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EFCL Memberships

The Edmonton Federation of Community Leagues (EFCL) and Hockey Edmonton (Edmonton Minor Hockey Association) have worked together to create a new system to facilitate the sales of Community League memberships during hockey registration. As strong supporters of EFCL and their drive for memberships, Hockey Edmonton has collaborated with EFCL to develop a streamlined process that integrates EFCL membership into their hockey registration procedures, reducing the workload for both hockey registrars and community league membership directors.

We appreciate the fact that this change is not 100% agreeable to either the hockey registrars or the Community League directors. Facilitated by the hockey online registration system, the new procedure solves the registration problems surrounding the collection of funds and information for community leagues. The membership director of each league community remains responsible for the administration and servicing of their memberships.

A Corporate Membership Rate of \$25 per family has been established and will be charged by registrars to every family. The amount has been set at the current average rate for community league memberships across the city. All Edmonton Federation of Community Leagues will honor this corporate rate.

The following motion was voted on and accepted at EFCL's April 19, 2010 Annual General Meeting by a majority of Community League Voting Members:

"That the Edmonton Minor Hockey Association be granted the right to sell \$25 "corporate rate" family Community League Memberships to all of its minor hockey players, during hockey registrations."

WHAT THIS MEANS FOR HOCKEY PARENTS

If you know that you have to register for hockey, do not buy your community league membership from your league. Be prepared to pay the mandatory \$25 corporate rate community membership fee whether registering online or at in-person hockey registration. Community League Membership Cards will not be accepted as proof of payment, so leave your community league card at home. Duplicate payments (if any) will be resolved by the community leagues

After registration, if you need your membership card for other sports, programs, or recreation discounts and haven't received it from a league, contact: communications@efcl.org or call 780-437-2913

BENEFITS to PARENTS:

- Parents pay one person – one cheque
- Line ups are reduced at in-person registration
- Parents don't have to chase down a membership director

WHAT THIS MEANS FOR LEAGUES

League fees vary, however, we emphasize that the majority of leagues accepted the corporate rate at the Annual General Meeting. All leagues are subject to this motion and will provide a membership card to hockey registrants who have paid the fee. Disputes are to be directed to communications@efcl.org

Leagues will receive lists of members who have paid the "Corporate Rate" for their league from Hockey Edmonton on August 15, 2010 and January, 15 2011.



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Leagues will remit cards upon receipt of their lists, hopefully before August 31. Those families that purchase their corporate rate memberships after August 15 will need to contact communications@efcl.org if they require a membership card. EFCL will verify the purchase with the hockey registrar and organize delivery of the membership card.

We understand there may be some duplication; again it will be up to the league to manage discrepancies and duplications. To limit the duplication, league membership directors will be expected to, ask if the family has or will register for hockey.

EFCL recommends that the leagues hold a meet and greet to invite their new members to get involved and to distribute their cards & skate tags. How this is handled will be a league decision.

Please thank your hockey registrars for doing this service for so many years and for the continuing volunteer hours they spend supporting community. It was imperative that we improve the process for our hockey registrars or we stood to lose this valuable connection to the sports community.

Please direct your concerns to communications@efcl.org and not to Hockey Edmonton or your registrar.

BENEFITS to LEAGUES:

- No more stale dated cheques
- A social opportunity to meet your new members
- Parents can no longer purchase from the wrong league
- You don't have to find volunteers for in-person registration
- No one is distributing your membership cards but you

WHAT THIS MEANS TO HOCKEY REGISTRARS

Hockey Edmonton Associations will charge and collect a \$25.00 corporate member fee from all families participating in hockey in Edmonton; inclusive of all AA Clubs.

On August 15th and January 15th the Associations will send a list of families to EFCL along with a cheque for the funds collected.

Community league membership cards will not be distributed by hockey registrars. If a family wants a membership the same day they pay hockey for other program registrations or discounts, then they are to contact EFCL and EFCL will verify the purchase with Hockey Edmonton and issue a card. We believe that this new process is clean and simple.

This is all Hockey Edmonton has agreed to do to support membership drive of EFCL and the leagues.

This is not the only fee that Hockey Edmonton collects or manages – other examples the Hockey Canada technology fee, and the per player fee for Denshel services.

BENEFITS to HOCKEY REGISTRARS:

- Eliminates the multitudes of hours spent validating the possession of community league memberships and confirming that they actually bought the membership
- No second cheques or stale dated cheques
- No rounding up volunteers or tracking down representatives of leagues for in-person registration
- No extra lineup at registration
- No handling of skate tags or cards
- 60 different fees for online registration become one fee
- Easy registration data base printout of families instead of tedious documentation of sales