

**American Volkssport Association
Acceptance of New, Reactivated, and Deactivated Clubs**

June 2018

New

PA Region- Central Coast Beach Boardwalkers - pending RD approval
SC Region - Northland Steppers - pending RD approval

Reactivated

None

Deactivated

SW Region 11-AVA-0179 Sparkling City Strollers	4/16/2018
AT Region 02-AVA-0980 Steel Turtles	2/7/2018
*AT Region 02-AVA-0021 Washington DC Area Volksmarch Club	pending
*NC Region 04-AVA-0564 Panhandle Walkers	pending
*PA Region 07-AVA-0941 Sierra Gold Striders	pending

*Deactivation status is pending receipt of all required documents.

American Volkssport Association
Committee Report

FOR THE CONVENTION COMMITTEE
FOR THE JUNE 2018 NEC/OFFICERS EXECUTIVE COUNCIL
FROM (Name) LEA DARLING

ACCOMPLISHMENTS:

- * Henry signed the Red Lion Hotel contract and haggled an outstanding room rate with breakfast-\$109.00
- * Banking account open and AVA has given us start up funds of \$1500.00

ACTIVITIES:

- * Fund Raising-we will share our idea at the meeting, working on the specifics
- * Graphic Artist-produced our Convention letterhead stationery, Subaru sponsorship presentation-local and perhaps national, Thank you postcard for prospective sponsors
- * Local Sponsorships-all paperwork is ready, looking to begin soon
- * Merchandise-decided on silk screened logo tee shirt, embroidered polo shirt, volunteer vests and water bottle clip
- * Photography-has volunteer photographers and a computer to view convention pictures
- * Publicity-since August, 2017 has had a convention article submitted and will continue through August 2019
- * Registration-our IT person is working with Jeff Giddings Format is coming along. We were hoping to keep folks from picking and choosing to get more Full Registrations, but that seems insurmountable.
- * Silent Auction/Raffles-soliciting items from businesses and creating paperwork for collecting donations from individuals and clubs
- * Socials-Tuesday Eve-ice cream social, Wed. Eve-Meet & Greet-Take me Out to the Ballgame food, Thurs. Eve-Desserts & A Musical Walk Thru NY History, Fri. Eve still need inspirational speaker, Banquet, AVA Awards, photo booth
- * Transportation- getting bids with the current one being \$22,000 for all 3 days of convention walks
- * Treasurer-banking account open and Erin sent two Voucher Books for our use in requesting AVA's payment on larger expenditures (ones not paid through our AVA "Petty Cash" account at NBT Bank).
- * Walks-collecting budgets from all 8 POC's, refining the walks, getting permits lined up to pay
- * Workshops-local history topics, health, How to Keep Your Club Numbers Up, waiting for list of AVA workshops, and beginning to zero in on leaders for them
- * Vendor Fair- thinking New York State Food and Beverage Fair, vendors selling t shirts, shoes, Health Care representative with healthy lifestyles, reflective safety items, etc.
- * Volunteer-Chris Mellen got us off to a great start with signing folks up in Billings and at the airport when he was going home last year, within our club, Northeast clubs, and will advertise through TAW and registration

- * Operation-at-Ease (OAE) operationatease.org , is the not-for-profit organization we will be supporting with a \$1000.00 donation. OAE works with several different shelters and rescues throughout the United States pairing unwanted dogs with disabled veterans at no cost. Tentative plans are for a Community 5k walk with families/ dogs and an Introduction to Volkswalking. We will have TV, radio, newspaper, Facebook and other electronic coverage of this event. Hoping to create a fair theme with face painting, OAE dogs with their handlers, cotton candy, ice cream cones and balloons before and after the walk. We will be collecting donations for OAE. We are planning to hold this 5K Introductory AVA walk/Operation-at- Ease charity on Tuesday late afternoon ending with our Ice Cream Social in a park within a 1/2 mile walk from the Red Lion Hotel. We are hoping some folks coming in for the Convention will join in the walk and support the OAE. These are the plans, but we have yet to meet with OAE.

CONCERNS

- * Busing Costs
- * Available parking for those who insist on driving
- * Hotel space for groups
- * Correct pricing of convention registration
- * Getting a well known inspirational speaker

7(b)

AMERICAN VOLKSSPORT ASSOCIATION COMMITTEE REPORT

FOR THE IT COMMITTEE

FOR THE JUNE 2018 EXECUTIVE COUNCIL MEETING

FROM: CHRIS ZEGELIN

ACCOMPLISHMENTS:

The major accomplishments over the last 6 months were:

1. Upgrade to ESR server. This was an operating system upgrade from 2003 (no longer supported) to 2012 which is supported with bug and security fixes. This effort led by Mike Green was a major coup, taking much of the pressure off the IT committee to make choices in a crisis mode.
 - a. On the record, this upgrade could and should have been done 5 years ago, and much of grief that we have encountered with the legacy ESR system would have been mitigated. The system is now stable, and working well.
 - b. Mike has also added some new features and scripts to help RDs, and provide better integration with the OSB and the new stamp software.
 - c. A few issues remain with the upgrade such as email. We are having similar problems with email from the GoDaddy web site. Appears to be DNS, and the choice of Microsoft as our email host. There has to be a solution.
2. The new stamps were rolled out in December of last year. They have been a true success story. The last 6 months have seen new production software for the creation and management of the stamps. There is a flow that is being established to make the process efficient and cost effective.
 - a. The new software allows both HQ and the clubs to modify the text on the stamps. This is live now, and will work for any stamp that has not yet been queued for the laser cutter. This will be demonstrated at the NEC meeting.
3. The member portal "my.ava.org" is still in progress but is able support a legacy club login and access for the clubs to modify the stamp text.
 - a. We will announce this as part of the renewal process for 2019.
 - b. The majority of the work completed is stamp production software and backend HQ management software. This is not visible to the public but is a critical part of making the portal useful to the organization.
 - i. The software breakdown is: 1/3 for the overall structure of the web site, 1/3 for HQ management, while the last 1/3 are member pages and functionality.

ACTIVITIES:

The major ongoing work is as follows:

1. Improvements to the stamp production software.
2. Moving the OSB from the "cva4u.org" web site to the new member portal. The management pages are moving first with the ability to fully manage the events, and the money. Once the management is working well, the member functionality will be moved.

3. Completing a new participation reporting module. The first effort will focus on the ACE events.
4. Capturing more of the legacy ESR data into a form where it is readily accessible. This is a prelude to moving the ESR into the member portal.
5. A new "presentation layer" for finding clubs and events. This will replace the existing legacy pages to provide a much better experience for members.
 - a. The difficulty is that many of our events are not Geolocation ready. There is no consistent field in the sanction that allows us to use Google services to accurately mark a map.
 - b. Providing a consistent way that we present the sanction information that spans across all media types. This becomes important as we add new features and functionality.
6. 2019 convention registration and management software. We are creating a new strategy for pre and onsite registration with the goal of reducing both the people required and the time that participants spend onsite to get their registration packets.
 - a. Features:
 - i. The signed waiver, registration and payment can be done in advance.
 - ii. Onsite registration kiosk. The personal waiver and receipt is printed. Payments by Paypal, check or physical credit card.
 - iii. Bar coding and labels to manage participation. A label machine will print registration cards onsite.
 - b. The software and equipment (\$8000) will be usable for at least three conventions, including the possibility of hosting an IVV Olympiad.
 - i. It will scale to 5000 attendees.
 - c. A convention web site is under construction.
7. Working with the Membership committee to identify easy to implement features that will be attractive to the membership.

CONCERNS:

There is only one minor concern. There is so much need in so many places, and everyone smells progress. We want it all now. Even with 5 developers actively working on the projects, it will take years to catch up.

We have taken a full year to understand and plan for the future with a set of projects that meet the current critical needs. This is a typical and appropriate length of time to formulate a solid strategy that is a transition, not a train wreck.

We are modifying and improving current functionality while our members are using the systems. This is akin to building the plane while it is flying along. There are ways to mitigate the problems that are encountered when faced with this reality, and we are spending the extra effort to lessen the impact of the new work on the existing systems. It all takes time.

RECOMMENDATIONS:

We need to figure out what to do with the current AVA.org web site. This needs to be a collective effort because it affects most of the committees. There is a need to redo the look and feel into something more this decade (century??), and to reorganize the information so it is easier to find. This web site does not help a new walker with the basic question, "what do I do next?". The "new walker story" proposal is insufficient to accomplish the goals.

