**POLICY: PayPal for Membership Dues**

**From:** Wayne Laessig **Sent:** Mon, Jul 31, 2017 8:03 AM **To:** 'EW'; 'Ron' **Cc:** 'EVERETT'; 'Michael'; 'Doug' **Subj:** RE: AC-119 Membership Dues by Paypal

Earl, We decided that we will **not** build an membership/application module to interact with the database. There are too few renewals a month to warrant that. We’ll just allow folks to pay using Paypal & Ev is working that.

Anything more on our debugging issue? Last I heard from you was that the developer was not responding. We need to re-engage the Developer to fix this or have you work it. Thanks! Wayne

**From:** EW **Sent:** Mon, Jul 31, 2017 1:20 PM **To:** Wayne **Subj:** Member Dues

Hi Wayne, It is VERY SIMPLE: We simply add a “Membership Dues” product to the already existing eCommerce Store. Since you are technical, I would like to explain this to you, & then you can figure out how to explain it to the guys. :-) The way they have suggested is the way it would be done in the 80’s & 90’s. The whole point of the current website is to bring things up to current technology. That’s why there’s less than ten renewals per month--because all of that is a manual process. The entire purpose of making the eCommerce store was to boost the purchasing of your products (by the way, there are many “out of stock” items). Surely the member dues sold per month would boost significantly as have AC-119 merchandise, were it a smooth process.

**Issues:**

* How will the mass emails that go out manually be sent ONLY to members who have not renewed?
* How will the members that need to be emailed be selected?
* It is impossible to send 2000 emails at once.  You will be flagged as SPAM & most will not be delivered.
* Someone assumed that the database engine & the membership engine are related, & they are not.  The database keeps track of EVERYONE.  The Membership engine keeps track of just PAYING Members.

**Benefits:**

* The system will automatically email out membership renewal emails 30 days prior to expiration with a link directly to the renewal page where they can renew within 5 minutes by paypal or credit card.  (As a non-profit, I think you should add the 2.95% fee to the dues)
* The system will have a members content only area. This will motivate members to keep memberships current—renewal rates will unquestionably increase over what it is now.
* The system will provide discounts on eCommerce store items. Further, you can have “Members Only” products in the store.
* You could do something nice for members monthly like send them a special email or a product like a patch.
* The organization will have more income, no matter how you slice it.

Do you remember how I said we are using the most popular eCommerce engine in the world? It’s very robust & it is called WooCommerce, & they have a memberships plugin extension that plugs right in real easy to our existing eCommerce Store. It will use all the same payment gateway setup.

Please see this article. It’s a bit technical, but it will give you an idea of how awesome things can be. <https://woocommerce.com/2015/06/introducing-woocommerce-memberships/>

It will not be expensive to do this. At a minimum, let’s do the first part. Add the membership product so that the payments will come in, & there will be a store record, rather than someone keeping a manual tab on who has paid & who needs to pay. Best Regards, Earl

**From:** EV **Sent:** Mon, July 31, 2017 9:24 AM **To:** Michael; EW; Wayne **Cc:** Doug; Ron **Subj:** Re: AC-119 Membership Dues by Paypal

All, I would like to see is the ability to pay dues by Paypal. I have no problem sending out the notices. Thanks, Ev

**From:** Michael **Sent:** Mon, July 31, 2017 7:57 AM **To:** EW; Wayne **Cc:** EV; Doug; Ron **Subj:** Re: AC-119 Membership Dues by Paypal

'Morning all: I think there are two issues here:

1) Paying with Paypal. If a member has a Paypal Acct., and knows how to use it, the member can pay the Association right now. No additional effort needed.

2) Membership Application: we have between 5 - 8 renewals per month. In my opinion, is seems like a huge effort to write a program module for such a small task.

Am I missing something? Mike D

**From:** Michael **Sent:** Mon, Jul 31, 2017 6:20 AM **To:** Wayne; Ron **Cc:** Doug **Subj:** RE: AC-119 Membership Dues by Paypal

Wayne, Ron:

1. I agree that building an application module to interact with the database for 5-8 renewal a month is not of value.
2. I agree that comp'ing would set a precedent that could be costly going forward.

