Hui	\$2,741
4.	Kaiser HON BKPalaha	\$2,610

LEADERS

MEMBERS

STORY

UPDATES

Presenting our Holiday Hui

AAF HAWAII | AD2 HAWAII | AM> HAWAII | PRSA HAWAII

present

Holiday Hui

Ad 2 Hawaii, AAF Hawaii, AMA Hawaii and PRSA Hawaii have joined forces for the first time to present Holiday Hui, an online fundraiser to provide Christmas gifts and holiday help for underserved keiki and kupuna.

Many local families are struggling with economic challenges this season, and we want to make sure that they still get to feel the magic of the holidays!

While Christmas has come and gone, you can still make a difference this holiday season. In the spirit of giving, the Holiday Hui campaign has been extended to December 31, 2020.

Funds raised between December 22-31 will benefit the Salvation Army Hawaiian and Pacific Islands Division's year-round programs.

Want to help?

Support by making a donation to our team - you can click on the **DONATE NOW** button to start the process. It is fast, easy, and secure... and you can be sure that it will benefit a great cause!

ENTER TO WIN A GRAND PRIZE

In order to qualify, donations must not be made anonymously. By entering, entrants confirm that they are 18+ years of age and a legal US resident. No purchase or donation is necessary to win.

With your donation, you automatically get a free entry for a giveaway featuring a prize package of 1 annual membership each to AAF Hawaii, Ad 2 Hawaii, AMA Hawaii, and PRSA Hawaii!

This professional development bundle includes all that you need to skill up and get connected with professionals here in Hawaii and across the nation! You'll get access to local events, webinars as well as free educational resources. All donations received are tax-deductible, and memberships are transferable if you are already a member of multiple organizations.

Note: As a free method of entry option, entrants can click here to complete an online form for an equal chance to win the prize package. Winner will be selected randomly on Jan. 4 and will be notified within 48 hours.

If you have any questions, please email events@amahawaii.org

Exhibit 5

Holiday Hui - Online Marketing Collateral / Campaign Branding

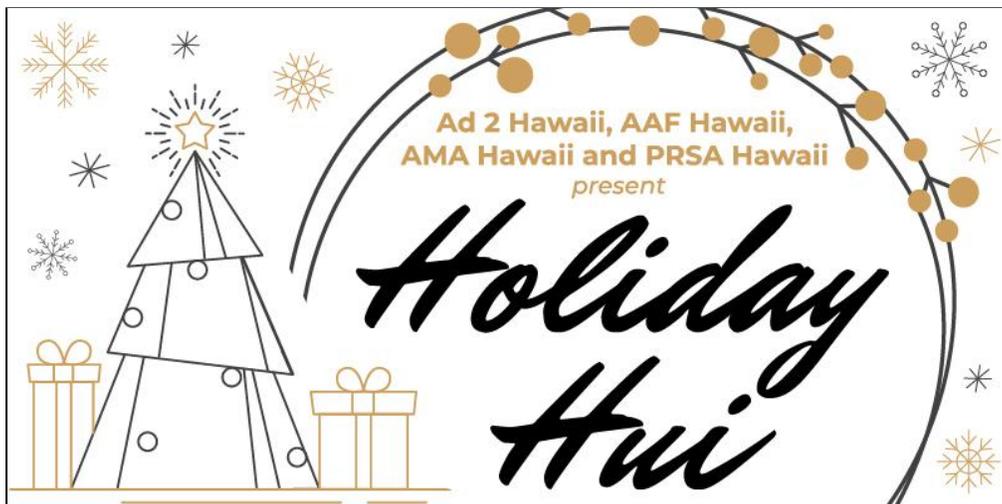
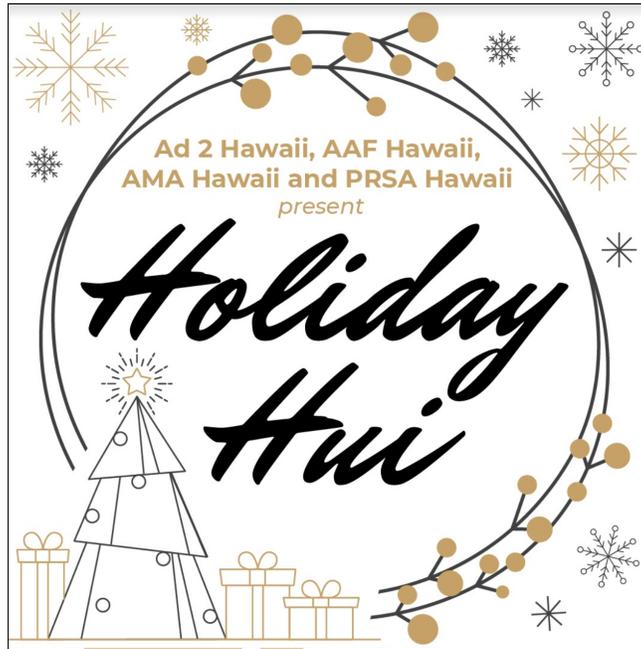


