



PROFESSIONAL  
**ORGANIZERS**  
IN CANADA



**ORGANISATEURS**  
PROFESSIONNELS  
AU CANADA

**Professional Organizers in Canada  
Regional and National  
Associate Membership**

**2020**

**Contact:** POC Director of Development

**Email:** [dir-development@organizersincanada.com](mailto:dir-development@organizersincanada.com)

## About POC

Established in 2000, Professional Organizers in Canada (POC) is a national, registered non-profit association whose mission is to develop professional organizing through creating awareness of the industry amongst the public and to provide our members with support by giving them access to tools, training and resources in order to build their own businesses.

POC members are organizing professionals who specialize in residential and/or business organizing such as office organizing, space management and design, information and records management, time management consulting, human resources consulting, estate organizing and event planning.

POC currently represents more than 500 Professional Organizers in 14 chapters across Canada. It is POC's mandate to provide a supportive environment for members to learn, share ideas, network and exchange referrals.

All POC members agree to adhere to the Association's Code of Conduct and Ethics that establishes principles and guidelines for professional business practices.

POC members are recognized as experts in their field and are regularly called on to provide input and feedback to Canadian media regarding the organizing industry. No matter what their individual specialty, it is an organizer's goal to help individuals and businesses organize their space, time and information in order to create functional spaces, increase productivity and reduce stress.

POC also works to educate the public about the organizing industry and the benefits of working with one of their members. In addition to extensive training courses offered year-round, POC holds an annual national conference where members come together to discuss issues and trends in the organizing industry and to exchange ideas and resources.

Individuals or businesses looking to hire a Professional Organizer can turn to POC's website [www.organizersincanada.com](http://www.organizersincanada.com) for the Find an Organizer Directory. This easy-to-use tool allows members of the public to search for a POC organizer by location and expertise.

# Associate Membership

## Definition

An Associate Member is a profit or non-profit business entity that offers products or services to POC Regular Members. An Associate Member is primarily engaged in the manufacturing, distribution and/or sale of organizing-industry related equipment, supplies, services, and/or educational training directed to Professional Organizers or their clients.

A business entity that offers professional organizing services cannot be an Associate Member unless it also offers products or services consistent with the definition of an Associate Member above.

An individual who also operates a business entity may join POC as both a Regular Member (the individual) and as an Associate Member (the business entity) if the criteria for each type of membership are met.

## Advantages and Benefits of Associate Membership

- **Congratulatory Announcement:** Upon joining or renewal – a congratulatory announcement noting your membership will run in the POC Talk (our monthly e-newsletter distributed to over 700 POC and Associate Members)
- **Annual Complimentary E-Blast:** Once a year, your company will be featured in an e-blast to all POC members.
- **Branding:** Your company logo will be placed on each issue of the POC Talk *and* POC Post (subscribed to the general public, members and stakeholders) recognizing you as a POC Associate Member
- **Website Presence:** Your company bio, logo and link to your website will be on POC's webpage
- **Complimentary Subscription:** You will be provided a subscription to the monthly POC Talk Newsletter
- **Discounted Rates:** Associate members are invited to attend the POC conference, join the expo or sponsor an event at member rates
- **Networking with Professional Organizers:** Associate Members are welcome to attend POC Chapter meetings at no charge as a guest, with the opportunity to build important business relationships with your target market
- **Special Chapter Events:** POC Chapters often hold special events. Associate Members may attend these events to promote their business directly to our members, in which case there may be a fee to attend. The fee is at the discretion of the Chapter.
- **Insurance:** Associate Members can join the POC Business Insurance Program
- **Testimonials:** POC will post testimonials from members in POC Talk and on our website about your company products and/or services

## Annual Fee

In the past, POC has charged all Associates one membership fee. POC recognizes that it may be beneficial to our Associates if we started a two-tiered fee structure to differentiate between Associate Members that offer their services on a regional and/or national level, as follows:

Regional Associate Membership	\$300.00
National Associate Membership	\$500.00

If a Franchisee of a national company wants to market locally in their area, as well, they may choose to purchase their own Regional Membership.