Mike

**From:** EVERETT **Sent:** Mon, Jul 31, 2017 6:35 AM **To:** Michael; EW; Wayne **Cc:** Doug; Ron **Subj:** Re: AC-119 Membership Dues by Paypal

I just need to know how to do it. I have been paying by Paypal for years. I just need an explanation to give the members. Ev

**From:** EW **Sent:** Sun, July 30, 2017 8:50 PM **To:** Wayne **Cc:** EVERETT; Michael; Doug; Ron **Subj:** Re: AC-119 Membership Dues by Paypal

Hello Gentelmen, I can build a membership engine for you no problem. We’ll need to hammer out concisely what the feature set it, and I’ll get to work on it right away.

Will it send emails to members reminding them to pay dues, 90 days out, 30 days out, etc? Will it email them if their subscription lapses? Will there be an additional fee to renew a lapsed membership period? What types of memberships will the engine be managing? Lifetime, annual, semi-annual, honorary? What are the specific differences between each, if any?

I’ve already started a wireframe, and it seems real fun and challenging in getting all the billing rules right, but it’s no problem. In a couple weeks, we can be testing, and going live in several weeks.

Wayne, are you free tomorrow afternoon to discuss the specifications? Best Regards, Earl

**From:** Wayne **Sent:** Sat, July 29, 2017 6:58 PM **To:** Michael; Ron **Cc:** Doug **Subj:** AC-119 Membership Dues by Paypal

Mike & Ron, Just FYI on this. Paypal for Membership dues: Doug & I don’t want to invest in another “process” unless there will be a reasonable usage/payback. There just aren’t that many annual payees & we both like the KISS rule. A friend modified Murphy’s Law & his version is simpler – “Murphy was an optimist.”

If Earl says piece of cake, minimal effort to set up & sustain, we can do it. If it might take more than that degree of effort, cost, or maintenance, Doug & I are for keeping it as is. Thanks! Wayne

**From:** EVERETT **Sent:** Sat, Jul 29, 2017 3:39 PM **To:** Wayne; 'Earl' **Cc:** 'Michael'; 'Doug'; 'Ron' **Subj:** Re: AC-119 Membership Dues by Paypal

One thing to keep in mind is that a lot of members liked the idea of paying online rather than sending a check for everything. That, I believe is why a lot of people voted and donated. A line on our Membership App says **"You now have this option to renew your membership through this email message".**Thanks, Ev

**From:** EVERETT **Sent:** Sat, July 29, 2017 3:26 PM **To:** Wayne **Subj:** Re: AC-119 Membership Dues by Paypal

Al Heuss wants to pay that way, Ev

**From:** Wayne **Sent:** Sat, July 29, 2017 5:22 PM **To:** EVERETT; Earl [earl@trueworldenterprises.com] **Cc:** 'Michael Drzyzga'; Doug; Ron **Subj:** RE: AC-119 Membership Dues by Paypal

We can ask Earl, Once we learn what it might take, we can discuss. I’d say it’s very dependent on the effort needed on our end, cost factors (we lose a small % of funds using Paypal), & a realistic look at expected usage. Once we get more info, we can determine if we want to do it.

Earl, what will it take in hours or $$? Thanks! Wayne

**From:** EVERETT SPROUS [ac119gunner@hotmail.com]  **Sent:** Sat, July 29, 2017 2:01 PM **To:** Laessig Wayne <[qadvocate@sbcglobal.net](mailto:qadvocate@sbcglobal.net)>; Julian Ron <[takitus@email.com](mailto:takitus@email.com)>; Wohlgamuth Doug [busch791@tampabay.rr.com](mailto:busch791@tampabay.rr.com) **Subj:** Membership Dues by Paypal

I add someone ask how they pay their membership dues by Paypal.  I couldn't find anything on it.  Can we put that on the web site and the membership app?  Thanks, Ev