



Membership Procedure Manual

Ananda Ashram
Membership Committee

Membership Procedures Manual 2014 to 2015

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Annual Membership Coordinator Job Description:

Annual membership is a vital aspect of the Yoga Society Of New York. Membership supports the aims of the Yoga Society of New York, Inc., and the spiritual, educational and cultural programs of Ananda Ashram.

The role of the Annual Membership Coordinator (AMC) then plays a very important part of creating community at Ananda Ashram. Is responsible for Works directly with a team and management to devise procedures and processes for membership retention.

The AMC utilizes their strong analytical and organizational skills with the ability to accurately meet deadlines while paying attention to details. Technical ability to successfully work with a CRM system for data queries, reports, and forms. Other computer skills include social media, word processing, spreadsheets (excel) and website content advice.

The AMC is able to deal effectively and tactfully with a wide variety of individuals in person, on the telephone and in writing. Effectively communicate with internal and external guests; team members and staff while comfortably informing guests about the various programs and opportunities primarily via telephone and email. The AMC is self-motivated in a non-traditional non-profit work environment working with diverse populations including racial and ethnic minorities.

Position Responsibilities:

Solicits annual membership while providing a high level of customer service including building strong relationships with members, non-members, donors and others. Responds to inquiries and requests. Represents YSNY and conducts in-person outreach at events, one-on-one meetings and other opportunities as needed. Includes planning and coordination of outreach. Coordinating events, daily interaction with members and non-members alike. Maintaining membership administrative tasks, special functions, membership drives, communications and updating members on events specific to membership interests.

New Member Sign Up Form

The membership sign up forms have been *designed and approved by the Yoga Society of New York, Inc. board of directors and should not be altered without their approval.* These forms are included in the Appendix of this document.

To order more forms use Staples <http://staplesonline.com> account name: membership@ananda

Password: ananda

A/c: membership@ananda

Phone #: [8457825575](tel:8457825575)

Here is an example of the order:

Order confirmation:

Order Number:
Requested Due Date

Order Provided by:

Staples Store #: **1260**
31 Centre Drive
Central Valley, NY 10917
Phone #: [8457833226](tel:8457833226)

| | | | | |
|---|-----------------|---------------------|--------------------------------------|--|
| Service 1: Standard Color | | # of Sets: 5 | # of Original Impressions: 13 | |
| Price Per Set: \$6.70 | | | | |
| Products | Quantity | Unit Price | Extended Price | |
| Paper/8.5x11 28lb Premium White / Standard / Standard Print (Precut Size) / Color / Duplex | 30 | \$1.03 | \$30.90 | |
| Paper/8.5x11 28lb Premium White / Standard / Standard Print (Precut Size) / Color / Simplex | 5 | \$0.52 | \$2.60 | |
| Service 1 Total: | | | \$33.50 | |

Estimated Taxes: \$2.73

Total: \$36.23

The following information is on the website and on the form as well:

Membership is a vital aspect of our organization. Your membership supports the aims of the Yoga Society of New York, Inc., and the spiritual, educational and cultural programs of Ananda Ashram. If you wish to be a regular visitor, we encourage you to become a member. Please call 845.782.5575 for more information.

MEMBERSHIP FEES AND POLICIES

Annual Membership:

\$125 per individual
\$200 per couple or 2 members of the same family
\$250 per family of 3 or more

Benefits

Member discounts for overnight guest rates, cultural programs and selected workshops.
10% discount at the Ashram Gift Shop and www.ashramSTORE.com.
Full swimming pool privileges.

Lifetime Membership:

\$2,000, individual only

Benefits

Same as above, plus -
A book by Shri Brahmananda Sarasvati
An Ashram poster
An Ashram CD
Complimentary accommodations at Ananda Ashram for one weekend (or any 2 nights) per year for the member and one guest. *Certain weekends may be exempt, please call to inquire.*

The Yoga Society of New York, Inc. (Ananda Ashram) is a nonprofit, tax-exempt organization, 501(c)3. Donations are tax-deductible as permitted by law.

Membership Tables For Special Functions

Itemized List for set up

- 2 bed sheets from Housekeeping
- 2 table cloths
- 2 tables
- 2 chairs
- Lock box
- Intuit Sales Point Credit Card Slider for smart phone
- Product inventory list
- Product Price List
- Membership Forms
- Donation Forms
- Donation Jar
- 50th Anniversary Book –or- current give away book
- Decorations – Plants or other beautification awareness objects from Building & Grounds Department
- Liquid Refreshment or Water or products from the Kitchen Department
- Gift Certificate Sign – purchase in Office
- School brochures, and booklets
- Pamphlets or flyers for upcoming events.
- *optional - Various CD's from Gift Shop
- *optional - Various Books from Gift Shop (if not too humid out, books can get ruined – prefer not to sell outdoors if given the choice.)
- *optional - Various DVD's from Gift Shop
- *optional Various Memorabilia or bobbles (incense burner, incense, etc.)
- *optional - Tee Shirts or Yoga Pants

*These items are optional depending on the Gift Shops desire to help and utilize the Membership Table
(Always ask the Gift Shop Keeper.)

