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FMCA REMODELING PROJECT

2017 – AND BEYOND

# Background

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- ❖ Over 54 years, FMCA has built a strong foundation and “brand” on the current Mission Statement:
  - The Mission of Family Motor Coach Association (FMCA) is to bring together motor coach owners who share similar interests in congenial traveling, recreation, and social activities in order to preserve and perpetuate the traditional ideals and spirit of friendly and wholesome family fellowship as manifested by the founders of FMCA.
- ❖ RVIA reports that there are 8.9 million RV-owning households in America

**Leadership asks: Is it time to remodel and open our Family to ALL 8.9 million RV-owning households?**

**Because ... It's not about the EQUIPMENT, it's about the PEOPLE**

# Competitive Landscape

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- ❖ Good Sam has been the largest organization for RV owners for decades. Intelligence indicates their appetite for "community" is not what it once was. **Our intention is NOT to become "just another Good Sam."**
- ❖ Escapees. FMCA and Escapees peacefully co-exist and a "remodel" of FMCA would not change that.
- ❖ Hundreds of segmented organizations exist. Equipment type, traveler preferences, geography and more. A remodeled FMCA would not threaten nor replace people's interest in affiliating with like-minded individuals.
- ❖ Online communities exist, but are not competition for a remodeled FMCA that includes but transcends online communications. FMCA's network facilitates and fosters face-to-face connections, and a remodeled organization would only expand that opportunity.

*RVers belong to different organizations for different reasons.*

# Audience demographics

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Average age of today's FMCA member: 71

Overall RV owner demographics, as reported by RVIA:

- 48 years old
- Fastest-growing segment of first-time RV ownership – 35-54

*Today's FMCA has to **wait** for RV-owning families to move through equipment purchases and other demands on their time-talent-treasures until they purchase a motorhome and become eligible for membership.*

# Options: Build new? Or Remodel?

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- ❖ FMCA leadership and staff explored the possibility of creating an entirely new organization for non-motorhome-owning RVers
- ❖ But then we realized – that’s just creating the SAME thing, just on the other side of the equipment “wall”!
- ❖ Building a new organization also carried much more risk to the organization: higher costs, more effort to build a “brand” from scratch, more resource drain on headquarters to create essentially redundant operations

# Reasons to Remodel

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## ❖ **Larger prospect audience: 8.9 million or more**

- ❖ Ability to develop a relationship when people *begin* their RV-owning journey and influence positive RV experiences
- ❖ Ability to maintain relationships with members who no longer own a motorhome (equipment shift)
- ❖ Ability to make new friends with RVers, **regardless of equipment**
- ❖ Support chapters' ability to recruit and thrive by allowing a broader audience of RV owners
- ❖ Syndicate benefit and administrative costs across a larger audience; deliver better and less expensive benefits for ALL (legacy members included)
- ❖ Ability to better collaborate with RV manufacturer partners and make it easier for them to support FMCA events
- ❖ Capitalize on a perceived opportunity to leverage FMCA's brand as the preferred RV Lifestyle "community"

**FMCA's BRAND and core values will not change. Replace "Motorhome" with "RV" and it doesn't materially change the Core Purpose and Core Values →**

# Core Purpose – Core Values

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## Core Purpose:

- ❖ To be the premiere organization for [RV] owners that promotes [RVing] for family, fun, and fellowship

## ❖ Core Values:

- ❖ Members are the focus
- ❖ Family, Fun, & Fellowship
- ❖ Integrity
- ❖ Sharing common interests
- ❖ Volunteerism
- ❖ [RV] Safety & Education

And the main reason:

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**More members = More fun**



# What changes?

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- ❖ Transition to simply using “FMCA”\* instead of “Family Motor Coach Association.” FMCA can mean many things:
  - F: Family, Fun, Forward, Fellowship
  - M: Members, More, Making Memories
  - C: Community, Camping, Camaraderie
  - A: All about the FUN!
  
- ❖ Expand content to address needs and interests of PEOPLE, and less about equipment; retain FMCA’s leadership for motorhome content and add more about RV lifestyle, regardless of equipment
  
- ❖ Perspective. FMCA becomes INCLUSIVE of all RV owners.

*\* precedent: AARP, which was originally an organization exclusively for retired teachers but is now the largest voice for Americans over 50, regardless of profession or employment status*

# What doesn't change?

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- ❖ Community emphasis
- ❖ Family emphasis
- ❖ Industry leadership position
- ❖ Celebration of the “RV Lifestyle” – whatever equipment an owner chooses!
- ❖ Commitment to delivering peace of mind while traveling
- ❖ Commitment to speaking up for RVers (all equipment)
- ❖ Commitment to delivering great value in the form of benefits and access to programs all RVers need (FMCAssist, FMCA Roadside Assistance, FMCA insurance and more)
- ❖ FMCA will STILL be the organization you love – just with more friends!

# What's Next

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- ❖ Approve modification to Bylaws
- ❖ Involve membership in the remodel
- ❖ Open our (new, wider) doors!

