



FMCA REMODELING PROJECT
2017 – AND BEYOND

Background

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

RVIA reports motorhomes represent 12% of new RV sales each year

Assuming that same percentage applies to overall RV ownership, we could conclude there are over 1 million motorhome-owning families in America

With just over 70,000 members today, FMCA membership represents a 6.5% penetration of the motorhome-owner population

Leadership asks: Is it time to remodel and open membership in our Family to ALL 8.9 million RV-owning households, for the benefit of legacy members and the future of RVing?

Competitive Landscape

Good Sam has been the largest organization for RV owners for decades. Intelligence indicates their appetite for "community" is not what it once was.

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

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?

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 problem 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

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)

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 and expand FMCA's brand as the RV Lifestyle "community" that Good Sam appears to be moving away from

FMCA's BRAND and core values are not fundamentally limited by the type of equipment. Replace "Motorhome" with "RV" and it doesn't materially change the Core Purpose and Core Values →

Core Purpose – Core Values

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:

More members = More fun

What changes?

Transition to using “FMCA” instead of “Family Motor Coach Association” (precedent: AARP)

Expand content to address needs and interests of PEOPLE, and less about equipment

Perspective. FMCA becomes INCLUSIVE of all RV owners.

What doesn't change?

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)

What's Next

Approve modification to Bylaws
Engage membership in adoption
Open our (new) doors!