8(a)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE _____ **National Programs and IML Committee** _____ **COMMITTEE**

FOR THE _____ **June 2018** _____ **EXECUTIVE COUNCIL MEETING**

FROM (Name): _____ **Susan Medlin, SWRD**

ACCOMPLISHMENTS:

1. The Appalachian Trail Special Program opened on January 1, 2018. As of May 10, 2018, we sold 180 of the first 200 books. Tom Jackson has done an outstanding job getting the program set up and he and Helen Garamone have been selling books. Instead of making this a "true" National Program without an end date, we decided to sell books for 10 years. This lessens the burden on the clubs who are sanctioning the events.
2. Wisconsin's Ice Age Trail Special Program will open this summer. All walks used the Online Start Box. Once Pay Pal is set up the program will be up and running. If it is successful, we will look at regional programs in Missouri and Ohio.
3. The Pacific Crest Trail Special Program is pushed back to 2019 or later; due to the devastating fires along the West Coast that have damaged the trails.
4. The briefing to the IML Congress in Sweden was successful, thanks to all who attended and provided support. We will be inspected 23 - 25 Feb 2019 by the IML President and Vice President, so it would be great if everyone made a special effort to be there. The IML President is coming a few days early to meet with the leadership, and I could set up a dinner with those NEC members present.
4. Reminder: we are ending the SNOB Special Program on December 31, 2018.

ACTIVITIES:

CONCERNS:

I am asking for \$5,000 in 2019 to cover the cost of the two IML Inspectors at our San Antonio event. I would like the AVA budget beginning in 2020 to cover the annual 350 Euro fee for hosting each of the two American IML events, Arlington VA and San Antonio, TX.

RECOMMENDATIONS:

Approve the budget recommendations.

Please attach any additional material that is part of your report.

[Print Form](#)[Reset Form](#)[Submit AVA Committee Report to AVA Headquarters by Email](#)

8(b)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

For the: Awards and Recognition Committee
For the: June, 2018 National Executive Council Meeting
From: Suzi Glass, Chairperson

ACCOMPLISHMENTS:

The Committee now has 3 members—in need of at least 2 more.
Creating nominations timeline – see draft under Activities.

ACTIVITIES:

Nominations timeline (draft):

July 31, 2018 --RD's submit to Awards Chair awards for Meritorious Service, Commendable Service, Trailmaster Certification and Certificates of Appreciation they issued between the June, 2017 AVA Convention and June 30, 2018. Include the person's, club's or business name, city, state and award received. Meritorious Service awards also require the qualifying nomination paragraph.

November 1, 2018 --the following National Award Nominations due to RD's for approval or reworking: AVA Hall of Fame Award, AVA Distinguished Achievement Award, Ted Ballman Youth Award, Trailblazer Award and IVV Honors. Nominations for President's Award are sent directly to the AVA President.

December 1, 2018 --RD's send all nominations to Awards Chair.

December 15, 2018 --Awards Committee members vote on national nominations. Award Chair tallies votes and comments for NEC.

January, 2019 NEC Meeting -- NEC votes on all national nominations.

March 1, 2019 --RD's collect all nominations for Meritorious Service, Commendable Service, Trailmaster Certifications and Certificates of Appreciation they issued between June 2018 and March, 2019. NEC members list the Committee Members they wish to recognize for

committee work and order the green certificates and patches.

March 15, 2019 --All NEC members forward their awards to the Awards Committee Chair.

March 30, 2019 --draft of all nominations since the 2017 AVA Convention sent to NEC members for corrections and additions.

April 10, 2019 --final list of all nominations sent to NEC members for final checkoff.

April 20, 2019 --Awards booklet for the Convention goes to print.

CONCERNS: None

RECOMMENDATIONS: Each member of the NEC suggest an active volkssporter to serve on the Awards Committee.

8(c)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE _____ Programs _____ COMMITTEE
FOR THE _____ June 2018 _____ EXECUTIVE COUNCIL MEETING
FROM (Name): _____ Debbie Kruep _____

ACCOMPLISHMENTS:

1. Monthly conference meetings: January, February, March, April
2. Picked winning patch design for Navigators USA/AVA Walk Together 2018-2019 contest.
3. Due to no club coming forward to host the Girl Scout Walk Together Patch Contest, the committee voted to use the Navigator USA design (with their permission) for a generic AVA Walk Together Patch for use for the 2018-2019 school year. This patch can now be used for ALL scout and youth Walk Togethers. Worked with office to place order.
4. Coordinated with Princeton Area Walkers to host the Navigators at their May '12 Traditional Event in place of the Mega Event. Award to be given to the patch winner here
5. Connected Navigator USA Chapter and AVA club in Evansville, Indiana. Training club contact on how to host a Walk Together.
6. Connected Wilmington NC Navigator USA chapter and NC State Association President to build Walk Together as there is no local Wilmington club.
7. Telephone conference and person to person meeting with president of Monvalley Trailblazers to train and help coordinate a GS Walk Together for a November Star Party Walk.
8. Conducted 401K workshop at the Atlantic Conference.
9. Contacted by a GS Service Unit in Chicago. Held several telephone conferences with Windy City Walkers to coordinate a Walk Together with the service unit and train the club to host a 200+ person event.
10. Conference call with Twin Cities Volkssport club and have a verbal agreement with them to host the 2019-2020 Walk Together Patch Contest.
11. Coordinated with AVA HQ to order more GS Walk Together 2017-2018 patches for requested clubs.
12. Researched President Physical Fitness Awards submitted by SE RD. Concluded it is a great program but since it deals with submitting names for awards it should be under the umbrella of the Awards and Achievement Committee.
13. Launched a short virtual map competition for the NEC and Committee chairs to test (AL Capone).
14. Launched Phase II of VOP, Tour of Italy (virtual map challenge) begins 5/1/18.
15. Submitted articles to TAW on VOP and Youth Programs.
16. Conducted quote process with several vendors for the 401K T-shirt. AVA HQ had most cost effective bid under \$6 per shirt.

ACTIVITIES

1. 313 Participants enrolled in VOP as of May 4, 2018
2. Developing research for VOP map for 2019- Walk Across Canada, incorporating permanent Canadian Volkspoint Trails.
3. Completing design of 401K T-shirt.
4. Scrubbing Walker Tracker reports to correct address changes to prepare for sending first batch of 401K T-shirts in July.
5. Creating a Thank you to send with T-shirt.
6. Working with office to compare Walker Tracker report to AVA Associate Member report. Non-AVA members will be sent AVA membership information with their T-shirt.
7. Creating list of items to correct/streamline in order to move the VOP registration/billing and administrative duties the AVA office.
8. Working with Asheville Amblers school program liaison for the grade school program.
9. Continue to promote VOP through Facebook, checkpoint and Regional Directors.
10. Continue working with Windy City Walkers to help implement their first large Girl Scout event.
11. Research 0-60 President Physical Fitness Challenge.

No Concerns at this time

RECOMMENDATIONS:

1. Continuing the Walk Together Patch competition as a generic patch to be used for all scouts and youth.
2. Continue the VOP into 2019 with one of the new programs focused on "Walk Across Canada." the other, a Regional Team Competition with a traveling trophy to be awarded at the AVA convention in Albany.
3. Initiate VOP as a separate committee:
 - a) To help VOP and office coordinate the transfer of administrative duties (if desired)
 - b) VOP will still need a creative team to build maps and decide what programs to offer. This is time consuming.
 - c) To solicit team members who are focused primarily on VOP technology.

Please attach any additional material that is part of your report.

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email



Virtual Online Program Statistic Reports as of 5/31/18



Fun, Fitness, Friendship

Would you like information on AVA?

Row Labels	Count of Email
	3
no	28
no thanks i am already a volkswalker	220
yes	51
Grand Total	302

Participants by Ethnicity

Row Labels	Count of Email
	9
asian or pacific islander	4
black or african american	6
hispanic or latino	6
native american	1
other	7
white or caucasian	268
Grand Total	301

Participants by gender

Row Labels	Count of Email
female	215
male	86
Grand Total	301

44% of participants found this program a source
other than the official AVA communication.