Exhibit 6

Holiday Hui - Giveaway Activation



Exhibit 7

Holiday Hui - Social Media Posts and E-blast

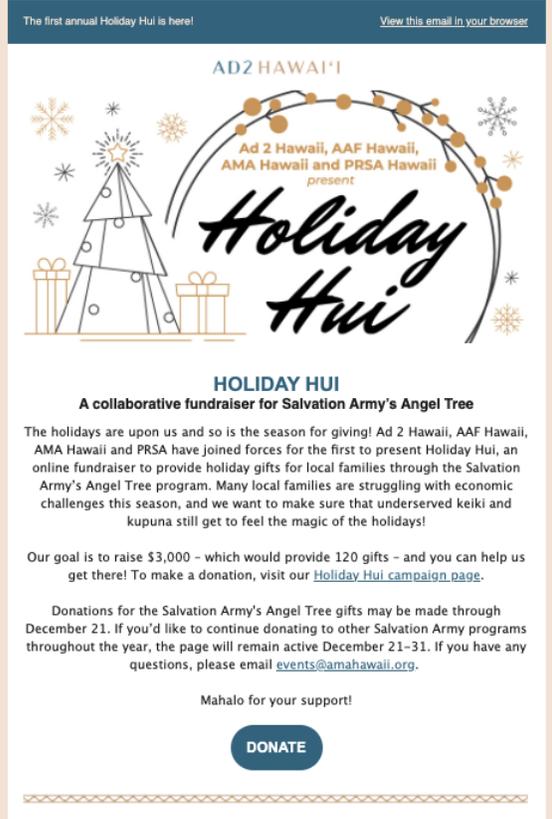


ad2hawaii

ad2hawaii The holidays are upon us and so is the season for giving! #Ad2Hawaii, @aafhawaii, @amahawaii and @prсахawaii have joined forces for the first to present Holiday Hui, an online fundraiser to provide holiday gifts for local families through the Salvation Army's Angel Tree program. Many local families are struggling with economic challenges this season, and we want to make sure that underserved keiki and kupuna still get to feel the magic of the holidays!

Our goal is to raise \$3,000 - which would provide 120 gifts - and you can help us get there! To make a donation, visit our Holiday Hui campaign page at the link in our bio.

Liked by ad2colorado and 28 others
NOVEMBER 10, 2020



The first annual Holiday Hui is here! [View this email in your browser](#)

AD2 HAWAII'I

Ad 2 Hawaii, AAF Hawaii, AMA Hawaii and PRSA Hawaii present

HOLIDAY HUI
A collaborative fundraiser for Salvation Army's Angel Tree

The holidays are upon us and so is the season for giving! Ad 2 Hawaii, AAF Hawaii, AMA Hawaii and PRSA have joined forces for the first to present Holiday Hui, an online fundraiser to provide holiday gifts for local families through the Salvation Army's Angel Tree program. Many local families are struggling with economic challenges this season, and we want to make sure that underserved keiki and kupuna still get to feel the magic of the holidays!

Our goal is to raise \$3,000 - which would provide 120 gifts - and you can help us get there! To make a donation, visit our [Holiday Hui campaign page](#).

Donations for the Salvation Army's Angel Tree gifts may be made through December 21. If you'd like to continue donating to other Salvation Army programs throughout the year, the page will remain active December 21-31. If you have any questions, please email events@amahawaii.org.

Mahalo for your support!

DONATE



ad2hawaii

ad2hawaii We're more than halfway there! Mahalo to everyone who has donated thus far to help us reach our fundraising goal of \$3,000 for Salvation Army's Angel Tree! Together with @aafhawaii, @amahawaii and @prсахawaii, we have established the first ever #HolidayHui, an online collaborative fundraiser to provide holiday gifts for local families this season.

Should we reach our goal, we will be able to provide 120 gifts to the community - and you can help get us there! To make a donation, please visit our Holiday Hui campaign page at the link in our bio. We will be accepting online gifts through December 21.