The Associate Membership begins in the month that the application is made, and dues are paid on an annual basis.

## Associate Members

- Must agree to display on their website the link to POC's website along with its logo (some exceptions may be made, if necessary).
- Provide a description of your company for our website in English and French. We do not provide translation services but can recommend one. If you decide not to provide a French translation, then you will not be listed in the French section of the website.
- Are non-voting members of POC and cannot hold office or serve on Chapter Executives or the National Board of Directors.

## POC

- Does not endorse or recommend the use of any specific product or service.
- Reserves the right to remove Associate Members from the POC website who do not abide by the [POC Code of Ethics](#).
- Reserves the right to refuse Associate Membership to any individual or business perceived to be in direct competition with POC or its members (e.g. education, training or directory).

## Canadian Anti-Spam Legislation

POC encourages our Associate Members to operate within Industry Canada's Anti-Spam Legislation ([https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/r\\_o\\_p/canadas-anti-spam-legislation/](https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/r_o_p/canadas-anti-spam-legislation/))

This legislation states that businesses must use a consumer opt-in approach to Email Marketing. This means that you must have permission from every member listed on our website before using their email addresses to solicit their business.

The advantage of marketing through POC's communication vehicles is that you automatically have that permission because our Members already "opted-in" to receive the Association's **POC Talk Newsletter**, **POC Post** and **E-Blasts** as member benefits.

Our Members are also aware that when they receive Advertisements or Promotional Marketing from our Associate Members these are POC authorized and verified and therefore not SPAM.

# **Additional Advertisement and Promotional Marketing**

## ***POC National Conference***

Associate Members are welcome to attend the annual POC National Conference and promote their company, products and services as exhibitors or event sponsors at the special Associate Member rate.

Please contact the Director of Development at [dir-development@organizersincanada.com](mailto:dir-development@organizersincanada.com) for more information.

## ***Specifications for POC's Website, POC Talk Newsletter, E-Blasts and Advertisements***

### **Website**

Associate Members are requested to email a copy of their company logo as well as a 50-word description of their company to be used for their listing on the POC website to [associates-poc@organizersincanada.com](mailto:associates-poc@organizersincanada.com). Logos should be web-ready in gif or jpg, hi-resolution, and no larger than 30kB.

Our website is going bi-lingual. Please provide us with a French translation of the 50-word description of your company. Unfortunately, we do not provide translation services, however, we would be happy to recommend a translator for you. If you decide not to provide a French translation, you will not be listed in the French section of the website.

### **Newsletter – POC Talk**

POC Talk is a monthly e-newsletter published on the 15<sup>th</sup> of each month and distributed to all POC members.

#### **Article Content Text:**

- Must be submitted in plain text or MSWord.
- Submissions may be in English, French or in both official languages (100-words limit per language).
- **POC does not provide translation services.**

If your article includes graphics (photos, logo), please note:

- Photos and graphics must be submitted separately (i.e., not embedded in document)
- Must be web-ready in gif or jpg 72 dpi no larger than 30kB.

## Deadline

- Please email the above information with payment to [associates-poc@organizersincanada.com](mailto:associates-poc@organizersincanada.com) by the 10<sup>th</sup> of the month.
- POC Talk is published on the 15<sup>th</sup> of each month.

## E-Blasts—Associate Member Communications

### E-blast Content Text:

- Must be submitted in plain text or MSWord.
- Submissions may be in English, French or in both official languages (Max. 500 words description per language).
- **POC does not provide translation services.**

If your e-blast includes graphics (photos, logo), please note:

- Photos and graphics must be submitted separately (i.e., not embedded in document)
- Must be web-ready in gif or jpg 72 dpi no larger than 30kB.

