

# INFORMATION TECHNOLOGY UPDATE

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# Today's Topics

1. New Membership System
2. The Changing Face of Email
3. Current Optional Offerings
4. Upcoming Projects



# New Membership System

- Association Anywhere (AA)
- Went Live November 9, 2018



# New Membership System

## Benefits

1. Redesigned store
2. New membership management experience
3. Birthday and Early Renewal Vouchers
4. Discounts
5. A platform for future enhancements



# New Membership System

## Challenges

1. Still identifying post go-live issues
2. System still not optimized for members and staff
3. Some enhancements delayed



# Chapter Email Service

- Optional Alternative to Email Marketing Systems
- Easily Send Messages to Your Current Members



# Chapter Email Service

## Chapter Email Service

### Step 1 of 2: To and From

#### Instructions

- 1. Click on a distribution list to specify which chapter members should receive your message. If the list has options, such as a date range, it will appear on step 2.
- 2. Optionally, you may type in additional email addresses so that recipients such as non-chapter-members or advertisers are sent a copy of the email.
- 3. Finally, specify which email address you'd like to use as the From address, and click Continue.

Choose a distribution list from the box below.

Boston Chapter - All Members  
Boston Chapter - New Members

Additional emails separated by commas:

Please specify which from address you wish to use

boston@bmwcca.org ▼

**Continue**



# Chapter Email Service

## Chapter Email Service

### Step 2 of 2: Message Content & Send



Once you click the "Send Message Now" button, you cannot change your message or cancel the sending of it!

#### Instructions

1. If the distribution list you selected in Step 1 has any options, enter them in the fields below.
2. Enter the email's subject.
3. Optionally, click on the link of a template to load.
4. Type in the message body of the email. CAUTION: be careful when pasting content into the editor. It's better if you can copy the HTML and then click Tools -> Source code and paste it in the window that pops up. You may personalize the message using placeholders. Click "List of placeholders" to see instructions and available personalization options.
5. Copy the content from the editor into the Message Plain Text field.
6. When you are absolutely sure you're ready to send the message, click Send Message Now.

To: [Boston Chapter - All Members]

From: boston@bmwcca.org

Subject:

Email [Load Boston Chapter's email template.](#)

Templates:

[List of placeholders](#)

Message  
HTML:

Message  
Plain Text:

Note: Larger distribution lists may take a few minutes to queue. Please be patient after submitting your email. Upon completion, a success page will display the total messages queued.

[Send Message Now](#)



# The Changing Face of Email

1. US Anti-Spam Law
2. Canadian Anti-Spam Law
3. Phishing Attempts



# US Anti-Spam Laws: Messages to Members

- CAN-SPAM Act
- Messages to current members are considered Transactional
- Transactional messages are excluded from the law
- Email is valuable—be considerate to members!



# US Anti-Spam Laws: Messages to Non-Members

- Messages to lapsed members are considered Commercial
- Must have simple unsubscribe feature
- Must honor opt-out requests
- Each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$40,654

# US Anti-Spam Laws: "Canned" Response

- My response to member complaints
  - The CAN-SPAM Act only applies to commercial email messages. The FTC stated in a [document](#) dated May 21, 2008 that "email messages from an association or membership entity to its members are likely 'transactional or relationship messages' under section [7702](#)(17)(A)(v)." Transactional or relationship messages are specifically excluded from the law in section 7702(2)(B), and therefore, excluded from the opt-out requirement.



# Canadian Anti-Spam Law

- It's all about consent
  - Implied
    - When a member joins
  - Express
    - When a subscriber signs up for a mailing list
- Violations
  - A provision took effect July 1, 2017, under which a recipient may sue for actual and punitive damages.



# Canadian Anti-Spam Law

- Options - in order of difficulty
  - Limit lapsed member recipients to only include those who lapsed within two years
  - Filter out former Canadian members who lapsed two years ago or later
    - This is the approach of the National Office
  - Attempt to acquire express consent
    - Must have a form and record date and time



# Phishing Attempts

- Chapter Officers and BMW CCA staff receive email that looks like it comes from the National Office and BOD.
  - [president@bmw\\_cca.org](mailto:president@bmw_cca.org)
  - [frank\\_patek@brnwcca.org](mailto:frank_patek@brnwcca.org)
- This kind of spam is growing in popularity and has struck major businesses
- Attackers are growing more sophisticated and are reading the websites of potential victims to learn about the email format and staff member names



# Phishing Attempts: How to Protect Yourself

- Be vigilant
  - Closely observe the From address
  - Hover over a link and review the URL before clicking
  - If a request seems strange, reach out to the person via phone, text, etc.
- Email Security Protocols
  - DMARC—Domain-based Message Authentication Reporting & Conformance
    - National Office employs DMARC to ensure that only BMW CCA servers can send @bmwcca.org





# Current Optional Offerings

- Website domain registration at National
  - Prevents domain hostage situation
- Hosted Chapter websites
  - Offered by BMW CCA Technology Committee
- Election Ballots



# Upcoming Projects

- Real-time membership reports
- New incident reporting form
- Virtual Garage
- Gift Memberships
- Updated look for [bmwcca.org](http://bmwcca.org)



Thank you!



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