Liked by ad2colorado and 35 others
DECEMBER 4, 2020

Help us reach our fundraising goal for Salvation Army's Angel Tree

Exhibit 8

Holiday Hui - Post-Campaign News Release

FOR IMMEDIATE RELEASE
January 8, 2021



HOLIDAY HUI DONATES \$2,741 IN SUPPORT OF SALVATION ARMY'S ANGEL TREE PROGRAM

(HONOLULU) – Holiday Hui, a professional collaborative comprised of [Ad 2 Hawaii](#), [American Advertising Federation Hawaii](#), [American Marketing Association of Hawaii](#) and [Public Relations Society of America Hawaii Chapter](#), together with their constituents have raised \$2,741 in support of the Salvation Army Hawaii's 2020 Angel Tree Program.

Funds collected by the December 21 campaign deadline in response to an especially financially challenging year were used to provide keiki and kupuna with holiday gifts such as new toys, clothing, and supplies. The remaining funds raised after the initial deadline will benefit other year-round programs of the Salvation Army in Hawaii.

All donors of the Holiday Hui online fundraising campaign were entered into a grand prize giveaway package consisting of annual memberships to each of the hui's professional development organizations: AAF Hawaii, Ad 2 Hawaii, AMA Hawaii and PRSA Hawaii. The Holiday Hui committee congratulates PRSA Hawaii member Jennifer Armstrong, Founder and Principal of StrongArm Communications who was chosen as the winner in a randomized drawing.

"I am so grateful to have the opportunity to join these professional organizations, all of which I highly respect for the work they do to elevate the creative industries we work in. I look forward to learning and gaining as much as possible through these amazing memberships. Mahalo to AAF Hawaii, Ad2 Hawaii, AMA Hawaii, and PRSA Hawaii for organizing the Holiday Hui to help struggling families during these unprecedented times. I'm proud to work alongside such compassionate leaders," said Jennifer Armstrong.

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(more)

HOLIDAY HUI DONATES \$2,741 IN SUPPORT OF SALVATION ARMY'S ANGEL TREE PROGRAM

2

Photo attached to email. Please credit photo to AAF Hawaii.



Caption: (From left to right) PRSA Hawaii President Mondy Jamshidi Kent, AAF Hawaii President Jerry Blue, Ad2 Hawaii President Lauren Caliwag, and AMA Hawaii President Annette Lee present the funds collectively raised at the Salvation Army's Angel Tree Booth at Kahala Mall.

ABOUT THE SALVATION ARMY ANGEL TREE PROGRAM

The Angel Tree program runs every holiday season to provide gifts for keiki and kupuna and provide support to families in need throughout the year. As more and more local families face new economic challenges the Salvation Army needs help now more than ever.

All children should feel the magic of the holidays and no family should have to choose between paying the bills or paying for meals – especially during the happiest time of the year. Angel Trees and Angel Tags are safely available at local Salvation Army Corps Community Center and at various locations throughout the islands.

Each Angel Tag corresponds to a keiki or kupuna with a special wish for Christmas. The public is invited to pick up an Angel Tag from a location, purchase the requested gift (or equivalent) and then return it to the same location. The Salvation Army will make sure the gift is delivered to your chosen "Angel" for the holiday season.

Exhibit 9

SYNERGY - Live Zoom Event



Exhibit 10

SYNERGY - Event Attendee LinkedIn Group

The screenshot shows a LinkedIn group page for 'SYNERGY 2021'. The group cover features the text 'SYNERGY A COLLECTIVE SOCIAL' and 'SYNERGY 2021' with a date 'THURSDAY, FEB 18TH'. The group is an 'Unlisted group' with 17 members. It includes a 'Start a conversation in this group' section with options for Photo, Video, and Poll. A post by Jerry Blue, the group owner, is visible, along with a list of admins including William Nhieu and Jerry Blue.

SYNERGY 2021
Unlisted group

17 members
Including Ryan Kawamoto and 6 other connections

Invite connections

See all

Start a conversation in this group

Photo Video Poll

All Recommended

Jerry Blue · 2nd Owner, Element 8
1mo

Aloha everyone! On behalf of all our clubs (AAF Hawaii, Ad 2 Honolulu, AMA Hawaii, PRSA Hawaii, AIGA Honolulu, and SME Hawaii) thanks for joining the Synergy Linked In group! It was great to have met most of you at our networking collaboration last week and I hope we all continue to get to know each other better both socially and professionally. It's been great ...see more

7 · 1 comment

About this group
Private group for all attendees from 2021's Synergy event to further connect and create a strong network!