Row Labels	Count of Email
	4
from a friend and or club member	92
i searched it on the internet social media	26
other	42
the checkpoint	76
the taw	61
Grand Total	301

Participants by age

Row Labels	Count of Email
17 and under	2
18 29	1
30 39	8
40 49	20
50 59	69
60 69	131
70 79	60
80 89	5
(blank)	5
Grand Total	301

Row Labels	Count of Email
	8
married	194
single	99
Grand Total	301



Virtual Online Program Statistic Reports as of 5/31/18



Participants by Region

Northwest	71
Pacific	14
Rocky Mountain	11
North Central	20
South Central	12
Southwest	19
Mid America	34
Southeast	42
Atlantic	49
Northeast	8
England	1
Nova Scotia	1
Canada	1
Blank	18

Participants who are not AVA Associate
Members 21

Participants by State

Row Labels	Count of Email
AL	3
Alberta	1
AZ	1
Bedfordshire	1
CA	11
CO	8
FL	26
GA	1
IA	3
ID	2
IL	10
IN	11
KS	1
MA	3
MD	17
MI	2
MN	4
MO	10
NC	5
Ne	4
NM	2
Nova Scotia	1
NV	2
NY	4
OH	11
OK	1
OR	22
PA	12
SC	1
TN	6
TX	17
UT	1
VA	18
VT	1
WA	47
WI	9
WV	2
WY	2
(blank)	18
Grand Total	301

[illegible]

8(d)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE _____ **Training Development** _____ **COMMITTEE**

FOR THE _____ **June 2018** _____ **EXECUTIVE COUNCIL MEETING**

FROM (Name): _____ **Tom Baltes, Committee Chair** _____

ACCOMPLISHMENTS:

- As a committee we've published monthly articles in the Checkpoint publication to engage Volkssporters and especially club officers in discussions about policies and procedures. This has led to some very fruitful discussions with clubs and individuals from across the country.
- Solicited and received inputs for workshop topics for the 2019 convention and are working with the convention committee to formulate a plan.

ACTIVITIES:

Working with the convention committee and many other players we have been engaged in identifying workshop topics and presenters for the June 2019 convention. At the June NEC meeting we will have a good outline of the plan to present.

Henry Rosales and I have explored the potential for a college level course involving some elements of Volkssporting. In the not so distant past Becky Forsythe from WA and one or two other colleagues hosted a course on Volkssporting through Portland Community College. Becky has shared some of the course materials and I'm sure could be a good resource if there's a move to reintroduce the concept.

Several RDs and others have identified the need for updating the Trailmaster's Guide and Club Operations Guide. We've had that on our agenda from the beginning of my tenure, but the process for updating and timing are still being worked.

Budget development: Having little history to fall back on, we estimate that Training will have administrative costs of about \$750 for printing. Costs associated with workshops at the convention we would suggest be budgeted through the convention committee.

CONCERNS:

- Identifying the target market for training is a difficult challenge and the types of training desired is also hard to pinpoint. Calls for topics from clubs and individuals hasn't produced a lot of insight. The "old heads" are generally familiar with our processes and procedures. What they generally lack is familiarity with newer technologies and often they don't want to adopt new ways of doing business.
- In developing the convention workshop plan we have to speculate on who the attendees will be. For the most part it will be long time Volkssporters, so they need more workshops oriented toward the latest innovations. For newcomers we need to have a variety of basic sessions on various club officer duties, the ESR system and the functions of the national office.
- Innovations from the IT Committee and several others will have a growing impact on Training Development beyond the convention. We need to find efficient, low-cost ways to proliferate that training once the processes and programs are ready to roll out to the clubs.

RECOMMENDATIONS:

- Finalizing committee charters is a necessary bit of organizing and then we need to stabilize our committee membership. While it may be necessary or desirable to change chairmanships with new board leadership, it would help our continuity by having some committee membership remain on board.

Please attach any additional material that is part of your report.

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

Wednesday, June 12, 2019

1:00-1:50

Room	Topic	Presenter
	Saratoga Springs history	BK
	Erie Canal History – bigger space used	TT
	Trends in fitness	TT
	AVA program - Publicity	AVA
	AVA program - Operations	AVA

2:00-2:50

Room	Topic	Presenter
	Saratoga Battlefield history (Ranger) - bigger space used	BK
	City of Albany history (Ask Visitors Center?)	TT
	"Oh, my aching feet" foot care	BK
	AVA Program - Town Hall with President	President
	AVA Program - Mapping Software Orientation	Tng Cmte

Friday, June 14, 2019

1:00-1:50

Room	Topic	Presenter
	Shaker History (Heritage Fdn)	BK
	Welcome to Cooperstown	TT
	Native Americans (story teller Joe Brausch)	BK
	AVA Program - Virtual Online Programs	Programs
	AVA Program - All things IT	IT Cmte

2:00-2:50

Room	Topic	Presenter
	Welcome to Buffalo	BK
	NY Reformers: Suffrage Movement	TT
	Underground Railroad in NYS	TT
	Self Defense by Mary Frink	BK
	AVA Program - Trailmaster Tng/Certification	Tng Cmte
	AVA Program - Your Club, Your Community	Programs
	Fundamentals of Growth	Steve Hughart CA
	How to spark interest in a club and keep it burning	Barbara Nuss CA
	How to run a convention	Joan Lampart PA
	Physical Education	Dar Parrow OR

Other Possible Topics/Space Needs

AVA Programs and Events - demystifying our lingo	Tng Cmte
RD and State Assn Roundtable	John M
AVA Safety Plan for Nat'l/State Park use	Tng Cmte
Online Walkbox (part of IT session?)	IT Cmte
Web Page development and Social Media	?

Northwest Regional Calendar of Multi-day events

ODD Years

January	February	March	April	May	June	July	August	September	October	November	December
	Seabreeze Festival WA			Phoenix Festival Vancouver Is.	AVA Convention			Central OR event CRVC			
				Rogue Valley Riches OR				Winthrop Event ESVA			

EVEN Years

January	February	March	April	May	June	July	August	September	October	November	December
					Regional Conference			Whidbey Is. Walking Fest			

Canadian events in BC
Alaska or Idaho events
Four Plus Foolhardys

8(e)

AMERICAN VOLKSSPORT ASSOCIATION COMMITTEE REPORT

FOR THE MEMBERSHIP COMMITTEE

FOR THE JUNE 2018 EXECUTIVE COUNCIL MEETING

FROM: HOLLY PELKING

ACCOMPLISHMENTS:

1) March membership committee conference call:

. Committee agreed that we need a more fundraising level of membership-name that was suggested: Sustaining Associate Member.

. Proposed the current Lifetime Associate membership will be discontinued upon introduction of Sustaining Associate membership. Existing benefits will be grandfathered.

. An updated membership form was created. First one appeared in April/May TAW and updated on AVA website by Hector.

2) April teleconference call with NEC conceptualized our overall focus for membership:

. ACCESS....to benefits and programs

. A VOICE....in the future of AVA

. COMMUNICATIONS...that foster Community

This statement gels all the underlying activity and moves us towards the same initiative and goals.

3) Published and completed survey for clubs in *Checkpoint* regarding AVA membership

ACTIVITIES:

The major ongoing work is as follows:

1. We continue to work on brainstorming benefits for members that are fiscally sound and bring a good level of energy. This is will be a continual conversation/discovery activity.
2. Our first conference call was very good-actually exceeded our allotted timeframe due to valuable brainstorming ideas and exchange. We all enjoyed the energy that came from the call.
3. April/May issue of TAW: first issue in a series to feature an AVA member's story along with the new AVA membership form. Second article already submitted for June/July issue. This second issue is to include a photo of the member to personalize AVA membership, and inject more energy in becoming a member.
4. Worked with Henry to identify necessary changes in AVA bylaws regarding member voting and redefinition of membership categories.
5. Club survey-results:
 - a. A total of 10 clubs responded.

- b. Of these responses it was clear to me that the wording of the survey was not communicating correctly what the committee wanted. I did not repeat the survey in the following month's Checkpoint.
 - c. It is clear that clubs are not actively encouraging national membership. This needs to be addressed by the committee in the next 6 months through publicity and more Checkpoint articles.
6. Working with the IT committee to identify easy to implement features that will be attractive to the membership.

CONCERNS:

If anything, the survey sent me the message of national apathy towards growing local clubs, not to mention help grow AVA membership.

So much of membership taps into other committees such as IT, Marketing and Publicity. Many of our timelines are not our own.

Very difficult to come up with a decision regarding VOICE: if member's voice comes through voting, and each member is given a vote, we must realize affects on our non-profit status regarding tax and donations. This alone may determine our direction for voting. Our committee is split on topic.

RECOMMENDATIONS:

To change the by laws to change Associate memberships categories and establish a Sustaining Associate member category while discontinuing current Lifetime Associate category.

We propose this change be effective next fiscal year, July 1, 2019 so that it can be announced well in advance of the convention and establish a national membership drive to coordinate with the convention.

IT portal to include membership tab on front page.

Begin coordinating communications with Publicity and Marketing committees to establish future membership benefit publicity and membership outreach.

37 Types of Nonprofit/Tax-Exempt Organizations in the US

Listing of the types of US nonprofits recognized by the Internal Revenue Service.

