

## SMART FMCA Chapter National Report

By: Tony Mason, President

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As President of the SMART FMCA Chapter, I'm also filling the SMART FMCA Chapter's National Director position. SMART FMCA Officers, (President and Vice President) also have responsibilities to support FMCA at their Governing Board meetings during National Conventions. On August 22-27, 2023, I attended the 107<sup>th</sup> FMCA National Convention and RV Expo as the SMART FMCA's Chapter's National Director. This is an important position, as we are helping shape the future of FMCA. I participated in this capacity for a full day at the FMCA Governing Board meeting in Gillette.

During the FMCA Board meeting, The FMCA Executive Board presented several executive Constitutional amendment proposals, Policy and Procedure amendment proposals, financial reports, and membership reports. The entire board membership that was present officially voted for for/against each amendment. Additionally, a Prospective member research report was presented to the Governing Board for review. This study provided insight on prospective new members. SMART may glean information related to our membership issues.

The Background and Objectives of the study were as follows:

1. Determining perceptions of FMCA and its brand among prospective members.
2. Understanding what prospective members would want from a membership with FMCA.
3. Identifying preferences of prospective members regarding communication and association benefits.
4. Determining attitudes of perspective members toward FMCA's governing structure, chapter membership, and voting rights.
5. A list of RV owners/users was purchased for use in this research.

Key report findings of the report showed the top 10 benefits of joining an RV Association:

1. Campground Discounts.
2. Fuel Discounts.
3. Campground finder/reservation system.
4. Roadside assistance plan included in dues.
5. Discounts on parts or service.
6. Campground reviews – members able to write and read reviews.
7. Mobile app for trip planning, campground locations, etc.

8. Free Dump stations.
9. Rapid response when help needed.
10. Unlimited mobile hot spot WIFI plans.

#### Key report conclusions

1. Most RVers own towable – FMCA must emphasize towable over motorhomes.
2. Most RVers do not travel far from home and do not use RV more than 30 days a year.
3. FMCA emblem does not relate to typical owners.
4. FMCA name and reference to “motor coach” is a hindrance to growth, but emphasis on “family” is positive.
5. Discounts and Roadside assistance are key benefits desired.
6. RV chapters and medical evacuation program are not incentives to stimulate membership growth.
7. Hanging out with friends and meeting new people is what RVing is all about.

Also, during the Convention Chapter Fairs (membership solicitation opportunities) are offered. Gina and I talked to over 50 Veterans about SMART, what it has to offer and gave every individual a traveler and a Trifold. We were thankful for Joseph Adams, a SMART member, and a member of the FMCA Veterans Chapter, joining us to help talk to veterans who seemed interested to see what SMART was about. We were simply spread too thin, and I am certain we had missed opportunities. Four individuals said they were signing up and one couple we spoke to were past members and shared they may rejoin SMART for the Caravan possibilities.

To answer your specific questions: Did you get any new members from your recent recruiting at the FMCA rally? **Maybe. Unless they mail in the application with our info we give individuals, we currently have no way of tracking that.**

Do you have a special charity your chapter supports? **We only support SMART via Annual donation.**

How many of your chapter members DO NOT have their own number? **ZERO. Cannot be A member of Smart FMCA unless you're a SMART member.**