See all

Admins

William Nhieu · 1st Owner
Director, Strategic Communications at Anthology Marketing Group

Jerry Blue · 2nd Owner
Owner, Element 8

Exhibit 11

Membership Feedback Survey

<div data-bbox="430 541 578 625" data-label="Image"></div> <p data-bbox="256 695 756 764">Aloha! As a valued Ad 2 Hawaii member, we would like to collect feedback on your interests as we move forward with programs and events for the coming year.</p> <p data-bbox="235 831 397 848">First and Last Name *</p> <input data-bbox="237 863 774 928" type="text"/> <p data-bbox="235 984 727 1003">What committee(s) are you most interested in joining this year? *</p> <ul data-bbox="245 1024 769 1423" style="list-style-type: none"><input type="checkbox"/> Public Service Creates the annual pro bono, fully integrated advertising campaign for a selected nonprofit.<input type="checkbox"/> Programs & Fundraising Develops fun events and programs for members, and drives fundraising efforts for the organization and Public Service campaign.<input type="checkbox"/> Membership Introduces Ad 2 Hawaii to prospective members and connects the current membership through social events.<input type="checkbox"/> Communications Grows and maintains Ad 2 Hawaii's brand through all communication channels, including social media, website, email, and more.<input type="checkbox"/> Cornerstone Initiatives & Events Plans opportunities to promote diversity and multiculturalism, advertising education and awareness and activism with regard to government relations in our industry. <p data-bbox="235 1472 657 1491">What potential workshop topics are you interested in? *</p> <input data-bbox="237 1505 774 1570" type="text"/>	<p data-bbox="852 543 1278 562">What potential workshop topics are you interested in? *</p> <input data-bbox="854 577 1391 642" type="text"/> <p data-bbox="852 699 1395 718">Please list speakers/industry professionals you would like to hear from: *</p> <input data-bbox="854 753 1391 819" type="text"/> <p data-bbox="852 877 1182 896">Do you prefer virtual or in-person events? *</p> <ul data-bbox="862 917 1365 1003" style="list-style-type: none"><input type="radio"/> I prefer virtual.<input type="radio"/> I prefer in-person, if the event follows state and CDC guidelines and adequate safety protocol. <p data-bbox="852 1058 1339 1077">Please list activities for socials that you are most interested in: *</p> <input data-bbox="854 1092 1391 1157" type="text"/> <p data-bbox="852 1213 1398 1255">Are you interested in the following list of membership benefits? (Check all that apply). *</p> <ul data-bbox="862 1276 1187 1507" style="list-style-type: none"><input type="checkbox"/> Mentorship<input type="checkbox"/> Professional Development<input type="checkbox"/> Networking Opportunities<input type="checkbox"/> Public Service Involvement<input type="checkbox"/> Hawaii Business Magazine Subscription<input type="checkbox"/> HOCU Credit Union Membership <p data-bbox="1073 1551 1159 1583">Submit</p>
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Exhibit 12

Online Membership Promotion - Social Media Creative



Exhibit 13

Online Membership Promotion - E-blast

REDUCED MEMBERSHIP RATES!

For the month of September only, sign up or renew your [Ad 2 Hawaii membership](#) for 50% off membership dues. If you or someone you know has been interested in joining our professional organization, now is the time to do so! An Ad 2 Hawaii membership connects you to the education and leadership opportunities you need to fast-track your creative career. Members gain a variety of hands-on experience from campaign development and production to event planning and coordination.

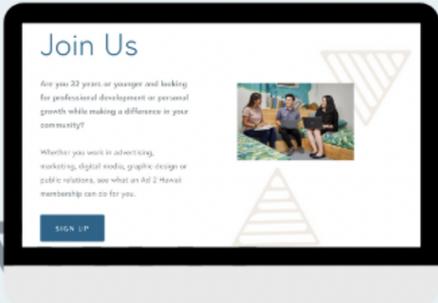
REDUCED RATES:

