	FMCA POLICIES AND PROCEDURES	INDEX NO. 3016	APPROVAL LEVEL EB
	SUBJECT **Chapter Membership Recruitment**	EFFECTIVE 5/2021	SUPERSEDES 6/18
		SPECIAL DISTRIBUTION **Chapter Officers Handbook**	

POLICY

To promote chapter membership recruitment for existing chapters by contacting members within the scope of each geographical chapter or the special interest of each International chapter (if this information is such that it can be analyzed for, such as make of vehicle).

PROCEDURE

Each year chapters may choose one of the following options:

Option 1

1. The national office will process one recruitment mailing per year for each chapter for the purpose of increasing their chapter membership.

2. The national office will assume up to $100, every year pending review of the budget, for postage and the balance will be billed to the chapter for a postal mailing.

3. Documents shall be sent to the national office, camera ready, for mailing to a specified targeted area, whether it be a part of the chapter's scope or the entire scope.

4. The mailing could range from one to three pieces and could include items such as:

   A. One piece newsletters which could be printed front and back, or;

   B. A list of upcoming rallies, or;

   C. A particular rally whereby a recruitment effort would be a major part of the rally.

5. Request for mailing with a specified targeted area and original mailing material should be submitted to the national office, Chapter Services.

6. An email blast of the materials will be utilized if the members have an email addresses on file. Postal mailings will be processed within a two to four week time frame.

7. To be eligible for this benefit the following year, responses to the mailing must be tracked and results will be provided to Chapter Services at the FMCA national office.

Option 2

1. The national office will reimburse each chapter up to $100 one time per year to place an ad in a local newspaper to invite interested RV owners to join the chapter or to attend a special recruitment meeting.

2. A request for the reimbursement, with a copy of the ad and a paid receipt for the ad, should be submitted to the national office, Chapter Services.