

	<b>FMCA POLICIES AND PROCEDURES</b>	INDEX NO. <b>3001</b>	APPROVAL LEVEL <b>EB</b>
	SUBJECT <b>Area Rallies</b>	EFFECTIVE <b>6/18</b>	SUPERSEDES <b>9/12</b>
	SPECIAL DISTRIBUTION		

**POLICY**

To assist and lend support to the area rallies within each of its nine geographical areas and one international area. Encourages each area to have one area rally per year to enable members within each area to enjoy each other's friendship and to share motorhoming experiences as well as conduct chapter business and form new chapters within the areas.

**PROCEDURES**

**WILL PROVIDE THE FOLLOWING AT NO COST**

1. **MAGAZINE ADVERTISING** - The area rally will receive the following advertising in *Family RVing* magazine. The ad is to be sent to the attention of Events and Commercial Services at the national office 60 days prior to the cover date of the first issue in which the sponsoring chapter(s) wishes the ad to run (Ex. March issue, deadline is January 1).
  - A. The area rally information will be published in a box in the Calendar section of the *Family RVing* magazine in up to twelve (12) issues prior to the date of the rally.
  - B. The area rally information will be published in a box in the Association Calendar section of *Family RVing* magazine in no more than three (3) issues prior to the date of the rally.
  - C. The area rally will receive one full page of color advertising in no more than three (3) issues prior to the date of the rally. Discounted rates will be extended to the areas for any additional display advertising. Those rates are as prescribed in the attachment.
  
2. **E-MAIL MARKETING** - Areas are allowed three (3) family and two (2) commercial promotional e-mail blasts per area rally.
  - A. E-mail blast recipients may include area states as well as states bordering the area.
  - B. Areas may not send e-mail blasts to other entire areas without permission from that area's vice president.
  - C. E-mail blasts promoting an area rally may not be sent to recipients within other areas within thirty (30) days of another area's scheduled rally.
  - D. E-mail blasts must originate from the area's vice president or from a pre-designated area vice president appointee.
  - E. E-mail blast requests and/or creative(s) must be received fourteen (14) days prior to scheduling.
  - F. E-mail blast creative(s) may be provided by the area.
  - G. E-mail blast creative(s) may be modified by the professional staff at FMCA headquarters.



- H. E-mail blast creative services are available upon request by the professional staff at FMCA headquarters.
  - I. E-mail blast creative(s) must be co-branded as the Family Motor Coach Association and FMCA Area.
  - J. E-mail blast creative(s) must meet industry standard e-mail marketing best practices and guidelines as interpreted by the professional staff at FMCA headquarters.
3. MEMBERSHIP PROMOTIONAL SUPPLIES - The national office can supply the membership booth with membership promotional materials for an area rally. The national office can also provide copies of magazine overruns and membership applications to be passed out at the public admittance gate to non-members.

4. FMCA STORE

Area rallies may request the FMCA Store.

The Area Vice President shall request the store from the Director of Membership Services in adequate time for shipping (at least 30 days).

The area rally shall provide two booth spaces and other furnishings as needed at no charge to FMCA.

The area shall provide volunteers to work at the FMCA Store to set up and sell items.

All store items and other materials for setting up the store will be shipped to and from the site from FMCA and at FMCA's cost.

Specific guidelines for managing the store will be sent with the shipment or can be sent to the volunteer coordinator prior to the rally opening.

5. LIABILITY INSURANCE - Area activities are covered under the association's general liability insurance policy which provides protection for bodily injury and property damage arising out of occurrences caused by negligent acts of the association. This coverage comes into effect only if the association is found to be legally liable or negligent, covers the expenses of the injured party only (the only property of the insured that is covered is the physical properties of the national office), and covers the occurrences of a non-automotive nature only. Certain standards must be met before the privilege of liability insurance will be extended to area rallies.
- A. The rally must be sponsored by area organizations and/or chapter(s) under the direction of the National Area Vice President.
  - B. Printed matter such as advertising, programs, news releases, etc., should be approved by the national office whenever possible.
  - C. A Certificate of Insurance shall be obtained from each vendor who services the area rally for a minimum of \$1,000,000 coverage.