PROFESSIONAL (NEW)
~~\$80/year~~ \$40/year

PROFESSIONAL (RENEWAL)
~~\$75/year~~ \$37.50/year

BOARD MEMBERSHIP (RENEWAL)
~~\$70/year~~ \$35/year

STUDENT MEMBERSHIP (NEW)
~~\$40/year~~ \$20/year



JOIN OR RENEW TODAY

Exhibit 14

Online Membership Promotion - Social Media Boosted Posts Analytics

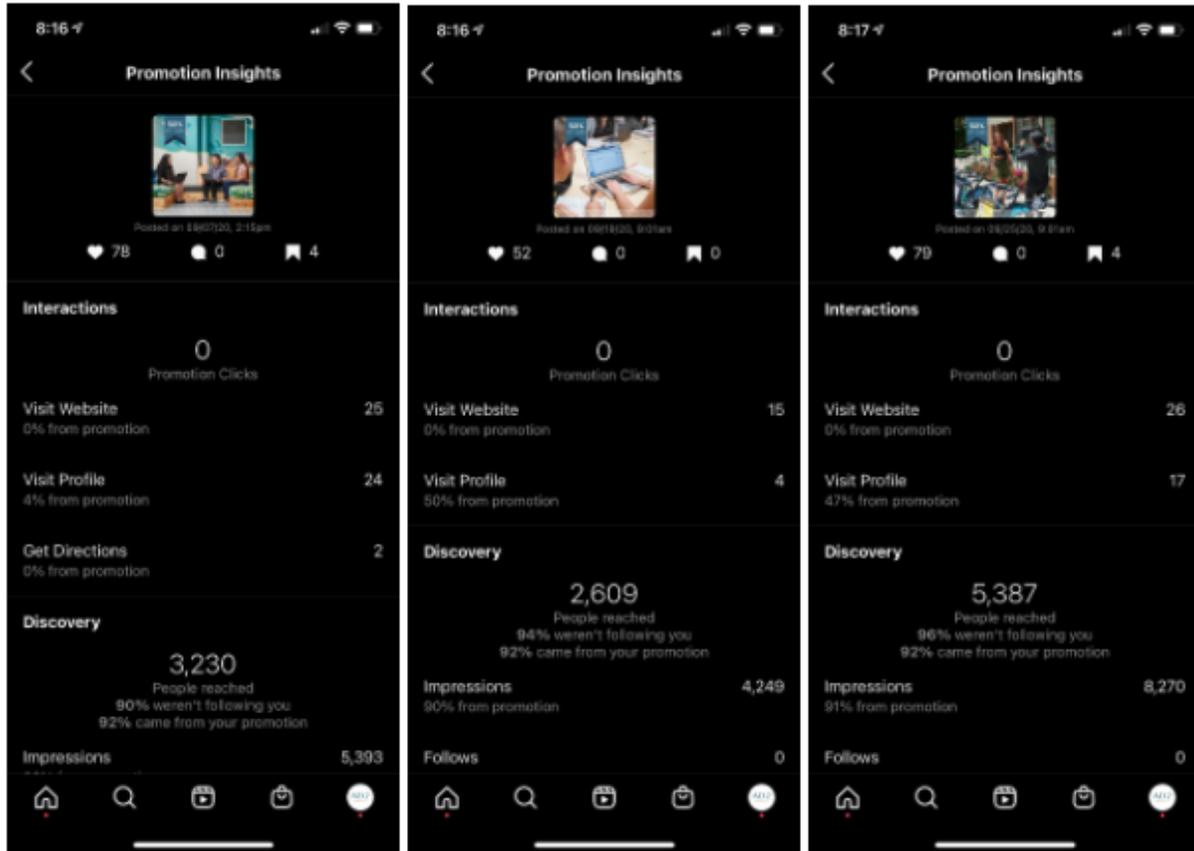


Exhibit 15

Wild Apricot Membership Platform - Admin View

Personify
WILD APRICOT

Overview Account Organization Referrals Getting started

Current version is 7.18.0.16468, released on 1 February 2021 (See release history)

Dashboard

Contacts

Members

Events

Store

Donations

Finances

Email

Settings

Website

Account

Help center

Contacts database

Contact type	Current	New in last 7 days	New in last 30 days
Total contacts	65	-	1
Members	64	1	1
Donors	-	-	-
Event attendees	2	-	-

Your account

Personal, \$ 40 / month
[Account and billing](#)

Referrals

Earn commissions by referring a friend! Copy and paste [this link](#).

