



EASTERN AREA OF FRVA

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Recruiting is Key

- Family RV Association
- Eastern Area Motorhome Association
- **Travel. Connect. Belong.**
- Borrowed from: *Wayne Cernie Rocky Mountain Area*

Your Role in FRVA's Future

- Be welcoming

- Share experiences

- Invite others



Everyone Is a Recruiter

- Members are our best ambassadors

- Friendly conversations matter




How to Approach Prospects

- Smile and say “hello”

- Ask about their RV
- Ask about how they camp

- Listen first



Talking About FRVA Naturally

- Share your story

- Mention a few benefits

- Avoid sales pressure



Remember What Makes Us Different

- Non-Profit & Member-driven

- Community first

- Education focused

Be Prepared for Common Questions

- *What is FRVA?*
- *Who can join?*
- *Is it affordable?*



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Helping New RVers Take the Next Step

- Visit FRVA.com

- Attend a rally

- Ask questions

Chapters are the Key!

- Local friendships
- Mentorship
- Activities

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Your Tool Box

- Chapter Listing
- FRVA Benefits Guide
- Travel Assist Guide
- Affiliate Program (Chapter Business Cards)
- "Stopping Spots"
- Chapter Trifold Brochure
- Tire Program Pamphlet
- Towing Brochure
- FamilyRVing Magazine



What Not to Do



- Overload info



- Push too hard

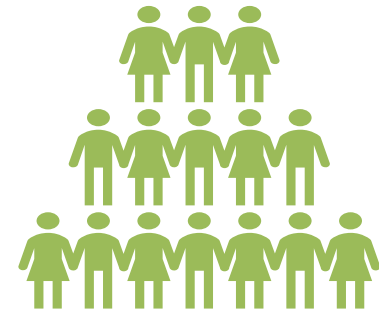


- Sound scripted

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- Relationships grow FRVA



- People first