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D. Our insurance does not extend to speakers at chapter, area rallies, or international conventions. The giving of advice on how-to-do falls into the realm of professional advice or instruction, and our insurance coverage does not extend to such areas. Our coverage applies only when an accident occurs.

6. CERTIFICATE OF INSURANCE - A Certificate of Insurance will be issued to the sponsoring area organizations and/or chapter(s) upon the acceptance to abide by and perform the above standards. Requests for certificates of insurance that require a named additional insured, require a review of the contract with the named additional insured by the national office prior to the certificate being issued. All certificates of insurance should be requested of Chapter Services at least six (6) weeks prior to the opening day of the rally.
7. LOAN FUND - A fund at the national office, available upon request of a National Area Vice President, will loan up to \$2,000.00 to help an area rally. Amounts in excess of \$2,000, not to exceed \$25,000 may be approved by the Executive Board with the following conditions:
  - A. The Area Vice President must show identified financial need
  - B. This money is not to be used in lieu of the area's financial reserves
  - C. The time limit on use of the money is one year prior to the actual rally date
  - D. The loan must be approved by a two-thirds vote of the Executive Board
  - E. The national office shall do the rally registration
  - F. Advancement of funds is to be paid back to the national office from the area rally registration fees.

This advancement of funds is to be paid back to the national office 10 days prior to the opening day of the area rally. (See Appendix B.)

Should the national office make such a loan, the National Treasurer must receive an accounting of all funds received and expenses incurred and an explanation of how rally profits will be disbursed (either divided equally among the sponsoring chapter(s) or left in a fund to support the next year's area rally).

8. RALLY FUNDS - The Area Vice President must receive an accounting of all funds received and expenses incurred and an explanation of how rally profits will be disbursed (either divided among the sponsoring chapter(s) or left in a fund to support the next year's area rally).

**ITEMS THAT MAY BE PURCHASED (plus shipping charges)**

1. PRINTING/MAILINGS - The national office can prepare and/or mail items and printed matter from print-ready art furnished by the sponsoring area organizations and/or chapter(s). The sponsoring area organization and/or chapter(s) will be billed for material, postage, and handling. Commercial promotional pieces can be sent two (2) times per area rally in conjunction with e-mail marketing.
2. RIBBONS - There are various ribbons available for sale. Please contact Events and Commercial Services for a complete list.
3. TOW CAR STICKERS/HANGERS - Stickers/hangers placed on tow cars for admittance onto rally grounds.
4. BADGE HOLDERS WITH INSERTS - The national office will prepare name badges for pre-registered persons attending an area rally.

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5. ASSORTED HATS AND VISORS - These hats and visors are silk screened and used for volunteers.
6. LOCATOR CARDS - Can print locator cards, which are used to locate members in an emergency situation.
7. PROGRAMS - Can print the rally programs with print ready or electronic copy made available by the sponsoring area organizations and/or chapter(s).
8. BANNER/PRIZE PACKAGES – The area rally may purchase a banner or prize packages containing merchandise displaying the FMCA logo by requesting them from Chapter Services at least six (6) weeks and no more than twelve (12) weeks prior to the opening day of the rally. The Area Vice President is the designated person to make this request. **PLEASE NOTE: The purchase of prize packages is currently suspended.**
9. RALLY PINS – Rally pins containing the area rally artwork are available; an eight (8) week lead time is required before delivery. To order rally pins, contact Events and Commercial Services.

The National Area Vice President will coordinate with the national office the time and place of the official area rally and submit this information, in writing, to the national office in order for the national office to publicize the event and lend support.

Assistance may be obtained by calling the national office, Events and Commercial Services, at 1-800-543-3622. Any assistance requested of should be done at least six to eight weeks prior to the opening day of the area rally. Promotional mailings may need to be requested sooner.