



**CONNECT
ENRICH
ACHIEVE**

California Association of Marriage and Family Therapists

2024 Chapter Law and Ethics Webinar Revenue Share Program ~ Description, Logistics, and Chapter Participation Agreement ~

I. Program Description

Chapter Law and Ethics Webinars

CAMFT currently provides 6 Law and Ethics (L&E) continuing education hours for chapters throughout the year. Generally, due to the lack of volunteers, some chapters find it challenging to provide the 6-8 volunteer hours needed to create and execute a webinar event (i.e., build registration, marketing, track CEs, answer questions, and process payments/refunds.) CAMFT would like to introduce *as an incentive in 2024, with the understanding that the program is subject to change in 2024 and/or upcoming years, at the sole discretion of CAMFT*, a revenue share program with the chapters to help reduce their volunteer time to manage a CE program, earn event registration revenue, and create opportunities for member recruitment.

Goal of the Chapter L&E Webinar Revenue Share Program

- Create new revenue model to support Chapters (increase income)
- Lighten the workload for chapter volunteers
- Streamline time and resources (Chapters & CAMFT)
- Provide more CE opportunities for CAMFT & Chapter members
- Increase Chapter membership recruitment opportunities

How Will the Chapter L&E Webinar Revenue Share Program Work?

CAMFT will offer 15 hours of L&E content (5 webinars, 3 hours each) to all CAMFT members. If the Chapter opted into the program and complied with the requirements, for every chapter member who purchases a registration for a CAMFT L&E webinar, the chapter will receive a revenue share.

If a chapter chooses to participate/opt-in to the Chapter L&E Webinar Revenue Share Program, CAMFT will provide a description of the program and chapter promotion materials. Chapters will be required to provide proof of advertising for each event and current membership rosters.

Chapters can choose to participate in as many webinars as desired. It should be noted that Chapters will not receive a revenue share for webinars they do not promote, or webinars they are not able to provide adequate proof of marketing for.

The Chapter Revenue Share Program does not include the CAMFT on-demand recordings, the in-person Chapter L&E presentations, the Chapter Road to Licensure webinars, and the Chapter State of the Profession in-person presentations and webinars.

II. Program Logistics

Revenue Share amount

- **For 2024 trial year:** Chapters will receive 60% and CAMFT 40%, after discounts
 - CAMFT will charge \$65 Registration fee for a 3-hour webinar (3 CEs)
 - Chapter members will pay \$65 - \$5 discount = \$60
 - Chapter will receive 60% of \$60 = \$36
 - CAMFT will receive 40% of \$60 = \$24

When are Chapters eligible for the Chapter L&E Webinar Revenue Share Program?

- As soon as CAMFT confirms receipt of the signed agreement, the Chapter will be enrolled
- **NOTE:** The signed agreement needs to be received by CAMFT at least 45 calendar days before the first webinar the chapter is planning to promote, in order to:
 - Ensure that CAMFT provides chapters with the information needed to promote the webinar in a timely manner
 - Ensure that the Chapters have ample time to market the event and provide proof of marketing to CAMFT at mchampion@camft.org
- If the chapter provided the member lists and proof of marketing in a timely manner (refer to criteria below) for a specific webinar, the chapter will then be eligible to receive the revenue share for their registered members for that specific webinar

Once a Chapter has opted into the L&E Webinar Revenue Share Program, how will Chapters receive information and updates from CAMFT?

- CAMFT will share webinar marketing information ONLY via email with the liaison(s) identified by the Chapters
- Click [here](#) to provide the names and emails of the liaison(s)
- Use the same link to update changes in liaisons and their contact information

Who will be promoting the L&E Webinars?

- Chapters – Chapters can choose to participate in as many webinar programs as desired. It should be noted that Chapters will not receive a revenue share for webinars they do not promote. CAMFT will provide chapters with marketing material, including registration links for ALL the webinars. If a chapter member signs up using these links, they will receive a chapter discount. If the chapter provides member lists and proof of marketing in a timely manner (refer to criteria below), they will then be eligible to receive the revenue share for their registered chapter members
- CAMFT – CAMFT will promote each L&E webinar to the entire membership. Any chapter member who responds to these invitations will be eligible to receive the chapter discount. If a chapter provided member lists and proof of marketing for that specific webinar in a timely manner (refer to criteria below), the chapter will then be eligible to receive the revenue share for their registered chapter members
CAMFT is committed to making this program successful and will be marketing through these avenues: CAMFT website, newsletters, social media, *The Therapist* magazine, stand-alone emails, on-hold messaging, and purchased social media

When is a member considered a chapter member, i.e. eligible to generate revenue share?

Only if they are a chapter member at the TIME OF REGISTERING for a specific webinar, will they be eligible to generate revenue for their chapter for that specific webinar. If a CAMFT member becomes a chapter member AFTER they registered for a specific webinar, the chapter will not be eligible to receive revenue share for that individual for that specific webinar.

