

Family RV Association
Eastern Area Motorhome Association
Membership Recruitment

[Slide 1]

The lifeblood of any association is the membership. Active recruiting of new members is required to ensure the long-term viability of the association. Our organization has a senior average age and pulling in younger members will not only hopefully allow us to continue, but also inject some young enthusiasm.

[Slide 2]

There are two ways active recruiting is out there for FRVA today. The first is FRVA attends larger RV shows through-out the country. These are events where the National staff (with help from some local chapters), have a booth and make personal contact with RV show attendees. The other way is pure word of mouth from everyday members. You might ask someone at a campground if they are a member/have heard of FRVA. The odds of this are much higher if you are an active Chapter member!

How you approach and speak with other campers reflects directly back on FRVA. A smile goes a long way. Shared good times and actually inviting prospective members into your Chapter Rally firesides can create the right kind of interactions.

[Slide 3]

Literally everyone who belongs to FRVA can and should be a Recruiter. You know what the association means to you. You know what it has done for yourself and/or your fellow travelers. Just having a short conversation with someone can reap benefits.

[Slide 4]

How do we make that first contact? It's pretty easy. Whether you are in a campground or a public event, just a "Hi" and a smile. At an RV show the softball first question is "do you have an RV or shopping for one"? At a campground, more of the "How do you like your RV?" You are trying to draw them into talking to you, not selling. Do they camp with others? Only on weekends? Retired or working? First try to get the individual to talk about themselves.

[Slide 5]

While you are here to recruit, it isn't a used-RV sales pitch. Once you've heard their story, it's time to share some tidbits of your RV life and what drew you to FRVA. The benefits, the friendships and the camping! Tell them about your Chapter. (If they have a group they camp with regularly, they can create their own Chapter!) Provide the handouts available. Let them ask questions

[Slide 6 & 7]

FRVA is not like the other RV associations out there. Anyone with an RV that is self-sufficient is eligible to be a full member. Pop-up? Hey we have the Pathfinder for that. FRVA is not brand, class or 'age' restrictive. FRVA is a big family of folks to love to camp and have fun. Being non-profit, all the benefits and just \$99 a year?

[Slide 8]

You have someone hopefully interested at this point. What to do now? If you have your Affiliate Program Chapter setup with FRVA, you should have a QR code for people to use. This will direct them to FRVA.com in the Join setup. Encourage them to reach out to Chapters they may be interested in. You can invite them to your own Chapter Rally, GEAR or the FRVA International Rallies.

[Slide 9]

The number of FRVA members not in chapters eclipses the number who are. It may come as surprise to many, but Chapter membership actually increases the satisfaction felt being a FRVA member. Tell the folks what makes your chapter so good.

[Slide 10]

As part of staffing an event you will be provided with the brochures available for recruiting. Hang on to a couple for passing out at campgrounds! (We use the ones they put in the Welcome Bags at FRVA events too!).

Note about "Stopping Spots": This is the services members provide to other members through the FRVA website. This can be "drop by and chat" to "you can park on my property for the night". Folks with technical skills also will let it be known they are there to help. This website based searchable is invaluable to FRVA members traveling. This functionality is available in your FRVA dashboard under Services.

[Slide 11]

Remember we are not selling good used-RVs! First and foremost you are trying to get them thinking about FRVA. That alone is a win and could lead to them then doing their own research. We don't want to come off as fake or high-pressure. We want people to join our family!