

**SAN DIEGO SURF LADIES
MEMBERSHIP UPDATE
July 19, 2011**

You probably received a Renewal notification email in your inbox this morning. In an effort to meet the needs of our growing San Diego Surf Ladies Club (we currently have 129 active members) club members voted to add a small annual dues for a Premium Membership of \$25.00 per year. We have eliminated all other levels of membership, including the \$50.00 Sport Dues, thus allowing everyone to enjoy the same benefits of club membership. We surveyed members at the 2011 anniversary party and 98% of members who voted supported paying dues.

Below is some background and research supporting this change.

Last Year we collected:

- \$771 in sponsorships and fundraising
- \$1,310 in SDSL Sport Dues
- \$2,081 in total SDSL Income
- We spent \$1,728 (some of the SDSL Dues were for 2011 activities)

Where did that \$\$ go?

- Website hosting
- Parties and social functions (food, drink, etc.,)
- Surf Coaching (Sport)
- Surf Video of club members (Sport)
- Surf Photography (Sport)
- Venues for parties and fitness (before Waves of Change began donating space)

Based on research we have done we are one of the only social/sports clubs in San Diego County without dues. Examples:

- Swami's Surfing Association: \$40/ renewal
- Wahine Kai Womens Surf Club: \$30 new/\$15 renewal
- Windansea Surf Club: \$36/adults

Benefits of dues:

- Increased commitment of members
- Ability to provide all activities for all members, specifically making SDSL Sport open to ALL CLUB MEMBERS for surf coaching, fitness and video taped surf sessions
- Decrease the reliance on fundraising (we currently have several fund raising events per year that fund many club activities, which are time consuming and cut into our ability to coordinate fun and socially responsible programs and events). We are currently running a Club deficit, enough said...

Exclusive benefits of Premium Membership:

- Invitation and access to all club events (which will only be viewable to members on the SDSL website)
- Monthly Newsletter
- Free Bumper sticker
- Option to purchase club t-shirts, hoodies, etc.

Timeline:

- Aug 1 - Renewal date for all members as Premium Members
- Sept 1 - We will begin limiting communication to members only...

When you click on your email that prompts you to renew your membership, you should be able to login and renew your membership at the Premium Level. You will be prompted to pay the \$25.00 fee with your credit card or PayPal account.

Please contact us if you have any questions. We also welcome any feedback that you may have.

Have a great day and hope to see you in the water!

Mary McGibbons-Craft, President
Michelle Ocampo, Vice-President
Nancy Brescia, Secretary
Kim Holinger, Treasurer
Julie Torgerson, Sport Coordinator

San Diego Surf Ladies
www.sandiegosurfladies.com

Note, if you are a current SDSL Sport member, your dues will be applied from your Sport Dues and prorated as follows, for each month remaining on your sport dues, you will be given 2 months of regular SDSL membership. So for example if you renewed your Sport Membership in February 2011, you now have 8 months left on your Sport Membership, which will give you 16 months of SDSL New Membership.