



CLWA MEMBERSHIP PROCESS FREQUENTLY ASKED QUESTIONS:

WHY IS THE CLWA MOVING TO THIS NEW MEMBERSHIP MANAGEMENT SYSTEM?

The CLWA's old system was over 25 years old and could no longer serve our members in all the ways we wished. In addition to maintaining membership records, the new system provides an integrated email communications and credit card payment system. These capabilities provide a range of new functionality for the membership.

Now members will:

- receive personalized email reminders when it is time to pay your dues
- receive regular updates on CLWA projects and issues
- receive communications on lake and watershed topics based on your personal areas of interest
- make secure online payments and donations
- have instant access to review your account and view a record of your contributions
- easily update your member profile information
- access a secure online directory of members

WITH THE NEW MEMBERSHIP MANAGEMENT SYSTEM HOW WILL MY CLWA MEMBERSHIP CHANGE?

CLWA memberships are changing from a calendar year term to a rolling 12-month duration. For example, if you pay your dues on May 23, 2024, your membership will be active for a full twelve months, until May 22, 2025.

If you are joining for the first time, your active membership begins on your join date and continues for 12 months.

In both cases you will receive a reminder 30 days before the next renewal date eliminating any confusion as to when your payment is due.

The dues amount is not changing. You can still pay online with a credit card, mail a check or provide a credit card to the CLWA bookkeeper.

HOW DID YOU SET MY RENEWAL DATE?

For CURRENT members, your new renewal date is based on the date of your dues last payment. For NEW members, your renewal date will be the date that your first payment was posted to your member record. Check payments may be delayed slightly, as they need to be manually processed.

DOES MY FUTURE RENEWAL DATE CHANGE BASED ON THE DATE I PAY MY DUES?

Your renewal date will remain the same for future renewals and will not depend on the actual date of payment. You can also “pay ahead” extending your next set renewal date another 12 months.

WHAT IS A “PRIMARY” MEMBER and a “SECOND” MEMBER?

If you have a dual membership, one of the members has been designated as the “primary” member or administrator of the membership account. Only the **primary** member’s email and password unlock access to the Member Portal, where you can make payments, change your profile, or check the status of your account. YOU CAN CHANGE the individual designated as your primary member in the Member Portal by logging in with the “primary” member email and password and selecting EDIT PROFILE. Edit the information for both the primary and 2nd member.

Both individuals in dual membership will receive all emailed communications. Please make sure that both emails are entered into the Member Portal.

I DON’T HAVE A PASSWORD; HOW CAN I GET ONE?

Enter the primary member email and simply click on ‘I forgot my password’ and follow the instructions.

WHAT ARE THE ADVANTAGES OF USING A MEMBERSHIP MANAGEMENT SERVICE?

After extensive study and testing, the CLWA selected a system called Wild Apricot, a highly ranked membership management service provided by a company called Personify. The applications are developed, operated and maintained by the service provider which specializes in membership management. It is a cloud-based service, so it is accessible through the internet. The new system will help us streamline operations and reduce administrative costs, enabling the CLWA to devote more of its resources to preserving and protecting Crystal Lake.

Behind the scenes, it is assisting CLWA management by:

- automating many processes previously done manually
- facilitating cost effective communications with members
- providing secure data access for authorized board members to support their operations
- producing detailed reports on operations to enhance planning
- receiving ongoing support from a national, professional technical team to maintain and enhance functionality