1. 501(c)(1) : Corporations Organized Under Act of Congress (including Federal Credit Unions)
2. 501(c)(2) : Title Holding Corporation For Exempt Organization
3. 501(c)(2): Title Holding Corporation For Exempt Organization
4. **501(c)(3): Religious, Educational, Charitable, Scientific, Literary, Testing for Public Safety, to Foster National or International Amateur Sports Competition, or Prevention of Cruelty to Children or Animals Organizations**
5. 501(c)(4): Civic Leagues, Social Welfare Organizations, and Local Associations of Employees
6. 501(c)(5): Labor, Agricultural, and Horticultural Organizations
7. 501(c)(6): Business Leagues, Chambers of Commerce, Real Estate Boards, Etc.
8. **501(c)(7): Social and Recreation Clubs**
9. 501(c)(8): Fraternal Beneficiary Societies and Associations
10. 501(c)(9): Voluntary Employees? Beneficiary Associations
11. 501(c)(10): Domestic Fraternal Societies and Associations
12. 501(c)(11): Teachers' Retirement Fund Associations
13. 501(c)(12): Benevolent Life Insurance Associations, Mutual Ditch or Irrigation Companies, Mutual or Cooperative Telephone Companies, Etc.
14. 501(c)(13) : Cemetery Companies
15. 501(c)(14): State Chartered Credit Unions, Mutual Reserve Funds
16. 501(c)(15) : Mutual Insurance Companies or Associations
17. 501(c)(16): Cooperative Organizations to Finance Crop Operations
18. 501(c)(17): Supplemental Unemployment Benefit Trusts
19. 501(c)(18) : Employee Funded Pension Trust (created before June 25, 1959)
20. 501(c)(18): Employee Funded Pension Trust (created before June 25, 1959)
21. 501(c)(19): Post or Organization of Past or Present Members of the Armed Forces
22. 501(c)(20): Group Legal Services Plan Organizations
23. 501(c)(21) : Black Lung Benefit Trusts
24. 501(c)(22) : Withdrawal Liability Payment Fund
25. 501(c)(23): Veterans Organization (created before 1880)
26. 501(c)(25) : Title Holding Corporations or Trusts with Multiple Parents
27. 501(c)(26) : State-Sponsored High-Risk Health Coverage Organizations
28. 501(c)(27): State-Sponsored Workers? Compensation Reinsurance Organization
29. 501(d) : Religious and Apostolic Associations
30. 501(e) : Cooperative Hospital Service Organizations
31. 501(f): Cooperative Service Organization of Operating Educational Organizations
32. 501(k) : Child Care Organization
33. 501(n): Charitable Risk Pools
34. 509(a)(1): Publicly-supported charities.
35. **509(a)(2): Exempt purpose activity-supported charities.**
36. 509(a)(3): Supporting organizations for 509(a)(1) or 509(a)(2) charities.
37. 521(a) : Farmers' Cooperative Associations

Tax Information for Charities & Other Non-Profits

Revised Form 1023 - Application for Exemption

The IRS has revised Form 1023, the exemption application form for section 501(c)(3) organizations. Frequently asked questions explain the revisions and the transition from the prior to the new version of the Form.

FY 2005 EO Implementing Guidelines

Program guidance for implementing the Exempt Organizations portion of the TE/GE Strategic and Program Plan for fiscal year 2005.

Request for Applications for the IRS Advisory Committee on Tax Exempt and Government Entities

The IRS is requesting applications for membership to serve on the Advisory Committee on Tax Exempt and Government Entities (ACT). Written applications or nominations must be received on or before December 1, 2004.

EO Delinquent Return Notices

The IRS provides instructions for exempt organizations that received delinquent return notices in late October 2004.

Life Cycle of a Public Charity

During its existence, a public charity has numerous interactions with the IRS – from filing an application for recognition of tax-exempt status under the law, to filing the required annual information returns, to making changes in its mission and purpose.

Exempt Organizations and Politics

Several items of educational guidance relating to the participation of tax-exempt organizations in political campaigns issued by the Service.

Subscription for Exempt Organizations Update

Subscribe to Exempt Organizations Update, a free e-mail service for tax professionals and representatives of tax-exempt organizations from the IRS. Subscribers receive e-mail updates and alerts from the IRS about developments in exempt organizations tax law and regulations, upcoming IRS training and events, and other information.

IRS Acts to Enforce Reporting and Disclosure by Section 527 Political Groups

IR-2004-110 — Initiative includes contacting section 527 political groups that have incomplete, late or heavily amended filings.

IRS Initiative Will Scrutinize EO Compensation Practices

The IRS announced a new enforcement effort to identify and halt abuses by tax-exempt organizations that pay excessive compensation and benefits to their officers and other insiders.

Charitable Giving Problems and Best Practices

IRS Commissioner Mark W. Everson testified before the Committee on Finance, United States Senate, on a number of issues and legislative proposals relating to stimulating charitable giving and best practices of tax-exempt charitable organizations.

Publication 4302 - A Charity's Guide to Car Donations

The IRS, in conjunction with State charity officials, is releasing a new publication that provides guidelines for charities that operate car donation programs.

Publication 4303 - A Donor's Guide to Car Donations

The IRS, in conjunction with State charity officials, is releasing a new publication that provides guidelines for individuals who donate their cars.

Calendar of Events

IRS Exempt Organizations is conducting various workshops and seminars around the country. Check our Calendar of Events for locations, dates and registration information.

e-file for Charities & Nonprofits Now Available

Information on how to participate in electronic filing for exempt organization returns is now available.

Supporting Organization Reference Guide

A primer to aid in processing of IRC 501(c)(3) exemption applications requesting non-private foundation status under IRC 509(a)(3).

Organizations Closely Affiliated with State or Indian Tribal Governments Reference Guide

An overview of and aid in processing of applications submitted by organizations that are requesting recognition of tax-exempt status under IRC 501(c)(3) that are closely affiliated with state or local governments (including federally recognized Indian tribal governments).

Compliance Program for Credit Counseling Organizations

The IRS, in conjunction with the Federal Trade Commission and state regulators, has issued News Release 2003-120 and Fact Sheet 2003-117, which address concerns that credit counseling organizations using "questionable practices" may seek tax-exempt status in order to circumvent state and federal consumer protection laws.

Third Report of the ACT

The third report of recommendations of the Advisory Committee on Tax Exempt and Government Entities (ACT) on five issues concerning employee retirement plans, charities and other tax-exempt organizations, tax-exempt bond issuers, and federal, state, local and Indian tribal government bodies is now available.

Solicitation of Public Comments

The Exempt Organizations function of the Tax Exempt/Government Entities (TE/GE)

Division requests comments from exempt organizations and interested stakeholders on several issues.

Easier Compliance is Goal of New Intermediate Sanction Regulations

An article written by the Director, Exempt Organizations in which Steven T. Miller expresses his personal views regarding the Temporary Regulations which interpret the benefit limitation provisions of Section 4958 of the Internal Revenue Code.

Rebuttable Presumption Procedure Is Key To Easy Intermediate Sanctions Compliance

In this article, his second regarding the Section 4958 temporary regulations, Steven T. Miller explains how to determine which officials the Regulations cover and suggests a relatively simple process for ensuring that these officials are in full compliance.

Helpful Tip No. 1

Want to visit us again? Just remember www.irs.gov/eo. It's that easy!

8(e)-2

Compare 501(c)(3) Charity to 501(c)(7) Social Club

The IRS offers more than a dozen different classifications of tax exempt status. The most popular by far with 80% of the total is the 501(c)(3) "Qualified charity status."

Many homeschool organizations may qualify to be 501(c)(3) qualified charities with an educational purpose or 501(c)(7) Social Clubs with a social or recreational purpose. Here's a comparison of 501(c)(3) "qualified charity" status and 501(c)(7) Social Club. In general, **homeschool co-ops** fall under 501(c)(3) "qualified charity" because they have an educational purpose, while **homeschool support groups** fall under 501(c)(7) Social Club.

	501(c)(3) Qualified Charity	501(c)(7) Social Club
Purpose	Religious, Educational, Charitable, Scientific, Literary,	Pleasure, recreation, social activities
Examples	churches, charities, private schools, homeschool programs with an educational or religious purpose	Fraternities, sororities, country clubs, hobby clubs, homeschool support groups
Requirements	No private inurement allowed. Upon dissolution all assets must be distributed to another 501(c)(3) organization.	Personal contact, fellowship and co-mingling of members. No private inurement allowed.
Activities	Can hold programs, sell services and products as part of their exempt purpose.	Can provide meals or services only to members in connection with club activities
Tax deductible donations allowed	Yes	No
Tax exempt (no taxes on profits)	Exempt from federal income tax unless the organization has unrelated business income	Exempt from federal income tax on income derived from members; other income taxed
Source of Income	Membership fees, fees for services, donations, fund raisers, program fees	Primarily (65% or more) of the income must come from the membership
Membership	Serving the public or the "public good" (i.e. the education of children is a public good)	Limited membership and consistent with the purpose of the club
IRS Application Required?	Yes, if gross revenues over \$5,000/year. File Form 1023 or 1023-EZ	No. The IRS does not require 501(c)(7) organizations to file an application. They can "self-proclaim" tax exempt status.
Annual IRS Reporting	Form 990-N, Form 990-EZ or Form 990	Form 990-N, Form 990-EZ or Form 990
Legislative Lobbying permitted?	Insubstantial lobbying allowed (less than 20% of total expenses). No endorsement of a candidate.	No limit on legislative activity as long as it furthers the exempt purpose

How to Register to Fundraise Out-of-State

It Is Neither Legal Nor Wise to Avoid Regulations

BY JOANNE FRITZ

Updated February 27, 2018

any nonprofits don't know that they should register in all the states where they fundraise. That's especially true given that more charities now use crowdfunding to raise money. They might be reaching donors in other states without realizing it. Here are the facts and how your nonprofit can catch up.

