

# Andrea Pierantozzi, VP Administration

Membership, Awareness and Communication



RECREATIONAL BOATING  
ASSOCIATION OF WASHINGTON  
The voice of Northwest boating

RBAW was started by pioneering Yacht Clubs and they make up our Organizational Members today . . .

Let's hear from a few of them on what they believe is the value of RBAW to Recreational Boating . . .





# A Productive Year!



- Membership administration help!
- Documented Processes for Membership & Renewals
- Streamlined and Organized Yacht Club & Individual Renewals
- Launched Sustaining Membership level!
- Delegate Orientation session
- Continue to Evolve our Membership Mgmt platform
- Elevated Member Communications - email and website
- Growing Social Media Presence



# Memberships

## Sustaining Yacht Club



**RBAW  
AFFILIATED  
CLUB**

**ALL MEMBERS  
HAVE INDIVIDUAL  
MEMBERSHIPS**

**\$20/Member**

## Legacy Yacht Club



**RBAW  
AFFILIATED  
CLUB**

**SOME MEMBERS  
BUY INDIVIDUAL  
MEMBERSHIPS**

**\$2/Member + \$20/Member**

## Individual Membership



**INDIVIDUAL  
MEMBERSHIP**

**\$20/Member**

Yacht Club is an *Organizational Member* of RBAW; appoints Delegate; Club has 1 Vote at monthly/annual and special Meetings; Delegate receives all Communications; Invited to RBAW Events

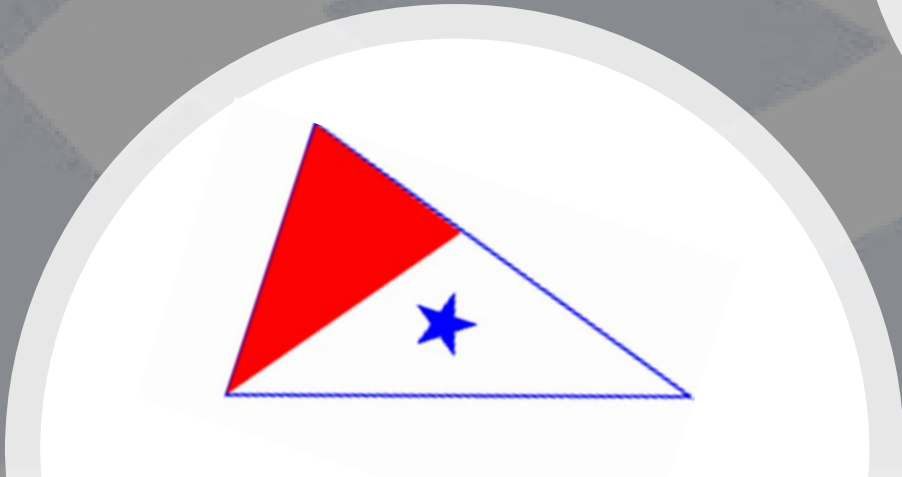
Individual Members receive all Communications, Invitation to RBAW Events & *Marine related discounts at Fisheries, BoatUS, CliffV's & more!*



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# Sustaining Yacht Clubs

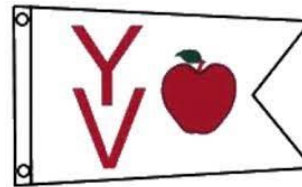
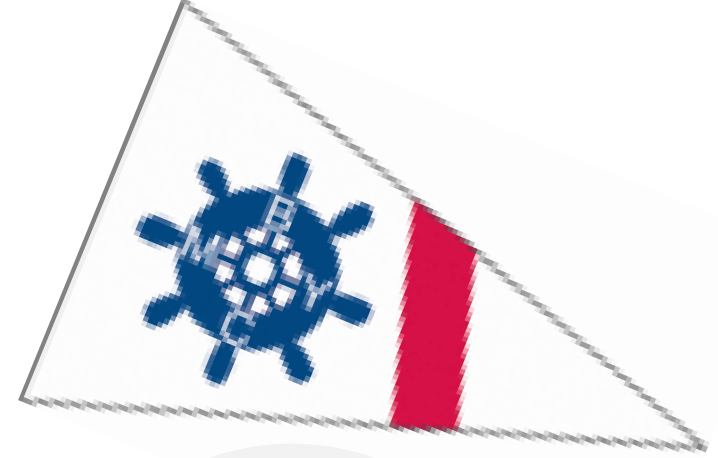
- TACOMA YACHT CLUB
- OLYMPIA YACHT CLUB
- GIG HARBOR YACHT CLUB
- CLOVER ISLAND YACHT CLUB
- LONGVIEW YACHT CLUB
- RAINIER YACHT CLUB



# Legacy Yacht Clubs

## *Top RBAW Participation*

- Meydenbauer Bay Yacht Club
- Poulsbo Yacht Club
- Swinomish Yacht Club
- Fox Island Yacht Club
- Port Townsend Yacht Club
- Shelter Bay Yacht Club
- Shelton Yacht Club
- Yakima Valley Boating Club



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# More to do in 2022



RBAW  
Awareness



Launch Instagram  
Presence



Grow Individual  
Memberships



Add more Yacht  
and Boating  
Clubs



Grow Legacy Clubs  
to Sustaining



Club & Member  
Surveys



Explore Club  
Referral Program

## Thank you!



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