

BUDGET AMENDMENT REQUEST FORM

Date: 05-27-2025

Request made by (individual or committee): Membership Committee

Requested Amount: \$26,000 (one-time \$5K implementation fee – \$21K annual cost.)

Basis for the requested amount: (cost estimates, market research, prior actions, etc)

Comparing other email systems and the cost to integrate with the current system. This email system was chosen for its best cost and functionality for the chapters. It is already run by the same company we use for our current systems and chapter system.

Description or General Ledger number: _____

Reason for request (statement of need or objective):

The chapters have been asking for an integrated email system so that they do not have to use their own Outlook since we changed systems. The current system is not GDPR (General Data Protection Regulation) Compliant. A new email system would allow chapters to have the email come from the system, rather than a personal email account. Chapters would not need to invest in Mailchimp.

Specific Implementation Plan: Once approved, start integration in July and have it integrated and tested by the end of July. AOC HQ would create templates that the chapters can use to recruit and reach out to lapsed members. Start training chapters (holding regional meeting and at the Symposium)

Anticipated return on investment (evaluation metric or performance measure):

Chapters need to be able to communicate more effectively with their members. The system would be GDPR Compliant. Give the chapters a better ability to reach non-members and expired members. This would in turn increase chapter participation and growth.

Treasurer Approval up to \$5,000; Board of Directors approval above \$5,000 (must be reflected in meeting minutes)

Approved by Board of Directors: Date _____