Summer 2014



Spring & Summer Membership Drive

Each year a membership drive beginning in 2014 starts on Memorial Day and ends on Labor Day.

The following Activities will be included in the drive:

Membership Table

Example is during Dr. Ladd's program.

Membership Cards Delivered

During the fall of 2014 membership cards were revived by membership coordinator Karen Monteverdi. The forms are on the Appendix Page of this document. There are three types of membership cards offered:

- Individual Annual Membership
- Couple or 2 family members
- Family Membership
- Lifetime Membership

Individual Annual Membership is to be invoiced in QuickBooks by the office. Instruct the office to use the following format for all individual annual membership descriptions:

MM/DD/YYYY to MM/DD/YYYY(+1) Individual annual membership**

Couples Membership is a two person membership regardless of marital status; use the following format for all couples memberships:

MM/DD/YYYY to MM/DD/YYYY(+1) Two person annual membership**

Family or 3 or more; use the following format for all family membership**

MM/DD/YYYY to MM/DD/YYYY(+1) Family annual membership**

Lifetime Members is a single person membership and never expires; use the following format for all Lifetime Members:

MM/DD/YYYY Became a Lifetime Member

**for amount please see membership form for the current year.

Yoga Society of New York, Inc.
ANANDA ASHRAM

A non-profit organization
13 Sapphire Road, Monroe NY 10950
(845) 782-5575

Founder & Spiritual Director: Shri Brahmananda Sarasvati Udasina
(Ramamurti S. Mishra, M.D.)

This certifies that _____
is an individual annual member in good standing as of



Date _____

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Membership Coordinator

Renewal Letters - Membership Drive

On the next page is the Membership Renewal Invitation Letter, this letter has been ***designed and approved by the Yoga Society of New York, Inc. board of directors and should not be altered without their approval.*** This letter is a word document located in the Main House Office entitled: Membershipletterrenewal.doc However for your convenience if the letter must be retyped please use the information provided.

Once the letter is printed it should be given to Carol Rollinger (Kiranavali) to be signed (or current President)

The letter should be mailed 30-days in advance of expiration date.

Once the member has renewed their membership then send them a new membership card.



**Membership Renewal Invitation
from
Yoga Society of New York, Inc. (Ananda Ashram)**

Date: <<Date>>

Dear <<Name>>,

We hope this letter finds you well and in good spirits as we approach the summer season of 2015. Upon reviewing our records, we find that your Membership with the Yoga Society of New York, Inc. and its country retreat center, Ananda Ashram, expires on <<DATE>>.

Your membership is a much appreciated and gives vital support to our organization. We would like you to “stay connected” with our Ashram community and renew your membership. Please find enclosed your membership application, and envelope to continue as a General Member. Benefits are listed on the application. We hope you will also consider a Lifetime Membership.

Most importantly, in renewing your membership, you will be supporting the aims and continued growth and prosperity of the Ashram.

We invite you to attend our 51th Anniversary of Ananda Ashram Celebration on July 4th, 2015. Together we deepen our mission as a bright beacon of light helping to guide humankind on its journey toward spiritual unity and peace.

Many members ask, ‘What are the Ashram’s areas of greatest need?’ This year we are focusing on the following fundraisers: **Shanti Sadanam**, to replace our present guest and teacher apartments with a new building; **Dining Hall Renovation Fund**, to replace the dining hall roof and renovate the dining hall; **General Fund**, to help with costs related to the beautification, renovation and enhancement of our buildings, including guest rooms and new classrooms, and grounds.

We intend to continue to serve your spiritual needs; please complete and returned the attached form renewing your membership with the Yoga Society of New York, Inc. (Ananda Ashram) as a General or Lifetime Member.

If you have any questions, please feel free to send an email to membership@anandaashram.org or call 845-782-5575.

Sincerely,

Carol Rollinger (Kiranavali)
President, Yoga Society of New York, Inc.

13 Sapphire Road • Monroe, NY 10950 • phone: 845.782.5575 • www.anandaashram.org

Thank you notes

Until the board of directors creates a membership fund, all costs of doing business for the membership drive and committee is to be absorbed by the Operations (office) department of the Yoga Society of New York, Inc.

Thank you cards are one of the most important aspects of following up with a new member. Today we offer our members a nice little 3x5 note card, hand written (for the personal touch), stamped and mailed through the US Postal Service.

