



CANADIAN FOOTBALL CHEERLEADERS ALUMNI ORGANIZATION

The Canadian Football Cheerleaders Alumni Organization (CFCAO) is the only official alumni organization solely for former CFL cheerleaders. Our membership comprises former CFL cheerleaders, dancers and majorettes from all nine teams and the expansion teams of the 1990s. Our goal is to provide our members with an outlet to connect with other former CFL cheerleaders and contribute to local and national charities and fellow alumni in need. We are incorporated under the *Canada Not-for-profit Corporations Act*.

*Our mission is to enable former CFL cheerleaders to re-connect while promoting good fellowship!
Our vision for the CFCAO is to be a thriving valued organization that supports those in need. Through our fundraising initiatives & volunteerism, we will give back to the community, both locally and nationally.*

Website URL: www.cfcao.ca

Approx number of monthly visits/sessions: approx 250 visits per month

Approx year it was built: 2018

Which CMS does it use: Weebly is an HTML platform, which I believe is different than CMS

How we drive traffic to the website: Facebook/Email Manual Newsletters/Physical Events/LinkedIn/Instagram

What we like/works well on our current site

Our About us page layout and graphics for the director photos. Having a password-protected area is useful, but we can currently have only one password for all protected areas of the website.

Issues with our current site – from a staff/charity perspective

There are glitches with the current site when adding certain elements that, at times, show up only when on the build page but not when published or vice versa. There are limited functionalities within the website builder, and most items need to be made using other programs and then inserted as a photo.

Our current website needs to have a funnel system, so our membership application process is simple and automated—ideally, a page where members can use a login and get access to member-only pages. Logins should expire once their membership expires.

Issues with our current site – from a website visitor's perspective

The site is not mobile-friendly, the design seems very dated. It's not as inspiring as we would like it to be. The registration process is complicated, and the back end process is even more complex (everything is manual). We have a protected membership area with one password shared among the current membership, how do we manage that if a member does not renew



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their membership. We had the store in the protected area and moved it out so people could find it. It doesn't seem easy to find what you're looking for.

Why now?

Our membership has grown significantly since our inception (but was slowed down during covid). We feel that we need to get ahead of the curve before the new football season starts and the drive around participating in our first conference in November 2021. There is also a requirement to integrate our membership to a platform simplifies the management of our current membership and our need to simplify our communication process with members.

Aims of the new website – what does success look like?

- Membership - We need to be able to connect to allow us to achieve our mission!
- Photo Gallery - with picture credentials
- Area for Affiliations - currently CFLAA (listing growing)
- Sponsor area with offer- needs to be private
- Main page with dropdowns
- About should include our Non for Profit Certificate
- Membership - How to join with form and payment processing (square or e transfer), completion of process provides welcome letter and login set up for member area only. Integration to a recommended CRM that allows us to manage the membership process / renewals and communication.
- The ability to automate our membership application process connects to the newsletter platform / tracks and manages registration and future renewal process.
- Events Area / Local Team Events Area (Directors perhaps could update) & National Events
- Access to online store - powered by Brand Your Promotions
- Sponsors - How to Sponsor Locally / Nationally / upcoming events / conference
- Donation - Accept donations to our association
- Private Area for Membership - by Team to include members / sponsors - see offer - link to sponsor websites / connection piece as noted above.
- Media - Press - Video - Photos
- Contact - Linked in / Instagram / FB / Membership / President
- Administrative Level - Pages only the Executive Committee can access - schedule for meetings - area to store documents / agendas/ financial reports / meeting minutes / bylaws
- Ecommerce shopping cart for Membership & Events
- Integration perhaps with Newsletter Application - Mailchimp?

Website content

We will bring across our About Us page, Director Bios, Sponsorship section and Members Only section content, Content will be updated on a ongoing basis as needed (e.g., adding new members to their specific alumni area, member perks area updated with specials, events section as events are planned as well as a photo and video gallery). Updates will be done by the Media Director, Trisha Scime in collaboration with the Executive Board of Directors.