[Track your referrals](#)

Next 3 events

Date	Title	Confirmed	Pending	Total
Thu, April 01, 2021	Spring Gala	-	-	-
Sat, July 31, 2021	Annual General Meeting	-	-	-
Sat, September 11, 2021	Fall Conference	2	-	2

Most active members

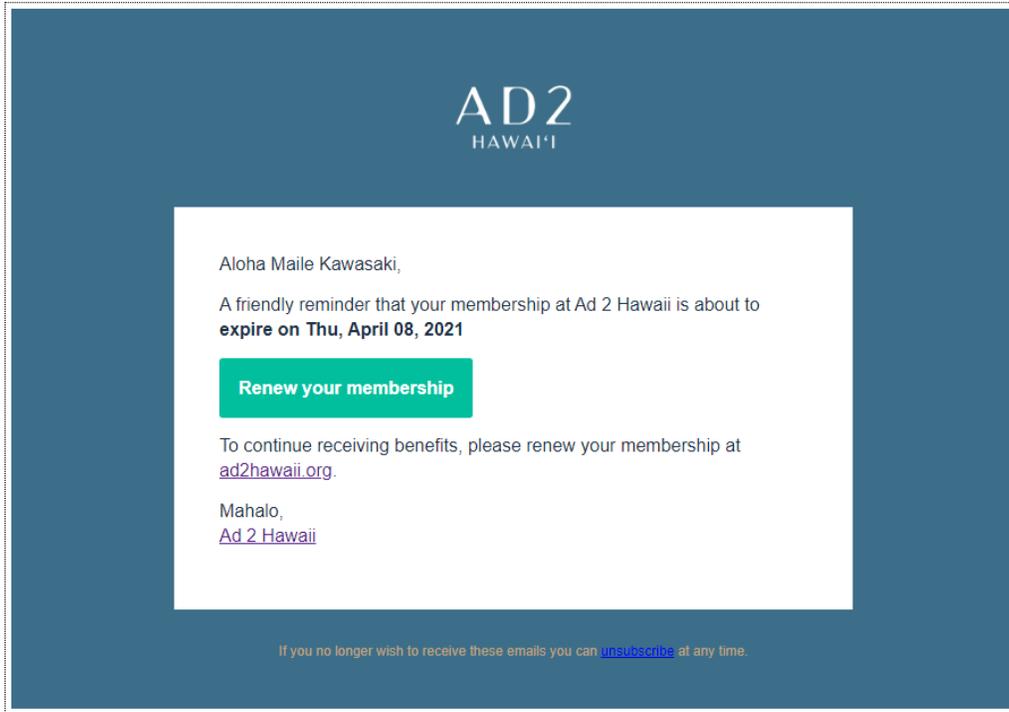
Member	Number of logins
Kawasaki, Maile	4
Renschen, Sam	1
Lee, Leilani	1
Loo, Dylan	1

Longest time since last update

Page title	Last updated
Membership	Wed, October 07, 2020
Home	Wed, October 07, 2020

Exhibit 16

Wild Apricot Platform - Automated Emails



Renewal Reminder Email Example

Customize default membership emails		
<p>These are the default email templates used for new membership levels. You can modify the default templates and apply your changes to all existing levels, or customize the email template separately for each level.</p>		
<p>Membership applications</p> <p>Application initiation Sent when member application is submitted and it requires payment or administrator approval</p> <p>Member activation Sent for membership activation</p> <p>Bundle administrator activation Sent to admins when new bundle is created</p> <p>Bundle member activation Sent to confirm bundle membership activation</p>	<p>Renewal reminders</p> <p>Reminder 1 Sent before renewal date according to level settings</p> <p>Reminder 2 Sent before renewal date according to level settings</p> <p>Renewal day notice Sent on renewal date</p> <p>Grace period email notice Sent to members not renewed on time</p> <p>Lapsed email notice Sent to members not renewed on time</p>	<p>Renewal notifications</p> <p>Renewal pending Sent after renewal was initiated and payment is required</p> <p>Renewal confirmed Sent after renewal was paid or confirmed manually by administrator</p> <p>Recurring renewal failed Sent when online recurring payment for renewal has failed</p> <p>Credit card expiry notification Sent two weeks before and on date of credit card expiry. Applies only to Wild Apricot Payments, Authorize.Net, Moneris, Payflow Pro, and Stripe payment gateways.</p>

Automated Emails Developed in Wild Apricot

Exhibit 17

Public Service Call for Committee Members - Social Media Posts



Exhibit 18

Public Service - First Committee Meeting



Exhibit 19

Club Finances - Quarterly Financial Samples

Q1 (Jul-Sep) Pulse Report			Q2 (Oct-Dec) Pulse Report		
Actual			Actual		
Expenses	Revenue	Net Income	Expenses	Revenue	Net Income
(\$481.10)	\$376.76	(\$104.34)	\$ (1,830.69)	\$ 570.00	\$ (1,260.69)