The Background

Some nonprofits may be flying "under the radar" when it comes to registering to fundraise outside their home states.

This is according to Gary Curtis Cannon, Attorney, and Marc Lee, CFRE, of Affinity Registration Services, a firm that handles solicitation registration for many nonprofits. In a series of webinars, Cannon and Lee have attempted to make some sense of the regulations surrounding fundraising registration.

The "new" IRS Form 990 has made neglect of fundraising registration rules impossible, at least for nonprofits with incomes of more than \$25,000 per year. Those nonprofits have to file a 990 or a 990-EZ, and the new forms require information about where organizations are registered to fundraise. For example, Schedule G, Part I, Question 3 reads:

"List all states in which the organization is registered or licensed to solicit funds or has been notified it is exempt from registration or licensing."

The topic of fundraising out-of-state and where you must register is murky. A few states don't require registration at all, and there is not much uniformity state to state in the primary requirements, much less on the finer details.

For instance, Lee says, "Although churches are often exempt, each state defines what constitutes a religious organization differently - some broadly, some narrowly."

Similarly, education and political groups, sometimes, are exempt, depending on the state and its definitions. Even if you raise funds only online, there is no escape from registration.

Guidelines for online fundraising were adopted by the board of the National Association of State Charity Officials (NASCO) in 2001. According to those rules, any nonprofit that uses online fundraising tools to target donors in a specific state has to register in that state.

What Your Nonprofit Should Do

Here are basic information and tips about fundraising registration. Be aware, however, that you'll need to do your homework on this issue or get legal advice for your particular nonprofit.

1. Register before you start fundraising.
2. Register in your home state--this is called your state of domicile.
3. Register in every state where you solicit funds. If you receive less than \$250 in donations from a particular state, don't register and do not send postal mail or email to that state. It's too expensive to register where you receive little value. Several donation processing programs allow you to screen out states.
4. If you accept online donations, do register in Florida and New York state, even if you don't solicit there. Those states require registration for simply accepting a donation from the state. If you are a local or regional organization, consider donation software that will allow you to block donations online from other states.
5. Follow the rules of each state for registration, reporting, documentation, etc.
6. Many states do accept the [Unified Registration Form](#), but they often differ in the documentation that they require. So you can't just submit one registration to all of those states and forget it. You'll need to customize each registration with the required documents.
7. In most states that require registration, you also have to renew annually. Each state's requirements are different and deadlines for renewal vary. Fees for registration differ state to state.
8. If you do not register correctly in other states before you fundraise, your organization risks penalties and even felony charges. Some donations have had to be given back as a result of not registering or registering too late. Your auditors and grantors will also require that your registrations are in order. Since the new 990 requires organizations to report where they are registered, it is impossible to ignore out-of-state fundraising registration.
9. Do not argue with the IRS or the State Attorney Generals about fundraising registration. That is usually futile.

The rules for registration are not uniform and, in fact, are in flux, and the paperwork and staff time to keep up can be overwhelming. That's why many charities contract with third parties to take care of the chore for them. Here are some companies that your organization might want to look into. All of these firms also have useful information on their websites.

- [Affinity Fundraising Registration](#)
- [Harbor Compliance](#)
- [Perlman & Perlman](#)
- [Webster, Chamberlain & Bean](#)

Resources:

- [NASCO](#)
- [Multi-State Filer Project](#)

Requirements to Maintain 501C3 Status

BY ELIZABETH RAYNE

More than 100 501(c)(3) organizations lose their exempt status every year, according to the Nonprofit Risk Management Center. The Internal Revenue Code section 501(c)(3) is a provision in the federal tax code, which allows certain nonprofit organizations, including charities, churches, educational institutions and other organizations that meet the requirements to be exempt from certain taxes. The IRS regulates and regularly reviews exempt organizations to ensure that they are following the regulations and that the organization continues to do the work that led to its exempt status. Failing to follow the guidelines can lead to fines and, in some cases, the loss of 501(c)(3) status.

Political Activity

Generally, 501(c)(3) organizations may not participate in any political or substantial lobbying activity. Specifically, they may not make contributions to political campaign funds nor promote a particular candidate for office. Lobbying, or attempting to influence legislative activity, is only allowed if the expenditures are under a certain amount based on the size of the organization. To ensure that political activities will not put the organization in danger of losing exempt status, charities may file Form 5768, which allows the organization to spend a portion of their funds on lobbying; the organization may have to pay excise tax on expenditures that are more than a certain amount.

Non-Exempt Activity

The 501(c)(3) organization's activities and income must be focused on the purpose as reported to the IRS. In other words, if your organization's exemption is based on the purpose of providing clothing to homeless people, your activities and income must focus on that purpose. If instead, you use donated funds to pay exorbitant salaries while failing to help any homeless people, you will likely lose your tax-exempt status. Similarly, if you decide to use your funds to provide college scholarships to your local high school, although it is also a charitable activity, you may put your exempt organization in jeopardy if you do not first notify the IRS that you are changing the focus of the organization.

Inurement or Personal Benefit

Inurement, which occurs if a shareholder or other insider receives personal benefits from the organization, is strictly prohibited for 501(c)(3) organizations. For example, the nonprofit may not sell property of the organization to a board member for less than the fair market value, nor may a shareholder receive free services from the nonprofit that others pay for. Employees and directors can, however, receive reasonable compensation for work completed, but exorbitant salaries would likely violate the rule.

Unrelated Business Income

Although all organizations need some income to operate, exempt organizations may not have substantial, unrelated business income. This includes money made from activities that are not related

to the organization's purpose, such as renting out office space or selling merchandise. The majority of the organization's efforts must go to the exempt purpose of the organization, but some unrelated business income is permitted. Typically, exempt organizations must pay taxes on unrelated business income and report the income on Form 990-T, Exempt Organization Business Income Tax Return.

Reporting and Taxes

Generally, the IRS requires exempt organizations to file an annual report. However, certain exempt organizations, including churches and some nonprofits with very small budgets, are not required to do so. The state where the organization is located may also require the organization to file reports annually or biannually. Although 501(c)(3) organizations are exempt from certain taxes, many nonprofits must pay employment tax, excise tax, unrelated business income tax, as well as state and local taxes.

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE _____ **FUND DEVELOPMENT SPECIAL** _____ **COMMITTEE**

FOR THE June, 2018 **National Executive Council Meeting**

FROM (Name): _____ Nancy Wittenberg, Fund Development Chair

ACCOMPLISHMENTS:

1. Chaired the Big Give subcommittee and held two call-in meetings since January to plan and discuss strategies for the 2018 Big Give fund development effort. No postcards were mailed to individuals for this Big Give to cut down on our possible visibility to state agencies.
2. Solicited people to do 3 minute videos in support of the Big Give and did one myself.
3. Provided training for the NEC at the January meeting on Peer-to-Peer fund raising for the Big Give and arranged for Samanta to help set up such websites for NEC members at that meeting and after. Although we didn't reach our goal of \$5000 raised through Peer-to-Peer, we did raise \$3,235, some of which would not have been raised otherwise. Of the NEC, very few created the page at all, even though it was easy to do.

ACTIVITIES:

1. Provide on-going support for the fund development efforts of the National Office and Executive Director.
2. Reviewed state registration for charitable contributions and provided additional information for the Executive Director regarding funding online.
3. Continue to provide training at each NEC meeting on fund raising. The June meeting will be devoted to review of the Strategic Plan.

CONCERNS:

1. The AVA is not in compliance with any states' solicitation requirements. There is new information that might help us in the online giving area.
2. I am concerned that the Big Give effort using the San Antonio Foundation and especially their contract with the GiveGab company is not the way we should be raising money internally. GiveGab charges another 4% above the credit card fee. See Recommendations.

RECOMMENDATIONS:

1. The NEC must approve our developing and launching a Sustained Giving program this year. We will need a decent web page to support it; our donor software can probably handle it; we need to allow online, automatic payments through credit cards, PayPal and direct from checking accounts; we need a good publicity campaign to start it out.

