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INTRODUCTION

Enclosed you will find information and instructions on how to use the services FMCA offers to assist in recruitment of new members for your chapter. If you have any questions, please contact the Chapter Services Department at 513-474-3622 or 800-543-3622.
CHAPTER MEMBERSHIP...

has many advantages that we’re sure you’ve experienced around the campfire with friends exchanging recipes, craft ideas, technical information, and stories about the big one that got away. Help new FMCA members take their membership to the next level by encouraging them to join your chapter.

The following services are available to assist you in increasing membership within your chapter.

- Chapter recruitment benefit
- New member and/or past-due member monthly reports
- List of chapter rallies in the FMCA Events Calendar
CHAPTER
RECRUITMENT BENEFIT

Each chapter is entitled to a maximum of $125 in recruitment funds per year. Below you will find three different options. Take advantage of A, B, or C one time per year.

Choose The Best Recruitment Option To Suit Your Chapter Needs!

A Recruitment Brochure - FMCA has an invitation brochure already created and all you to do is fill in the informational blocks on page 4 and return it to the FMCA National Office. We'll create the brochure and mail/e-mail it to the non-chapter members in the targeted area. We will also work with you to stay within the $125 recruitment funds. The process is easy; see page 4 for details.

B Recruitment E-mails - Chapters can also send the FMCA National Office their own recruitment material or brochure, no more than three pieces front and back, which should be ready to copy. We will mail/email to the non-chapter members in the targeted area. Again, we will work with you to stay within the $125 recruitment fund. See pages 7 for the details.

C Recruitment Advertising - Your chapter can place an ad in the local newspaper to invite interested RV owners to attend your rally or event, or you can develop a promotional piece such as a post card, and FMCA will reimburse your chapter up to $125 for the advertising. More details are on page 9.
We Would Like To Cordially Invite You To Be A Part Of One Of FMCA's Greatest Benefits — Belonging To An FMCA Chapter.

Each chapter of FMCA develops its own personality and techniques for having FUN and is designed for FMCA members who live in your area or share your specific interest. Chapter gatherings (rallies) are often designed to take advantage of some specific function, attraction, or event that will be enjoyable to the majority of the members.

If you are interested in being a chapter member, fill out the attached form and return it to:

FMCA Membership Number: __________________________
Last Name: __________________________
First Name(s): __________________________
Address: __________________________
City: __________________________
State & Zip/Province & Postal Code: __________________________
Telephone: __________________________
Cell Phone: __________________________
E-mail Address: __________________________

Recruitment Brochure Form

Chapter Name __________________________

Contact Name __________________________

Phone __________________________

E-mail __________________________

Target Area (Geographic and/or RV Brand) __________________________

Recruitment Brochure Form

1

2

3

4

FMCA has a sample brochure your chapter can use for recruiting purposes. Each block is numbered and its location corresponds to the sample as noted.
Each chapter of FMCA develops its own personality and techniques for having FUN and is designed for FMCA members who live in your area or share your specific interest. Chapter gatherings (rallies) are often designed to take advantage of some specific function, attraction, or event that will be enjoyable to the majority of the members.

**Pet Lovers Chapter**

- I am interested in being a member of the Pet Lovers chapter and would like to be contacted.
- I am interested in attending the rally being held 4-6, 2020

*Supply info in shaded areas*

**Make plans to attend Our Next Gathering**

Any Dog House Campground. June 4-6, 2020. Scheduled activities include: Cat and Dog talent show, seminars on pet care, which includes discount coupons.

**What might you gain by becoming a member of a chapter and participating in chapter activities?**

- New Friends
- Fellowship
- Fun
- RV Modification & Maintenance Information
- Visits to New and Interesting Places
- Exchange of Ideas with Other Motorhome Owners
- Safety Information
- Pet Care
- Pet Activities

If you are interested in becoming a chapter member, please complete the form below and return it to:

Pet Lovers Chapter
Ruff Ruffman
123 Main Street
Anytown, USA 12345

**FMCA Membership Number:**

- Last Name:
- First Name(s):
- Address:
- City:
- State & Zip/Province & Postal Code:
- Telephone:
- Cell Phone:
- E-mail Address:
FMCA was founded to promote RVing as a way of life, a FUN activity for family recreation. FMCA chapters are the FUN groups of the association and provide members with the opportunity to use their RVs and enjoy the fellowship of friends with a common interest, without driving great distances.
**E-MAIL CHECK LIST**

Compose your recruitment letter to be the body of the email, which may include such information as:

- **Links to Your Chapter Website, Online Photo Albums, Social Media Accounts and/or Chapter Blog**
- **Upcoming Rallies**
- **Chapter Activities**

Who do you want FMCA to send the email to on your chapter’s behalf? Choose the target area you would like to cover by state, zip code and/or RV brand.

Note the timeframe you want your email to be sent — before a rally, at the start of the spring camping season, etc.

Send your materials to chapters@fmca.com.

We will coordinate setting up your email with FMCA’s Marketing Team. You will be sent a test email to approve before the final message is sent.

Please allow 2-4 weeks to process your recruitment effort.
Sample Recruitment E-mail
Your chapter can place advertising in a local newspaper or develop a promotional piece to extend an invitation to attend a special recruitment meeting. Here’s what you need to do:

1. Place advertisement in a local paper.

2. Develop promotional piece, such as a postcard.

3. Send a copy of the advertisement along with a copy of your paid receipt to the FMCA National Office.

4. The National Office will send a check reimbursing the chapter for the cost, up to $125.
MONTHLY NEW AND PAST DUE INFORMATION

The Chapter Services Department can provide your chapter with a list of new members who have joined FMCA during the past month for the purpose of recruiting members to your chapter. The list will be provided to you by state, province, and/or RV type/brand. A sample of the new member report is on page 11.