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Website updates could be done weekly, with important information/press releases being updated immediately. A section on league updates would entice members to always check back. Creating a member chat section would be ideal to connect alumni.

Images

We have a collection of photos to add to the new website. There are no child protection or confidentiality concerns.

Target audience

Curious CFL fans or cheerleaders, former CFL cheer alumni, we would like to join our association, and the already registered members and our current or potential sponsors.

| Audience | Desired Action 1 | Desired Action 2 | Desired Action 3 |
|---|---|---|--|
| Cheer Alumni - not members (potential for membership) | Gain <i>interest</i> in membership - easily explore the site to learn about who we are and what specifically we are about "I want to join!" | <i>Register</i> for membership online but also have an option to print off membership (simple application) and mail-in registration with cheque payment. *We do not want this to be the primary way to do this but this option needs to be available for the older potential members. | <i>Obtain</i> all information member needs once registered. <ol style="list-style-type: none"> 1. acceptance of membership 2. login information to member-only section 3. potential crm connection for membership management 4. connection to a newsletter application for ongoing communication |
| Alumni Membership | Access to currently registered active members in protected area | <i>Education</i> could include; member picture / team / years of participation | |
| | <i>Social</i> hub | <i>Connect</i> with former members | <i>Engagement</i> - achieving our mission! |
| | <i>Email</i> campaigns & newsletters | CFCOA to <i>connect</i> simply with membership, ability to sort by Team, by country, by province | |



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|------------------------------|---|---|--|
| Sponsors Potential or Active | <i>Information</i> on current sponsors offering along with their logo and a connection to their website (protected area) opportunity and information on how to become a sponsor of the CFCAO | <i>Commitment</i> Our agreement to the current sponsors is to include their offerings in our newsletters. Pull this information easily for our monthly/quarterly newsletter. | |
| General public | <i>Education</i> easily explore the site to learn about who we are and what specifically we are about? get access to our e-store for branded merchandise | make a donation purchase branded gear | |

Brand guidelines

We currently have a dropbox of available logos that have been designed specifically for our association. We have not formalized any branding guidelines to this point other than assigning the rights to Brand You for promotional purposes.

Website functionality

Our website's purpose is two-fold; education on who we are and a tool to drive membership to grow our alumni network. Our audience ranges in age from individuals who are 19+ (technically savvy) to women that could be in their 80's (not technically savvy). Simplicity is key. Considering all facts we are a non for profit organization and it is not our practice to run with a bank account other than operating funds. All monies we have received are given back to charity of some sort. We realize our next investment needs to be our website, so we are very interested in choosing a Website design and development company that will work with us. This may be done through a sponsorship agreement or one that allows us to pay for our investment over time.

Requirements

Our website must be mobile-friendly, but also needs to be simple to navigate. Membership integration and management are key, along with integration for ongoing communication with our membership.



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Budget

The successful vendor will solve our problems, simplify the website's user experience, and ensure that you have met all criteria we have laid out. As mentioned under website functionality, we are looking for a vendor that will provide flexible terms and conditions suitable for a non for profit organization, perhaps even entertain a sponsorship deal as payment.

Websites we like

We like the setup and simplicity of the CFLAA website - www.cflaa.ca and also the NFCA website - www.nationalfootballcheerleadersalumni.com and the CFL www.cfl.ca

Ideal Timeline

Ideally, completion of this project should kick off our fiscal year June 1, 2021.

Response required / Presentation / Decision

Responses to this request will be received up to February 1st, 2021 at 4pm EST to raeane.milovanovic@cfcao.ca with cc: tiffany.beveridge@cfcao.ca

Short-list of vendors should be available to present to the Executive Board the evening of February 10th, 2022. Final decision will be made by February 15th, 2020 close of business.