8(g)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE Club Development & Support **COMMITTEE**

FOR THE June 2018 **EXECUTIVE COUNCIL MEETING**

FROM (Name): John McClellan

ACCOMPLISHMENTS:

- (1) Recruited two (2) new Committee members in the PA and NC Regions. Committee now has 7 members.
- (2) Held first full Committee meeting on 4/26/18 utilizing MS Teams.
- (3) Updated SP "dashboard" with sub-objectives in the Committee Charter, and current status v. approved metrics
- (4) Drafted and submitted a budget proposal (below.)
- (5) 2 Committee members met with / talked to walkers from several clubs in the Hospitality Room at the Texas Trail Round-up in February - asking about issues that clubs have.

ACTIVITIES:

- (1) Recruiting additional members and setting up Committee to operate on MS Teams
- (2) Review of 2017 event numbers, nationally.
- (3) Review of club event, membership & financial data to identify concerns for RDs
- (4) Attempted outreach to State Organizations
- (5) Proposed FY18 Committee Budget: \$ 7, 850.00

Regional Support to club formation or "struggling clubs" @ 500.00 / Rgn	\$
5,000.00	
Travel for Committee Members 5 instances at \$500.00 ea. limit	\$
2,500.00	
Printing -- printer ink, envelopes, paper	\$
150.00	
Postage -- @\$.50each, to contact RDs, State Assoc or clubs as needed	
\$ 200.00	

CONCERNS:

RECOMMENDATIONS:

(1) Designate the portion of \$\$s from RD-managed walks that would normally go to the "club" > to Club Support as revenue.

Please attach any additional material that is part of your report.

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

8(g)-I

**AVA TALKING PAPER
ON
CLUB FACTS – MAY 2018**

PURPOSE: To summarize the basic facts and statistics on AVA clubs for national leadership.

DISCUSSION: The American Volkssport Association currently consists of:

- 216 CLUBS and 10 STATE ORGANIZATIONS for a total of 226
 - # Clubs in 2015: 238
 - # Clubs in 2013: 256
 - # Clubs in 2003: 387
 - ❖ The # of AVA clubs has decreased 42% in 15 years, about -11 clubs / yr
- Based on ESR self-reporting (15 NOV 17) these organizations have 10,747 members
 - 46.8% of clubs report *25 members or less* (106 clubs)
 - 21.3% of clubs report *fewer than 10 members* (46 clubs)
- In 2017 there were:
 - 2 NEW Clubs approved
 - 8 INACTIVATED Clubs; and 1 State Organization closed (FVA)
 - ❖ +/- for 2017: - 6
- A review of Clubs by State shows:
 - 28 states have *2 clubs or fewer*; this is 56% of the states
 - 4 states have NO AVA Club: LA, MS, RI, WV
 - 16 states have only 1 AVA Club: AL, AK, AR, CT, DE, GA, HI, ID, IA, KY, ME, NV, NH, SC, VT, WY
 - 8 states have only 2 AVA Clubs: KS, MA, MI, MT, SD, TN, UT, WI
 - 22 states have 3 or more clubs; 44% AZ, CA, CO, FL, IL, IN, MD, MN, MO, NE, NJ, NM, NY, NC, ND, OH, OK, OR, PA, TX, VA, WA
 - The 10 states with state organizations contain 57% (123) of the AVA clubs, while the remaining 40 states have 43% (93).

RECOMMENDATION(s):

- Update all AVA literature, websites, social media and promotional materials to reflect the current organizational statistics
- Set a goal for returning to 250 clubs nationally by 2025, to include restoring at least 1 club in 2 of the states without clubs, and reducing states with only 1 club by 50%
- Continued emphasis on Club Development, national Marketing and Funds Development efforts to support RDs in new club growth

Fundamentals of Growth

It has been requested that the Sacramento Walking Sticks (SWS) provide our "Growth Plan" to the avafuture Yahoo group. My name is Steve Hughart and this document is my opinion, not an "official" statement of the SWS Board. I'm currently the Treasurer of SWS and I built and maintain our website: www.SacramentoWalkingSticks.org I encourage you to take a look at the website and use anything you like to help your club grow. I want all AVA clubs to grow and thrive. When other clubs thrive, it makes it easier for "my" club to thrive. We can't sponsor every YRE or sanctioned event and the more there are, the better it is for all of us.

The "fundamentals" listed below are all doable by normal people, even volkssporters...;-) It's not rocket science nor does it need to be expensive. Your club **can** grow. We managed to grow from about 20 members in 2003 to well over 500 now. The change was not instant, and we learned as we went, adopting new strategies and tactics as time passed. And there's no set procedure that you follow, so you can adopt some of the principals now and wait on the others. Even though there's no set procedure or step-by-step process, I'd suggest that you consider section 1 first.

- 1 **Change your mindset:** Before growing your club, some attitudes may need adjusting.
 - 1.1 Decide to grow your club. Make the commitment to do the work necessary to make your club grow. Ask other members to do the same. Not making this decision and commitment is the biggest obstacle to growth.
 - 1.2 Understand that you will have to change the way you do business. Waiting for things to improve on their own will likely be your demise. "Because we've always done it that way" should no longer be the only reason not to make a change. The old guard mentality (we all have it to some degree or another) that refuses to make changes, waiting for the good-old-days to return on their own, is the second biggest obstacle to growth.
 - 1.3 The third biggest obstacle to growth is that we (any club, AVA, & state organizations) are unknown entities. Publicize anywhere you can and target the entire population. It's too early to try to focus on specific groups because virtually no one knows about volkssporting. See the Publicity section below.
 - 1.4 Think big. Think long-term.
 - 1.5 Understand that slow decline inevitably leads to the end of your club – it's just a matter of time. Waiting to grow until next year will only mean you have fewer people to do the work.
 - 1.6 Understand that growth won't happen overnight. There's no magic bullet that will produce explosive growth. Expect to grow slowly.
 - 1.7 Value volunteer hours over money, they're harder to come by.
 - 1.8 Make growth your first priority, money your second. Too much time is wasted on debating how money should be spent rather than increasing income through increased participation. Money is important, but if you grow, the membership dues and increased event income will start to solve most money issues.
 - 1.9 Don't wait for AVA, your state association, or any other entity to help your club grow. Do it now.
 - 1.10 Understand that your club provides a simple service: organized, non-competitive athletic events. Successful service providers follow some simple rules (see below).
 - 1.11 Get ready to take honest measurements of your membership and event participation so you can determine if your efforts are paying off. Try to find objective ways to evaluate your efforts. Don't rely on intuition. Keeping track of participation or membership numbers in a spreadsheet is more reliable than just saying "Well, I think we've had more/fewer people show up this year...."
 - 1.12 Don't take it personally when one of your ideas doesn't work. Be ready to move on. SWS has tried to implement a number of ideas that didn't work. Make failures a learning experience.

- 1.13 Listen to ideas from other clubs, members, non-members, or anybody.
- 1.14 Be willing to learn new things. If no one in your club knows how to do word processing or spreadsheets on a computer, learn. There are lots of places that give free or cheap introductions to computers and your local Community College is a great place to learn more about computers.
- 1.15 Make sure that you have read the Constitutions and By-Laws of AVA, your state association (if applicable), and your club. Don't rely on the interpretation of others or their memories of what once may have been a rule. It doesn't take that long to do and, it may even cure your insomnia!
- 1.16 Focus on growth.
- 1.17 Lighten up and have fun.
- 2 **Service Providers:** Although the IVV, AVA, and your state organizations seem to try to make volkssporting complex, clubs really provide one simple service. Service providers (clubs) need to understand some simple things about providing service to the public (including members).
 - 2.1 Service providers are customer oriented because customers (credit walkers, free/fun walkers, and the infamous non-IVV participants) are the reason we do business and they are the ones who support the service with their money.
 - 2.2 The customer's perception is the reality. If the customer sees your club as a clique, then it is, regardless of what you might think. If the customer finds your club to be welcoming, than that is true too.
 - 2.3 Service providers are careful about making promises, even small ones. If you say you will do something, do it. And don't make unsubstantiated claims about your club, AVA, or IVV. You don't want to loose folks because their expectations were made unrealistic by your overblown claims.
 - 2.4 Service providers act honestly and ethically. This includes paying the club bills on time, reporting all credit walkers to AVA (including the folks who forget to check "Credit" on the YRE Registration Log when you *know* that they walked for credit), and making the club business as transparent as possible.
- 3 **Publicity:**
 - 3.1 Focus your publicity efforts in ways that will reach the largest number of people. Brochures and articles in state organization magazines are fine, but they typically only get to those folks who already know about volkssporting and printing and distributing paper is *expensive*. Focus on getting the word out to those who've never heard of your club. They're the ones who are most likely to become new members and new participants in the Incentive Program, not us grizzled veterans.
 - 3.2 Get someone to do email Walk Alerts.
 - 3.2.1 The Walk Alerts should list upcoming events that your club is doing and all the specifics (start times, locations, driving directions, etc.).
 - 3.2.2 Get as many email addresses as you can. SWS now has about 2,000 addresses, but it took years to build the list up.
 - 3.2.3 NEVER, never, never, never, sell your email addresses to any one, any business, or any political organization. Tell people this is your policy. People are wary of getting more spam. Use your list only for club purposes. Period. If you break the trust, you'll never get it back again – it ain't worth the money.
 - 3.2.4 Allow anyone to unsubscribe at any time – and actually take them off your list. There's nothing wrong with letting an un-subscriber know that they can re-subscribe at any time, however.
 - 3.3 Before you spend money on advertising, exhaust the free possibilities first.
 - 3.4 Be patient. Press releases mostly get thrown away the first x number of times you send them out. Be persistent and just keep issuing them. Sooner or later, the media will remember your club's name and start to take you seriously. It took SWS about 3 years to start getting regular listings in our largest local paper's calendar of events. Just remember that those, little neighborhood newspapers are usually hungry for content and we got listings in some of those right away.