The past due member report provides you with a list of the members in your chapter who have not paid their FMCA dues. This gives you a chance to remind them that their dues have not been paid and that they must keep their FMCA dues current in order to maintain their chapter membership. A sample copy of the past due member report is on page 11.

If your chapter is not currently receiving this information to assist you in the recruitment and/or retention of chapter members, or if you have questions regarding this information, please contact the Chapter Services Department at 513-474-3622 or 800-543-3622.

New and Past Due Request Form

Chapter Name ____________________________________________________________

Member Number _________________________________________________________

Name _________________________________________________________________

E-mail _________________________________________________________________

State(s)/Province(s) ____________________________________________________

RV Brand (If applicable) ________________________________________________

☐ New Member List Report  ☐ Past-Due List Report
☐ PDF  ☐ PDF
☐ Excel  ☐ Excel
## NEW MEMBER REPORT

<table>
<thead>
<tr>
<th>JoinDate</th>
<th>Member #</th>
<th>Member/Address</th>
<th>Phone</th>
<th>Email</th>
<th>RV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1/19</td>
<td>F000000</td>
<td>John Smith 111 Smith Rd. Smithsville, FL 11111</td>
<td>111-111-1111</td>
<td><a href="mailto:john.smith@johnsmith.com">john.smith@johnsmith.com</a></td>
<td>Coach THOR</td>
</tr>
<tr>
<td>2/2/19</td>
<td>F999999</td>
<td>Jane Doe 222 Doe Rd. Doeville, CA 22222</td>
<td>222-222-2222</td>
<td><a href="mailto:jane.doe@janedoe.com">jane.doe@janedoe.com</a></td>
<td>Towable 5TH Wheel JAYCO</td>
</tr>
</tbody>
</table>

## PAST DUE MEMBER REPORT

<table>
<thead>
<tr>
<th>ExpiryDate</th>
<th>Member #</th>
<th>Member/Address</th>
<th>Phone</th>
<th>Email</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1/19</td>
<td>F000000</td>
<td>John Smith 111 Smith Rd. Smithsville, FL 11111</td>
<td>111-111-1111</td>
<td><a href="mailto:john.smith@johnsmith.com">john.smith@johnsmith.com</a></td>
<td>Expired</td>
</tr>
<tr>
<td>2/2/19</td>
<td>F999999</td>
<td>Jane Doe 222 Doe Rd. Doeville, CA 22222</td>
<td>222-222-2222</td>
<td><a href="mailto:jane.doe@janedoe.com">jane.doe@janedoe.com</a></td>
<td>Expired</td>
</tr>
</tbody>
</table>
“Special Interest” Form

To assist with the RV brand and hobby/interest areas, we have created a check list for you to indicate any special qualities your chapter has. Please complete and return to the Chapter Services Department. Please check all that apply.

Hobbies/Interest Areas that have FMCA chapters.

- 4-Wheeling
- Amateur Radio Communications
- Atheists
- Bicycles
- Bus Conversions
- Casinos
- Charity Support
- Christian
- Diesel RV
- Dining
- Elks
- Fan Clubs
- Full Timing
- French Speaking
- Games
- Golfers
- Hobby/Crafts
- Jewish
- Mah Jongg
- Membership Parks/Resort Camping
- Military Veterans
- Motorcycles
- Music Makers
- Racing
- RV Vendors
- Singles
- Socializing
- Volunteering

RV Brands that have FMCA chapters.

- Airstream
- Alfa
- Alpine
- American Coach
- Apollo
- Avco
- Beaver
- Blue Bird
- Bounder
- Coach House
- Country Coach
- Discovery
- Entegra
- FMC
- Foretravel
- GMC
- Mandalay
- Marathon
- Miscellaneous Brands
- Monaco
- National
- Newmar
- Pace Arrow
- Prevost
- Revcon
- Rexhall
- Roadtrek
- Royale
- Safari
- Spartan Chassis
- Thor
- Tiffin
- Vogue
- Workhorse Chassis

Chapter Name: ____________________________________________________________________________
**RA LLY CALENDAR**

*Family RVing* magazine would like to remind and encourage you to keep us informed of your chapter’s activities. The rallies listed in the magazine are open to all members. FMCA members who do not belong to the sponsoring or a participating chapter, or any chapter, are welcome. Anyone with an RV who is not an FMCA member is also welcome. Please note that some of these rallies may have restricted membership requirements (see *RESERVATIONS REQUIRED* for those applicable).

**online form at www.fmca.com/rallyform**

**TESTIMONIALS**

You’ll learn oodles about full timing if you join a chapter.
Sally Ayres, F350906

A huge thank you to Robert and Rita Landrum, F413023, FMCA Pinch Hitters and Red River Rovers chapter members for helping return our motorhome to storage. I suffered an ankle injury while doing maintenance on my motorhome and could not drive. Robert and Rita graciously answered our request for help to get the motorhome back to storage. Robert even gave me a lesson in the 3-point turn to get the motorhome into its space. FMCA members are the best!
— Mike & Nancy Honkomp, F429915

FMCA is absolutely amazing. We are moving from Colorado to Texas and seeking a new chapter to join. We have already had two calls from chapter presidents. They were both hugely helpful and a delight to talk with.

— Bill Meyers