## Advertisements

### E-blast of Display Ad / Banner Ad

- Photos and graphics must be submitted separately.
- Must be web-ready in gif or jpg 72 dpi no larger than 30kB.
- Banner graphics must be 580 x 125 pixels.
- Display ads must be 250 x 250 pixels.
- English and French logo are welcomed.
- **POC does not provide graphic design services.**

### Examples:

#### Banner Ad (580 x 125 pixels):

	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lectus arcu bibendum at varius vel pharetra vel turpis nunc. laculis uma id volutpat lacus.</p> <p>Contact: John Smith Email: <a href="mailto:jsmith@yourcompany.com">jsmith@yourcompany.com</a> Website: <a href="http://www.yourcompany.com">www.yourcompany.com</a></p>	
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### Display Ad (250 x 250 pixels):



### Deadline

- **Must specify publishing date.**
- Submission date must be **at least one full calendar week** before publishing date.
- Contact [associates-poc@organizersincanada.com](mailto:associates-poc@organizersincanada.com).

### Contact Information

- Please submit the above information with the contact information—name and position along with email and telephone number of the person submitting this advertising information to [memberadmin@organizersincanada.com](mailto:memberadmin@organizersincanada.com).

## 2020 – Price List

<b>Associate Membership</b>	\$300	
<b>Regional</b>	\$500	
<b>National</b>		
<b>Website</b>		
Offer Discounts or Specials directly to Members for <b>one month</b> in “Members Only Section”	\$100	
<b>Advertising in POC Talk Newsletter and/or POC Post</b>		
One insertion	\$75	
Three insertions (consecutive or non-consecutive)	\$175	
Six insertions (consecutive or non-consecutive)	\$275	
<b>E-Blasts—Associate Member Communications</b>		
Additional E-Blast—once per year	\$100	
Four E-Blasts per year (one per quarter)	\$300	
<b>Tax:</b> Applicable on all items <u>except</u> Associate Member fee. Taxes calculated based on provincial location of purchaser.		
	<b>TOTAL</b>	



# Application Form—POC Associate Membership

Important: Payment must accompany this application

<b>Date</b>		
<b>Company Name</b>		
<b>Mailing Address</b>		
<b>City</b>	<b>Province</b>	<b>Postal Code</b>
<b>Contact Numbers</b>	<b>Telephone</b>	<b>Cellular</b>
<b>Website</b>		
<b>Email Address</b>		
<b>Contact Name &amp; Position</b>		
<b>Contact Person Email</b>		
<b>Associate Membership</b> (Check one)	<input type="checkbox"/> Regional <input type="checkbox"/> National	
<b>Type of Associate Membership</b> (Check one)	<input type="checkbox"/> Products <input type="checkbox"/> Business Support Services <input type="checkbox"/> Services <input type="checkbox"/> Education/ Training	

**Business Description (Max. 50 words)**

**This description will be included on the POC website listing (include French translation, if applicable)**

Are you a member in any of the following: Check all that apply

POC     NAPO     ICD     Other—please specify \_\_\_\_\_

## Payment Type

Cheque—payable to: **Professional Organizers in Canada**

Credit Card

Please complete the section below and mail, fax, scan, or e-mail to the listed address

<b>Credit Card Type</b>	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	
<b>Credit Card Number</b>		<b>EXP:</b> ____ / ____	<b>CVV:</b> _____
<b>Name as Printed on Credit Card</b>			
<b>Authorized Signature</b>			
<b>Mailing Address</b> Professional Organizers in Canada 468 Queen Street E, LL-02 Toronto, ON M5A 1T7	<b>E-mail:</b> <a href="mailto:memberadmin@organizersincanada.com">memberadmin@organizersincanada.com</a> <b>FAX: 416-646-9460</b>		

Professional Organizers in Canada would like to thank you for supporting our Association. It contributes largely to our success and, in turn, to yours.

We are confident that your membership will be of great benefit to us both.