

AS discussed on the 3/26/24 workshop, **recommended** not required Chapter and Area positions for recruitment/membership. - Phyllis



### **Chapter Membership Coordinator Position Description:**

Membership is every person's responsibility. A Chapter Membership Coordinator would be the person responsible for motivating chapter members to recruit and retain members, contacting RVers at campgrounds and making personal contact with potential new members. The Chapter Membership Coordinator will respond to new membership recruitment efforts and receive central office leads.

This is a vital position to keep FMCA's chapters healthy and thriving. The Chapter Membership Coordinator must be familiar with their chapter's scope, special interests, or activities and must be able to respond to inquiries as quickly as possible. The coordinator will work with the chapter leadership, the chapter members, the Chapter Services Department at FMCA, and the Area Vice President to keep chapter membership within a healthy range.

### **Area Chapter Developer Position Description:**

The Area Chapter Developer position/group would not be a regular officer requiring a bylaws change. The person or committee would endeavor to establish new chapters that are hobby/interest focused, more local/regionally focused, and may include RVers who have towables when possible. The Area Chapter Developer is a position/group recruited and appointed by the Area Vice President to the area leadership team.

The Area Chapter Developer will work with FMCA staff to create a zip code range, brandspecific RV, or special interest lists for a potential new chapter. FMCA staff will pull information from the database to show the number of chapter and non-chapter members in the requested pool. Once they have the information, the Area Chapter Developer will work with the current chapters to see whether they are interested in recruiting more FMCA members to their group. If there are no current chapters that suit the needs, the Area Chapter Developer will work with the list and the Area Vice President to set up a meeting for this new group to get together to discuss the possibility of chapter formation.

The Area Chapter Developer will seek contacts with regionally focused hobby/interest groups. The Area Chapter Developer will formulate a plan to discover and meet such groups, exhibit at area gatherings, and pursue the development of new chapters oriented to such groups.