

The background of the entire image shows two people from behind, holding hands and standing on a set of outdoor concrete stairs. The person on the left is wearing a dark grey long-sleeved shirt and light grey pants. The person on the right is wearing a black and white horizontally striped long-sleeved shirt and a grey backpack. The scene is brightly lit, suggesting a sunny day, with a warm, slightly blurred background of trees and a building.

# memberhub



*Introducing the NO-fees  
Membership Challenge*



# \$1 MILLION. ZERO FEES.

All units in qualifying states are eligible for FREE payment processing on up to \$1 Million in total online membership sales.

Why? MemberHub is committed to your mission to support children and schools, and we want to help you grow membership without any constraints.

*You are positioned to  
create unprecedented  
membership growth,  
starting now.*

**1. On its own, MemberHub makes it much easier for units to sell memberships and report membership information to the state. Parents get an electronic membership card in their email receipt.**

A few years ago, these processes were haphazard and largely manual.

**2. The more that units have committed to promoting online membership sales, the better results they've seen.**

Some states have seen membership growth for the first time in a decade.

**3. Selling memberships online in MemberHub has led to proven membership increases.**

**MEMBERHUB PTAS THAT USED THEIR E-STORE  
TO SELL MEMBERSHIPS ONLINE SAW AN  
AVERAGE MEMBERSHIP GROWTH OF 22%,  
WITH SOME SCHOOLS SEEING AS MUCH AS  
350% INCREASES.**

# HOW IT WORKS

1. By Sept. 1, create a WePay merchant account in MemberHub.\*
2. If units in your state collectively set up enough WePay accounts to meet your state's goal by Sept. 1, your entire state is eligible for FREE payment processing on up to \$1 Million in total membership sales between Aug. 16 and Oct. 15. Do your part today!
3. As units across ALL states set up WePay accounts, you'll collectively hit milestones that unlock greater levels of NO-fee membership transactions.

## State goals

When 25%, 50%, or 75% of units in your state set up merchant accounts in MemberHub by Sept. 1, the entire state qualifies to participate.

- **States launching after July 1, 2019:** 25% of units create a WePay account
- **States that launched after Aug. 31, 2018, and before July 1, 2019:** 50% of units create a WePay account.
- **States that launched before Aug. 31, 2018:** 75% of units create a WePay account.

## Collective goals

Units across all states must collectively reach milestones to unlock increasing levels of membership transaction fees subsidization. Milestones are as follows:

- **If 2,000 new WePay accounts are created** across all states by Sept. 1, fees on \$250,000 in membership transaction volume will be subsidized.
- **If 3,000 new WePay accounts are created** across all states by Sept. 1, fees on \$500,000 in membership transaction volume will be subsidized.
- **If 5,000 new WePay accounts are created** across all states by Sept. 1, fees on \$1,000,000 in membership transaction volume will be subsidized.

# FLOW OF MONEY



Fees will be charged upfront during the promotion period, and units can choose to absorb fees or pass fees on to payers, as they normally do in MemberHub.



- **Within 30 days after the program ends Oct. 15, fee refunds will be deposited** directly into the WePay accounts of eligible units that have met state goals, subject to collective milestones across all states.
- Fee refund donations will be allocated on a first-come, first-served basis, for online membership transactions conducted in MemberHub between 12:00 am on Aug. 16 and 11:59 pm on Oct. 15.



- **MemberHub will deposit fee refunds as a donation to the PTA.** Units can then choose to receive the amount as a donation from MemberHub or choose to reimburse individual buyers who paid transaction fees.
- The promotion will end when total membership transaction volume reaches the collective threshold (\$250K, \$500K or \$1M, depending on the collective goal reached by Sept. 1), or at 11:59 pm on Oct. 15, 2019, whichever comes first.



# How to complete your WePay merchant account

- Visit: <https://support.memberhub.com/hc/en-us/articles/360005261593-How-to-complete-your-application-to-take-payments-online>
- Federal Law Requires WePay (and all payment processors) to Know Your Customer (KYC); personal information will be required
- Generic email address will make transfer to new officers easier
- Required for store to be available to community
- STANDARD MEMBERSHIPS ARE ALREADY POPULATED!
- Create custom/bundled memberships

# HOW TO GET STARTED

*This program addresses known barriers to selling memberships online – and allows for big membership growth.*

1. **Create your WePay merchant account today!** The more units that participate, the bigger the reward. We're here to help! Visit the challenge website to follow a step-by-step help article or join a LIVE DAILY class!
2. **Share the challenge & help other PTAs!** Get the word out - the more PTAs that are aware of this special challenge, the faster your state gets to its goal!
3. **Watch the challenge website** to see how you're doing against your state and collective goals.



## **Terms & conditions**

### **1. States must hit goal to be eligible:**

- Units are eligible to participate in up to \$1M in free membership transactions only if a specific percentage of units within their State creates a WePay account within MemberHub by 11:59 pm on Sept. 1, 2019.
- Percentage thresholds vary by state launch date and are as follows:
  - States launching after July 1, 2019: 25% of units must create a WePay account by Sept. 1.
  - States that launched after Aug. 31, 2018, and before July 1, 2019: 50% of units must create a WePay account by Sept. 1.
  - States that launched before Aug. 31, 2018: 75% of units must create a WePay account by Sept. 1.
- States must hit the benchmark by 11:59 pm Sept. 1, 2019, to be eligible to participate.
- The fee-rebate period will run between Aug. 16 and Oct. 15.

### **2. Collective goals determine amount of membership transaction fees to be subsidized:**

- Units across all states must collectively reach milestones to unlock increasing levels of membership transaction fees subsidization. Milestones are as follows:
  - If 2,000 new WePay accounts are created across all states by Sept. 1, fees on \$250,000 in membership transaction volume will be subsidized.
  - If 3,000 new WePay accounts are created across all states by Sept. 1, fees on \$500,000 in membership transaction volume will be subsidized.
  - If 5,000 new WePay accounts are created across all states by Sept. 1, fees on \$1,000,000 in membership transaction volume will be subsidized.

### **3. Flow of money:**

- Fees will be charged upfront during the promotion period (through Sept. 1), and units can choose to absorb fees or pass fees on to payers, as they normally do in MemberHub.
- Within 30 days after the program ends Oct. 15, fee refunds will be deposited directly into the WePay accounts of eligible units that have met state goals, subject to collective milestones across all states.
- Fee refund donations will be allocated on a first-come, first-served basis, for online membership transactions conducted in MemberHub between 12:00 am on Aug. 16 and 11:59 pm on Oct. 15.
- MemberHub will deposit fee refunds as a donation to the PTA. Units can then choose to receive the amount as a donation from MemberHub or choose to reimburse individual buyers who paid transaction fees.
- The promotion will end when total membership transaction volume reaches the collective threshold (\$250K, \$500K or \$1M, depending on the collective goal reached by Sept. 1), or at 11:59 pm on Oct. 15, 2019, whichever comes first.
- If you have any other questions, please email [support@memberhub.com](mailto:support@memberhub.com)