

EAMA Membership Recruiting Efforts Guidelines

Mission: To extend and support FRVA/EAMA recruiting activities down to the Chapter levels. FRVA attends major RV shows throughout the country to improve visibility of the association and recruit new members. There are many smaller RV shows as well as other “RV-centric” events (i.e. Bluegrass festivals, NASCAR events, etc.,) where Area local chapters can also contact potential new members. Bonus is also the possibility of attracting existing FRVA members not currently in a chapter to join chapters.

Goals: Address the smaller shows and events where FRVA National is not present. Chapters to staff tables/booths at local RV shows and other events. Volunteers to receive training document on recruiting approach. Have a consistent message when talking to possible new members. Provide needed tools and resources for chapters to utilize during recruiting events.

New Committee to be designated by the Area President: EAMA Recruiting Committee comprised of 5 chapter members, the Sr VP and the Area President.

Procedures: EAMA Recruiting Committee will be responsible for contact and setup with approved events. Once a chapter or chapters volunteer to staff the event, steps will be taken to finalize the event with required paperwork and shipment of brochures, banners, etc., to the local volunteer point of contact (POC). Volunteer POC will provide the list of confirmed volunteers to the Recruiting Committee when available.

Expenses: EAMA will cover costs of the Vendor table/booth fees and shipment of required tools for the volunteers. In an event where Vendor passes are limited, EAMA will reimburse approved volunteers for the event fee. Volunteers will be reimbursed for parking fees. Volunteers may also submit reimbursement requests for roundtrip mileage (at current IRS rates), up to 100 miles round trip per day. Volunteers are expected to be local to the recruiting event and as such camping fees are not anticipated. Exceptions to this will require prior approval from the EAMA President.

Rationale for Reimbursable Expenses: Chapter members are the FRVA & EAMAs greatest assets. Volunteers are needed to reach out to potential new FRVA members. Chapter members have the insight, dedication and fraternity to effectively identify with and ‘sell’ FRVA to new/current RV owners. Volunteering for an event requires personal time and effort from our members, benefiting FRVA and the EAMA.

Budget: Initial Budget for yearly outlays will be \$25,000.

Rationale for budget: Average cost for Vendor booths at RV Shows is approximately \$800. With up to 21 shows a year, plus other events and volunteer expenses this appears to be a valid budget number. Attempts will be made to receive discounts on booths as available, but going in assumption should be full-price. EAMA will obviously not staff all opportunities based on volunteer availability.