- 3.5 Build a list of newspapers, TV and radio stations, local magazines, and any other media outlet you can think of. Be sure to include their rules of submitting press releases in your list.
 - 3.5.1 Send as many as possible via email.
 - 3.5.2 Learn the mail-merge feature in your word processing program to speed up the creation of your snail-mail press releases.
- 3.6 Keep your press releases simple. You can always explain the complex stuff when people show up to your walks and you have the time.
 - 3.6.1 If you have a website, always mention it in your press release.
 - 3.6.2 Always mention that non-members can always attend and that anyone can walk for free.
 - 3.6.3 If you mention the Incentive Program, keep it simple. Something like "A low-cost incentive program is also available" is enough. Keep it simple.
 - 3.6.4 Do NOT mention the v-word in your press release. It's too complex to explain in a simple press release and not everyone has positive associations with German words. If your club has volks-anything in it's name, consider renaming your club. That's a tough one that SWS did not have to face.
- 3.7 SWS has had success in limiting press releases to sanctioned/traditional/regular events only and not group walks that utilize YREs. It's just too much work to do a press release for every little group walk (we do 3 or 4 a week). Our website Calendar of Events lists all events.
- 3.8 Attend as many Health Fairs (or related events) as possible. These are often free for vendors. Just make sure you have something for people to take. Be sure to have a sign-up sheet for your email Walk Alert list.
- 3.9 Make sure your club has a logo and you have it in electronic form (a computer file). This can be expensive to have a professional, graphic artist to create, so you might consider working with a local school to get students to help.
 - 3.9.1 If you have no idea of what you want, give the artist creative license.
 - 3.9.2 If you have some ideas of what you want, let the artist know. Be as specific as possible. There's nothing worse than complaining that the product (which the artist has put many hours of work into) is not what you want because you wanted something else that you failed to communicate in the early stages of the process.
 - 3.9.3 Put your logo on any document that the public might see. It provides a professional image.
- 3.10 If your club does not have a website, consider making one.
 - 3.10.1 Having someone maintain your website will be the biggest thing to consider since static websites attract few new walkers. IBM spent millions of dollars in the 60's and the 90's researching how much computer systems cost at various periods in the "life cycle" (plan, build, maintain, decommission). The maintenance phase turned out to be about 80% of the total cost of any of the systems studied – mainframes in the 60's to PC/server technology used by the Internet.
 - 3.10.2 Start simple and expand slowly. Professional computer programmers are very expensive (I was one) so you might consider the student angle again. When I took a Community College class on building websites, each student had to create a full blown, fictitious website as a class project. I'm pretty sure the instructor would have been open to hosting a contest among the students to create a website for a non-profit walking club. It would take some effort and planning to set this up as well as a cooperative instructor.

4 Events:

- 4.1 Be welcoming. Don't ignore new people and don't wait for them to introduce themselves.
- 4.2 Appear more organized than you actually are. This will not only help you actually get organized, but it will improve your chances of getting new members. No one wants to join a discombobulated club.

- 4.3 Act as if your club is larger than it is. Prepare to handle the larger numbers. Chance favors the prepared, so get ready to grow now. This may mean investments in automation and/or training.
- 4.4 Utilize the YREs in your area as much as possible. Just remember lots of small groups add up. If you hold a weekly group walk and only 3 people on average show up, that's over 150 participants in a year.
- 4.5 Remember that you are a walking club. Put on as many events as you can. Walking should be a daily event in our lives, not just for weekends with huge groups.
- 4.6 Don't push too hard on selling New Walker Packets. People don't want the hard sell – just remember the last time you bought a car at a dealership. When they see others eagerly getting their books stamped, they'll get the message – or not. Many regular free/fun walkers give donations at each walk they attend.
- 4.7 Figure out ways that you can make the registration process quicker. Give up writing out a list of walkers, at least while they're standing in front of you. Make sure the Start Card is filled out properly and you'll have all the information you need to do the After Action Report and any other reporting you need to do. I can't tell you how many times I've waited in a registration line needlessly while some little old lady slowly wrote down names, checking credit/free/award boxes and the like. Remember: *all that information is on a properly completed Start Card*. It is a waste of time to redundantly record the data on a separate sheet of paper. Spend your time making sure the signature and date is there (it's not a legal signature without a date) so that the insurance lawyers are happy. The Start Card is a legal document that the club is supposed to retain for 7 years, so it's pretty important to get it right.

5 Membership:

- 5.1 Always ask new people if they want to join your club, but don't be pushy.
 - 5.1.1 Don't act all hurt if they say "no" just let them know they can join at any time with a smile on your face and move on. You've just sent the message that they are always welcome to become part of the group.
 - 5.1.2 Make it as easy as possible to join.
 - 5.1.2.1 If you have a website, post your membership form in PDF format at the very least. Include instructions.
 - 5.1.2.2 Have membership application forms at all of your events.
- 5.2 Don't be picky about who joins your club. You can not tell who will get involved when they first join the club. You never know when your next President, webmaster, trailmaster, or whatever will join because they probably don't know it either. It takes time for new members to figure out that they want to get involved and help the club, not just consume its service(s).
- 5.3 Be ready to answer the question "Why should I join the club when I can always attend any of your events?" Try to add some incentives for joining (see our Membership and Special Program web pages) and it doesn't hurt to use the subtle guilt-trip of letting folks know that events are not free for the club to put on.
- 5.4 Don't expect the Board of your club to bring every decision to the members. The reason you have a Board is to make minor and day-to-day decisions. I can't precisely define the line between what should be taken to the membership and what shouldn't, but I know when I've crossed it. The club's stance on NEC motions is a good example of what the members should have a voice in. Whether or not you buy printer ink for the volunteer that prints out lots of stuff for the club on their home computer is a decision that the Board should make without consulting the entire membership. You will stifle club growth if you need to take everything to the membership which delays all action until the next membership meeting.
- 5.5 Make sure your books are open to an audit by members. You want the finances to be transparent to members, but not open to the public for security reasons.

6 Volunteers:

- 6.1 Value volunteer time over money. It's usually harder to get someone to give up his/her time that it is their money.

- 6.2 Streamline your operations so that you make the most efficient use of volunteer time as you possibly can. Look at every thing you do and ask "Can we do this better or faster or with higher quality?" This may mean purchasing some office equipment or other automation tools to make your office or paperwork activities less time consuming.
- 6.3 Understand that it is a relatively constant percentage of members that will actually volunteer. That means that the larger your overall membership gets, the more people you will find that will volunteer.
- 6.4 Honor your volunteers. Recognition is a powerful motivator for many people. You don't have to spend money doing this either.
- 6.5 Try to make volunteering fun. It's a whole lot easier to present yourself as a welcoming club if the folks at your start table are smiling and enjoying themselves. If they act like abused slaves, then you're sending the wrong message.

AVA "Struggling Clubs" by Region

RED defined as: <10 members; AND <\$1,000; AND 0 TE and/or <5 events / 250 part.

AMBER defined as: <25 members; AND/OR <\$2,500; AND <10 events / 500 part.

