

	<b>POLICIES AND PROCEDURES</b>	<b>INDEX NO.</b> <b>3016</b>	<b>APPROVAL LEVEL</b> <b>EB</b>
	<b>SUBJECT</b> <b>Chapter Membership Recruitment</b>	<b>EFFECTIVE</b> <b>05/2025</b>	<b>SUPERSEDES</b> <b>3/2022</b>
	<b>SPECIAL DISTRIBUTION</b> <b>Chapter Officers Handbook</b>		

## **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 Area 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 FRVA 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.



SUBJECT

## Chapter Membership Recruitment

INDEX NO.

**#3016**

### Option 3

1. The national office will reimburse each chapter up to \$100 one time per year to prepare a tri-fold recruiting brochure with information provided by the chapter.
2. The national office will provide a pdf of the brochure for the chapter's use for printing brochures, use on their website, etc.
3. The national office will mail or email it to the non-chapter members in a targeted area.

To inquire about specific recruitment opportunities, please contact the Chapter Services Department at [chapters@frva.com](mailto:chapters@frva.com).