L&E webinar dates and topics (9:00am-12:00pm, 3 L&E CE hours)

- April 17, 2024: Child Abuse and Neglect Reporting Act
- June 5, 2024: Creating Clarity, Focus and Reasonable Expectation at the Outset of Treatment and Beyond
- September 20, 2024: Working with Suicidal Clients
- October 23, 2024: Telehealth
- November 15, 2024: Subpoenas

How do chapter members register for the L&E webinars?

- Chapter members register through links provided by their chapter's promotions, OR through CAMFT's website, OR through links provided by CAMFT's promotions
- Whether a chapter member registers through the chapter or CAMFT, they will be offered the chapter member discount

NOTE: It is VITAL that CAMFT receives monthly updated member lists from the chapters

III. Chapter Participation Agreement

To participate in the Chapter L&E Webinar Revenue Share Program, interested chapters will be required to sign this agreement and comply with the criteria listed below.

- Chapters may opt-in to participate in the Chapter L&E Webinar Revenue Share Program at any time throughout the year
- Chapters can choose to participate in as many webinar programs as desired. It should be noted that Chapters will not receive a revenue share for webinars they do not promote. All chapter members will receive a chapter discount, regardless of whether their chapter promoted the webinar or not
- Chapters may opt-out of the program at any time, by notifying mchampion@camft.org

CAMFT agrees to provide:

1. L&E webinar dates and topics as soon as it is available - to the chapter liaison(s)
2. Promotional materials for each webinar, as soon as it is available - to the chapter liaison(s)
3. To eligible chapters: A registration list, accompanied by the revenue share payment (in the form of a check) in July 2024 and December 2024 – to the address provided by the chapter

Chapter Requirements/Chapter needs to provide:

1. One or more liaisons, including email addresses:

- Click [here](#) to provide the information
- Use the same link to update liaisons and their contact information
- CAMFT will communicate **ONLY** with the liaisons

2. The mailing address for the revenue share check(s):

- Click [here](#) to provide the information
- We request that both checks be deposited no later than December 20, 2024

3. Monthly member lists:

- Provide monthly lists to mchampion@camft.org
- CAMFT needs to receive the monthly member lists between the 1st and the 5th day of the month, starting in January (members may sign up for webinars in advance, so we want to ensure that we accurately capture them as chapter members)
- Member lists need to include First name, Last name, CAMFT ID, and License number, so that CAMFT can accurately import them as members of your chapter
- **NOTE:** If CAMFT does not have access to the most current member lists, chapter members may not receive the discount and chapters may not receive their full revenue share

4. Proof of advertising/marketing of each webinar that the chapter is promoting to their members and is expecting revenue share for:

- **Chapters need to self-report**
- **NOTE:** Marketing of the webinars may start and conclude at any time, but proof needs to be provided of **marketing effort between 7 to 90 calendar days before** the webinar takes place
- Proof needs to be provided to CAMFT at mchampion@camft.org **no later than the day of** the scheduled webinar
- Webinars may be marketed through e.g.
 - Email blasts
 - Posts on chapter webpage
 - Posts on social media (twice)
 - Posts on listserv
- Proof includes providing screenshots of **four (4) advertising points on four (4) different dates, e.g.**
 - Scenario 1:
 - #1 & #2 - Email blast x 2
 - #3 Post on social media (twice)
 - #4 Post on listserv
 - Scenario 2:
 - #1 & #2 Post on social media (twice x 2, so 4 times)
 - #3 & #4 Post on listserv x 2
- If the chapter advertises multiple webinars in the same marketing message, then the same screenshots may be provided as proof for multiple webinars

- **SUGGESTIONS:**
 - Plan ALL the marketing dates and platforms at the start of the year (CAMFT will provide the message)
 - Plan at the start of the year who and when to send the proof to mchampion@camft.org

Chapters will only be eligible to receive the revenue share per webinar if all the requirements listed above are met by the deadlines specified.

IV. Chapter Participation Opt-In Signature

I, _____
Name and board position

on behalf of the Board of _____
Chapter Name

acknowledges and agrees:

- ***That this program and agreement are subject to change at the sole discretion of CAMFT.*** The Chapter will be notified of any such changes by email from CAMFT staff to the Chapter representative as provided [here](#) Chapter agrees that this agreement is only for 2024 and for the webinars as stated above.
- To opt-in to the **2024 Chapter L&E Webinar Revenue Share Program** and all of the terms as specified in this agreement
- That our chapter leadership is aware of the four (4) sets of requirements that we need to comply with in order to receive the revenue share
- That our chapter leadership understands that if we do not provide the proof of marketing/advertising and the member lists in a timely manner as listed in the requirements, that we may not be eligible to receive the revenue share for that specific webinar
- That our chapter leadership understands that if we select not to promote a specific webinar, that the chapter is not eligible to receive revenue share for that specific webinar
- To provide the names and emails of liaisons [here, before](#) I sign the agreement and to provide updates as soon as liaisons or contact information changes
- To provide the mailing address for the revenue share checks [here, before](#) I sign the agreement and to provide updates as soon as mailing information changes

Chapter Representative Signature: _____

Date: _____