Thank you cards will have one of three notes inside:

Thank you note choice #1:

Dear <<Firstname>>,

Thank you for becoming a member of the Yoga Society of New York, Inc.. Ananda Ashram has been built for you and though you for the whole of humanity. As a member you hold a very special gift in your hands. We would like to remind you that we are here for you, and you are here to help keep our Ashram thriving and in this way we assist each other. If you would like any additional information about the history of our mission please email (Your Name) at membership@anandaashram.org

Sign Your Name

Thank you note choice #2:

Dear <<Firstname>>,

Thank you for becoming a member of the Yoga Society of New York, Inc.. Ananda Ashram has been built for you and though you for the whole of humanity. We would like to remind you to check our website each month for upcoming events from your spiritual home away from home. If you would like any additional information about the history of our mission please email (Your Name) at membership@anandaashram.org

Sign Your Name

Thank you note choice #2:

Dear <<Firstname>>,

Thank you for becoming a member of the Yoga Society of New York, Inc.. Ananda Ashram has been built for you and though you for the whole of humanity. We are interested in seeing if you have any special talents or skills that might be of help to us at Ananda Ashram. If so please email (Your Name) at membership@anandaashram.org

Sign Your Name

Use the Yoga Society of New York Address inked stamp on the back side of the envelope, and write your name on the bottom of the card.

Frequently Asked Questions About Membership

This section will be filled out as we go...

Karen Monteverdi, CPC is the Membership Coordinator for Annual Membership

Alisa (Ambika) Trumpele is a volunteer to assist Membership Coordinator

Karuna Washburn coordinates the lifetime membership program

Karuna Washburn coordinates the voting membership program

Membership Cards are offered to annual members within one week of becoming a member; they can be mailed to the member or held in the office for pick up. Ambika will call member to discuss what option they would like, or Karen will email from membership@anandaashram.org.

Website Information & Updates

The website is <http://anandaashram.org/Membership>

The following information needs to be added to the website as of 9/1/2014;

The email address membership@anandaashram.org

Online membership renewal (Eve Kudler) is working on this.

Membership coordinator is Karen Monteverdi, CPC

Phone Calling Campaigns

December 30th 2014

The following is the script she used:

Hello <Name>,

My name is <myname>, and I'm calling from Ananda Ashram, the Yoga Society of New York.
How are you today?

Do you have a few minutes to talk?

I want to update you on some of the lovely programs coming up this season.

(list programs)

Are there any programs that sound interesting to you?

Recently we sent you a letter to renew your membership, are you planning on renewing?

If yes...

Thank you as you know we depend strongly on membership as a vital support for the Ashram.
Can you share with me your profession or skills that may help the Ashram in any way?

How can we better support you?

Is there anything you would like us to know about your experience?

If no,

How can we better support you?

Is there anything you would like us to know about your experience?

If money is not the problem, please assure the individual that their feedback is very important to the growth and development of the membership program.

Listen to their stories; report feedback, experiences and information back to the Membership Coordinator.

Thank them for their time, and remind them that this Ashram has been built for them and through them we are able to influence peace to the whole of humanity.

Donation Drives

See Purnima

Front Desk Script and Invoice Description

Thank you for staying at Ananda Ashram, I noticed that you have come to the Ashram several times over the last few months. Have you thought about joining our membership program?

Listen to the guest...

If appropriate, share with them the benefits of becoming a member:

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An Ashram poster

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Tracking Potential Members

It was originally requested to Karen to track guests who have stayed more than three times in a year or would save money to create a return on investment for potential members. This was not accomplished after Karen left the office; it was told to Karen that this information was available and easily accessed and sent to her. After requesting several time and not receiving information it is Karen's opinion that this is due to a lack of availability for office personnel to spend time doing this tracking. Since Karen is no longer in the office she no longer has access to QuickBooks, making it impossible to track.

Karen needs to take this information to HRC to find another process for tracking potential members.

The potential is to use a Client Relationship Manager (CRM) to track members.

Request for information from YSoNY Board

Request that the membership webpage include membership@anandaashram.org as contact information. Request went to Eve in September.

Members

A list of members can be retrieved by the QuickBooks system in the office. Contact Jennifer at jenniferananda@gmail.com

Complaints

All complaints should be sent to Karen Monteverdi, CPC at membership@anandaashram.org

Email Usage

The Ananda Ashram Membership email will be included in each letter and thank you card.

Email is to be used for correspondence to members after they initiate conversation, to answer question and request information.

Email campaigns will not be used for the membership email unless approved by the board.

Meeting Notes and Information

June 2014 Karen Monteverdi, CPC met with HRC and took on the Membership Coordinator position. The instructions were as follows.

You have the freedom to try anything you like, as long as you pass it through HRC first.
The information you collect must remain confidential
Membership is an important part of the health of the Ashram and Yoga Society of New York, Inc.
The information for membership will be provided for you.
The forms have been created; you can order more from Staples.
Membership tables can be used.
Include gift shop products.
Intuit Credit Card system will be ordered for your phone.
Dinesha will hold the password, he must enter the password each time you use this system.
Keep a lock box with cash during the membership promotion at the membership table.
Keep a running log of products and price list of each item
Sell each item and add tax 0.8625%

August 2014 Meeting HRC

Karen request the ability to send out thank you cards to new members. Permission granted.
Karen requests a membership renewal letter be created, Kirinavali will sign letter. Permission granted.

Letters have been sent out 8/9/2014; 9/9/2014; 10/9/2014

In the 10/9/2014 all letters included up to the end of the year renewals

Renewal letters for January & February will be sent out on 1/9/2014.

Following every two months the renewal letter will be sent out on or about the 9th of the month.