



What's New for MAX in 2019?

At MAX, we have a single credo: enjoy life. Here are ten ways you can enjoy life this year as a dues-paying member of MAX.

- 1** The **MAX membership card** not only proves your MAX membership, but also acts as your name badge at MAX events. But even more, it's also the gateway to a second great new MA.
 - » MAX membership cards are mailed to new members or are available at selected MAX events (email concierge@maxsf.org to determine which events).
- 2** The **MAX Benefits program**. This member program allows you to just show your membership card to discount access to dozens of events, venues, products and services throughout the city.
 - » Program starts in early 2019. If you have an event, venue, product or service you'd like to offer within the MAX benefits program, email concierge@maxsf.org.
- 3** If you don't have your card handy, the **Wild Apricot MAX app** can be downloaded to your smartphone. The app allows you to check on coming events, your reservations and access a virtual version of your MAX card.
 - » Download the Wild Apricot Member app in the iTunes Store (iOS version only available). When you log in with your MAX credentials, you'll be taken to your MAX profile.
- 4** MAX now has **five membership** levels: Standard membership and four levels of **Sustaining Memberships**, where you can regularly contribute to MAX's mission while enjoying extra-special benefits, such as free memberships for friends, MAX merchandise and more. Similar to the KQED members program, Sustaining Membership is offered in Bronze, Silver and Gold options... plus there's a special Business Gold level for companies that want to connect directly with MAX members.
 - » Download the Wild Apricot Member app in the iTunes Store (iOS version only available). When you log in with your MAX credentials, you'll be taken to your MAX profile.
- 5** **MAX Events** are getting bigger and better. There's a free MAX event every week of the year – First Friday, Second Sunday, Third Thursday, and Fourth Sunday. As compared to last year, we have more than doubled the number of events to include everything from private tours and excursions, events with other gay partner organizations, MAX house events, casual monthly meetups at restaurants and theaters, and special interest events like card-playing and games night sponsored by our members.
 - » Follow the MAX newsletter and visit our online calendar at <http://www.maxsf.org>.





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6 **MAX Travel** is also more than doubling our global travel events. This year, we have TWO trips to India, TWO trips to Cuba, a cruise down the Danube, an Alaska land trip and more. Do you want to do a special trip? Let us know!

» Follow the MAX newsletter and visit our online calendar at <http://www.maxsf.org>.

7 MAX wants to customize your member experience. By completing the **MAX Member survey**, you can create a member profile that will allow us to develop even more and better programming directed just for you. And we can let you know of upcoming events that target your very specific interests!

» Complete the MAX member survey at <http://bit.ly/2018-MAX-Member-Survey>.

8 MAX is about community and connection, so we're offering you even more ways to connect with each other. The **MAX membership directory** allows members – at their own option – to provide personal profiles so members can get to know each other better. And to make one-to-one connection even easier, we offer members your own MAX email address that allows them to easily contact each other while also ensuring the privacy of their personal email address.

» Complete the MAX member survey (which includes your profile info) at <http://bit.ly/2018-MAX-Member-Survey>.

9 You can even bring MAX everywhere with you. Our colorful logo has a lot of fans and now you can buy MAX-branded merchandise at the **MAX Store on Zazzle**, where we offer a variety items, from clothing to a coffee mug and refrigerator magnet!

» Visit MAX on Zazzle at <http://bit.ly/MAX-Store>.

10 We know this a lot to remember. Everything we just discussed – and more – can be found in the **MAX member handbook**, which can be easily accessed from the bottom nav of the home page of the MAX website.

» Access the MAX membership directory at <http://www.maxsf.org>.

Please direct any questions to concierge@maxsf.org. With the community and connection we offer, you can enjoy the singular goal we have for our members:

Enjoy life. To the MAX.