OR membership in the RED; AND/OR no \$\$s #s available

AT: (1.5)
 AVA-0021
 AVA-0027
 AVA-0065
AVA-0171
 AVA-0333
 AVA-0958
AVA-0969
 AVA-0975
 AVA-0976

MA: (1.5)
AVA-0025
AVA-0067
 AVA-0609
 AVA-0694
 AVA-0723
 AVA-0724
 AVA-0963
AVA-0973

NE: (3.5)
 AVA-0193
 AVA-0341
 AVA-0573
 AVA-0589

NC: (.5 x3)
 AVA-0032
 AVA-0160
 AVA-0697
AVA-0864
AVA-0870

NW: (1)
 AVA-0133
 AVA-0498
 AVA-0499
 AVA-0679
***AVA-0759**
 AVA-0766
***AVA-0779**
***AVA-0951**

Closed:
AVA-0146
AVA-0222
AVA-0229
AVA-0310
AVA-0359
AVA-0726
AVA-0885
AVA-0905
AVA-0920
AVA-0972
AVA-0980

RM: (3)
 AVA-0436
AVA-0519
AVA-0671
 AVA-0731
 AVA-0859
 AVA-0904
AVA-0915
AVA-0922
AVA-0926
AVA-0942

SW: (.33)
 AVA-0124
 AVA-0179
 AVA-0350
 AVA-0681
 AVA-0893
 AVA-0897
AVA-0933
AVA-0966
AVA-0967

SE: (1.5)
 AVA-0020
AVA-0110
 AVA-0261
AVA-0755
 AVA-0831
AVA-0946
 AVA-0964

SC: (^1)
 AVA-0037
 AVA-0234
***AVA-0561**
 AVA-0644
***AVA-0854**
AVA-0968

PA: (^0)
 AVA-0204
 AVA-0338
 AVA-0374
AVA-0772
AVA-0832

* appear to be "tour" clubs/co

8(h)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE Ad Hoc Free Walker COMMITTEE
FOR THE June 8 - 10, 2018 EXECUTIVE COUNCIL MEETING
FROM (Name): Sam Korff

ACCOMPLISHMENTS:

Some statistics have been developed. I've attached numbers for 2017, 2016, and 2013. The good news is: Free Walkers number is down. The bad news is: So are the participation numbers. I've included the number of clubs by region and a geographical/population page. I've included the last item only because the SE RD did so in evaluating the success of his own region.

Worthy of note: from 2013 to 2017 (a five year period) participation is down by 30,000 (approx). Also worthy of note is that participation in YRE/SEAs is roughly double that of traditional participation.

ACTIVITIES:

Committee's final report is still targeted for January 2019.

CONCERNS:

None

RECOMMENDATIONS:

None

Please attach any additional material that is part of your report.

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

8(h)-1

TOTAL PARTICIPATION2017

	<u>AWARD</u>	<u>CREDIT</u>	<u>NON-IVV</u>	<u>FREE</u>	<u>TOTAL</u>
AT	1220	19343	54	1816	22433
MA	663	9182	601	620	11066
NC	2149	9061	12165*	68	23443
NE	147	5944	678	429	7198
NW	290	21527	53	8738	30608
PA	155	10028	33	2962	13178
RM	1887	5505	54	583	8029**
SC	243	9258	62	270	9833
SE	89	9405	1301	1228	12023
SW	17	10250	1655	331	12253
TOTAL	6860	110103	16656	17045	150064

* Crazy Horse

**Convention

TRADITIONAL PARTICIPATION

2017

	<u>AWARD</u>	<u>CREDIT</u>	<u>NON-IVV</u>	<u>FREE</u>	<u>TOTAL</u>
AT	950	6194	53	1228	8425
MA	627	4078	533	455	5693
NC	2114	2827	12004*	40	16985
NE	26	1846	416	154	2442
NW	280	6144	10	3390	9824
PA	121	2074	24	1031	3250
RM	1737	2499	50	383	4669
SC	82	1776	5	145	2008
SE	43	1883	221	304	2451
SW	6	4692	1027	23	5748
 TOTAL	 5986	 34013	 14343	 7153	 61495

* Crazy Horse

YRE/SEA PARTICIPATION

2017

	<u>AWARD</u>	<u>CREDIT</u>	<u>NON-IVV</u>	<u>FREE</u>	<u>TOTAL</u>
AT	270	13149	1	588	14008
MA	36	5104	68	165	5373
NC	35	6234	161	28	6458
NE	121	4098	262	275	4756
NW	10	15383	43	5348	20784
PA	34	7954	9	1931	9928
RM	150	3006	4	200	3360
SC	161	7482	57	125	7825
SE	46	7522	1080	924	9572
SW	11	5558	628	308	6505
TOTAL	874	75490	2313	9892	88569

TOTAL PARTICIPATION

2016

	<u>Award</u>	<u>IVV</u>	<u>Non-IVV</u>	<u>Free</u>	<u>Total</u>
AT	1924	20309	142	1874	24249
MA	874	10190	451	685	12200
NC	2087	8635	12305	131	23158
NE	149	5379	676	482	6686
NW	210	24795	165	10422	35592
PA	275	11993	10	3460	15738
RM	82	2666	8	591	3347
SC	48	7602	15	319	7984
SE	168	9617	1070	1485	12340
SW	215	10892	1260	422	12789
Total	6032	112078	16102	19871	154083

TRADITIONAL PARTICIPATION

2016

	<u>Award</u>	<u>IVV</u>	<u>Non-IVV</u>	<u>Free</u>	<u>Total</u>
AT	1571	6757	106	1132	9566
MA	814	4454	444	544	6256
NC	2023	2564	12185*	79	16851
NE	68	1516	362	156	2102
NW	198	7672	89	4662	12621
PA	184	2759	0	1334	4277
RM	58	700	6	407	1171
SC	45	936	6	177	2164
SE	26	1796	236	383	2441
SW	189	4283	851	44	5367
Total	5176	33437	14285	8918	62816

YRE/SEA PARTICIPATION - 2016

	<u>Award</u>	<u>IVV</u>	<u>Non-IVV</u>	<u>Free</u>	<u>Total</u>
AT	353	13552	36	742	14683
MA	60	5736	7	141	5944
NC	64	6071	120	52	6307
NE	81	3863	314	326	4584
NW	12	17123	76	5760	22971
PA	91	9234	10	2126	11461
RM	24	1966	2	184	2176
SC	3	6666	9	142	6820
SE	142	7821	934	1102	9899
SW	26	6609	409	378	7422
Total	856	78641	1817	10953	92267

TOTAL PARTICIPATION

2013

	<u>AWARD</u>	<u>CREDIT</u>	<u>NON-IVV</u>	<u>FREE</u>	<u>TOTAL</u>
AT	1551	23843	149	3036	28579
MA	765	10186	87	1040	12158
NC	2151	8679	12294	292	23416
NE	199	7470	475	484	8628
NW	416	29416	51	11235	41118
PA	470	14831	17	4537	19855
RM	170	5058	9	903	6140
SC	164	8850	35	506	9555
SE	1293	13874	1076	1641	18414
SW	155	11544	664	1064	13427
TOTAL	7874	133831	14847	24738	181290

TRADITIONAL PARTICIPATION

2013

	<u>AWARD</u>	<u>CREDIT</u>	<u>NON-IVV</u>	<u>FREE</u>	<u>TOTAL</u>
AT	985	8223	137	2122	11467
MA	595	5008	87	829	6599
NC	2095	2643	12172	141	17051
NE	46	2044	301	192	2583
NW	364	9560	43	5804	15771
PA	318	3290	3	1780	5391
RM	61	1734	6	659	2460
SC	116	2174	0	229	2519
SE	1711	4101	314	474	6600
SW	121	4519	644	428	5712
TOTAL	6412	43376	13707	12658	76153

YRE/SEA PARTICIPATION

2013

	<u>AWARD</u>	<u>CREDIT</u>	<u>NON-IVV</u>	<u>FREE</u>	<u>TOTAL</u>
AT	566	15620	12	914	17112
MA	170	5178	0	211	5559
NC	56	6036	122	151	6365
NE	153	5426	174	292	6045
NW	52	19856	8	5431	25347
PA	152	11541	14	2757	14464
RM	109	3324	3	244	3680
SC	48	6676	35	277	7036
SE	122	8773	762	1167	11814
SW	34	7025	20	636	7715
TOTAL	1462	90455	1140	12080	105137

POPULATION AND AREA - 2018

BY REGION

	<u>POPULATION (Million)</u>	<u>AREA (Square Miles)</u>
AT	39.61	135 979
MA	45.4	276 283
NC	17.96	435 398
NE	34.48	126 226
NW	13.79	916 770
PA	50.55	399 592
RM	10.22	434 038
SC	20.59	327 392
SE	60.54	354 011
SW	29.94	390 294
Total	323.08	3 795 983

AVA CLUBS BY REGION - 2018

	<u>CLUBS</u>	<u>PERCENT</u>
AT	36	15.6
MA	29	12.6
NC	16	6.9
NE	10	4.3
NW	39	16.9
PA	22	9.5
RM	12	5.2
SC	14	6.0
SE	20	8.6
SW	32	13.9
Total	230	