



January 10, 2013

Attention: All MCA Affiliated Clubs! New for 2013.

- Would you like to offer your members the convenience of purchasing their club memberships, program fees, and even merchandise with their credit card, online through your existing website or blog in one transaction?
- Would you like to receive direct payment for these purchases into your own bank account by EFT (electronic funds transfer) twice a month?
- Would you like an online store created for you, styled to suit your clubs brand, website, and sponsors, free of charge?
- Would you like to streamline your internal administrative processes to simplify reconciliation requirements

The process of purchasing a MCA license and Club membership has continued to evolve over the years. With busy lifestyles, more members are choosing the convenience of purchasing their licenses and club memberships online with their credit card.

Over the past year, the MCA has partnered with CCN ('Cycle Component Network') to offer our members as well as event and club organizers a new and improved method to set-up online race and license registration through their site – www.ccnbikes.com

The MCA, in partnership with CCN, would like to extend an opportunity to all MCA affiliated clubs to have their own "Club Page" created, free of charge. The "Club Page" is essentially an online store which provides benefits to both your members and the club's internal administration requirements often facilitated through volunteers.

"Club Page" Benefits:

- Membership Pages can be created to represent the look and feel of your club.
- Registration options can be customized to collect specific agreement to such things as Club rules, waiver and refund policy..

- The Club membership registration is integrated with the MCA's license registration, so that members will either have their existing membership securely verified or have the option to purchase or renew their license/membership.
- Your club has the ability to build their page to include other online sales (i.e.-merchandise, tickets, fundraising etc).
- CCN can facilitate options for a club to integrate their preferred charity, allowing members to make a donation during club registration to a good cause of the Club's choosing.
- Tools and personal training for editing the pages and managing registration and members can be provided by CCN-they have a freephone number and take personal service very seriously from start to finish.
- Customizable confirmation email messages can be sent confirming your members online purchase once they have completed their purchase.
- Set-up of the Club page will be arranged for all MCA affiliated clubs for free.

All of the above are built with our team at CCN after a brainstorming discussion with the Club to understand your objectives (e.g. reducing administration, asking relevant questions, selling more Club merchandise, promoting sponsors such as the local bike shop etc.)

What is the process for your Members?

- 1) Go to your club website (or blog)
- 2) Click on a "Membership" button to access your "Club Page" and online store to securely purchase club memberships (including for other family members) etc with a credit card.
- 3) Members receive an email confirmation from CCN confirming their online purchase.
- 4) They are remembered the next time they log on saving time for their next transaction.

When a MCA license is renewed or purchased, the MCA still processes the license and forwards each member a hard-card license in the mail.

What is the process for your Club?

- 1) A "Membership" button is added to your existing website which links your members to your "club page".
- 2) Once a purchase is made funds collected online less a **processing fee (6% + \$0.40 per transaction), plus GST of 5%** will be deposited to the Club's Bank account. All Visa/MasterCard fees and technology, customer service and development costs are covered by the transaction fee. CCN only gets paid when a transaction is processed.
- 3) The club will have access to reporting 24/7 for online purchases.

Moving more members to the online method will help simplify the work of volunteers who have to collect money and manage the administration and reconciliation of these purchases.

How do you get started?

Provide the MCA with a key contact from your club who can work with CCN to customize your Club Page. The MCA will link the Club contact with the CCN contact to start the wheels in motion. Generally allow 5 business days from your first discussion with CCN to having your pages reviewed and tested by you, tweaked with your feedback and going live.

If you have any questions, please contact the Twila at MCA : cycling.ed@sportmanitoba.ca or by phone at 204.925.5686.

Who are CCN ?

The Cycle Component Network is a cycle-specific provider of online registration and fundraising tools. The MCA partnered with CCN in 2012 to offer online license and race registration services to their members. The CCN team are based in North Vancouver, B.C. and operate across Canada, USA, and the UK. CCN provides licensing and membership solutions to 8 provincial cycling bodies across Canada, including the MCA, as well as hundreds of cycle events and clubs.

www.ccnbikes.com

1-888-988-BIKE (2453)

info@ccnbikes.com

Key Contacts at CCN

Getting Started: Please email or even better, call:

Phil Mowatt – pmowatt@ccnbikes.com

Phil Deguise – pdeguise@ccnbikes.com

Financial

Rupert May, C.A. – rmay@ccnbikes.com