



Area Rally Guide

Area rallies play a vital role in establishing the spirit of Family Motor Coach Association. Our goal is to provide a setting in which members can comfortably and safely enjoy the fun and fellowship of the RVing lifestyle. These guidelines are presented to provide assistance in the organization and operation of an area rally and to support your successful achievement of that goal.

This guide was originally compiled in 2000 with input from and approval by the Executive Board.

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ATTACHMENT - FMCA Risk Management Guide

INTRODUCTION

Chapter and area rallies, as well as the international conventions, provide an excellent way to promote RVing. The guidelines presented here are meant to stimulate the planning process and to provide the opportunity for all members of FMCA to share in the vast experience that has been gained through the years.

The success of any rally is dependent upon the people who make it happen. They should be chosen as far ahead of time as possible since some larger rallies require as much as two (2) years of pre-planning to locate an available site and to allow for the inevitable changes that will occur.

Careful planning down to the finest detail, plus careful execution of these plans, is required for a successful rally. Be familiar with the rally site and surrounding areas. Contact the local Chamber of Commerce, Police, Fire Department, EMT, and area businesses. Invitations, brochures, maps, and other items of interest can be obtained from the Chamber of Commerce and included with the eblast announcing the rally, or included in the confirmation packet.

In recent years, the FMCA national office has taken a more active role and become involved with assisting the areas in putting on area rallies. Should you have any questions relating to that support, do not hesitate to contact the Event Services Department at 800-543-3622 or 513-474-3622. Comments and recommendations related to this Area Rally Guide may be addressed to the same department.

RALLY MASTER/RALLY COORDINATOR

Depending on the structure of the area association/chapter, this person may be called different titles. The responsibilities need to be coordinated between the National Area Vice President and the Rally Master/Rally Coordinator.

These responsibilities include:

- Delegating various duties and responsibilities to the various committees;
- Authorizing the expenditures of funds needed to support the rally;
- Entering into necessary contracts and commitments;
- Planning and setting up of the "Operations Center";
- Arriving at site early to check on all commitments and contracts;
- Coordinating placement of directional signs along route to rally (can designate this job);
- Making sure the parking area is marked off and that the registration area is set-up and staffed (registration and parking are of major importance);
- Making guests and first-timers feel welcome (appoint someone to greet guests and first-timers and interest them in the rally activities);
- Conducting routine safety inspections of the rally site throughout the entire rally. Unsafe conditions should be duly noted and any unsafe areas should be "marked off" or otherwise removed from public access until the unsafe condition can be corrected. Please refer to appendix of the "FMCA Risk Management Guide" for additional comments on rally safety. Attention should be given to the operation of trams, and alcohol use should be touched on, as FMCA liability is concerned;
- Conducting a final inspection of rally site after the rally is over to verify everything is left as agreed upon in the site contract.

In addition to a given committee having the appropriate signed documents (such as the Site Committee having the site lease), the original or a copy -- whatever is determined best by the Rally Master -- should be filed with the Rally Master or his or her designee. Any and all documents that involve a financial obligation on the part of the Rally Committee should be signed by the National Area Vice President.

Due to the complex issues involved, consideration should be given to making next year's Rally Master/Rally Coordinator this year's assistant.

PLANNING OF AN AREA RALLY

Planning of the area rally is the responsibility of the National Area Vice President. The Area Vice President is also the leader of the area and presides at area meetings.

EXECUTIVE RESPONSIBILITIES:

- Site Selection and Date
- Planning Rally
- Budget/Financial Plan
- Registration Forms and Ad (Family and Commercial)
- Operating Policies
- Publicity
- Production of Rally

CATEGORIES OF PLANNING AN AREA RALLY:

COMMERCIAL

- A. RV Display -- Demo – Dealers/Manufacturers
- B. Vendors -- Indoor/Outdoor -- Services
- C. Food Vendors
- D. Vendor Live-In
- E. Vendor Parking
- F. Door Prizes

ADMINISTRATIVE

- A. Contracts
- B. Risk Management/Safety
- C. Budget/Finance
- D. Daily Newsletter
- E. Registration/Gate/Will Call/Information/Day Pass/Passport/Lost & Found
- F. Program
- G. Security
- H. Post Office
- I. Phones/Internet Access
- J. E-mail
- K. Signs
- L. Historian/Magazine
- M. Youth
- N. Insurance
- O. Publicity

EVENTS

- A. Entertainment – Frustrated Maestros/Sound Equipment
- B. Food Services – Coffee/Meals/Ice Cream Social/Wine & Cheese/Volunteer Party/Block Party
- C. Seminars/Daily Devotion/Fashion Show

- D. Flea Market (Swap Meet)/Arts & Crafts
- E. Golf Tournament
- F. Parade
- G. Theme

FACILITIES

- A. Parking – Layout/Disabled/Disabled Electric/Volunteer/VIP/Family/Exhibitor/Vendor Live-In/Vendor Loading/Visitor Parking/Day Pass/Passport/RV Wash/Full Generator/No Generator/Early Arrivals/Holding-Staging/Late Arrivals
- B. Welcome
- C. Greeters
- D. Trams
- E. Activity Tram
- F. Tables & Chairs/Radios/Disposal (all trash)/Maps/Golf Carts

RALLY TREASURER

The Rally Treasurer shall be responsible for the maintenance of all financial records. He or she is responsible for paying all authorized expenses and to provide an accounting at the end of the event. Area Rally Treasurer's are bonded under FMCA's crime and fidelity policy.

Responsibilities include:

- Plan to supply start up money to areas where needed;
- Plan to check stations regularly to see if cash needs to be picked up prior to the end of the day;
- Pick up monies at the end of each day from all stations;
- Make deposits as needed;
- Be prepared to pay for entertainment and other contractual costs by check if necessary;
- File any necessary forms.

BUDGET AND FINANCE

The establishment of a budget cannot be emphasized enough. Everything that is planned is dependent on this budget. Each committee chairman should give input for the budget. Past experience should be considered (on-going records should be kept of each area rally and passed along to each rally committee and rally master).

Area rallies should be self-supporting. It is unfair to ask persons not attending to pay for your good times. The registration fee should pay for coffee and doughnuts, plus other expenses such as camping fees, entertainment, food, etc. If you are planning a special activity such as a tour or theater outing, ask only those taking part to pay for this expense. Reservations and payment may be included with the pre-registration form.

Reporting Procedures

- Consider financial aspects of each rally carefully.

- All money received and expended must be accounted for and documented (a simple financial report can provide the document for transmittal of this information and money to the treasurer).
- Send an accounting of all funds received and all expenses incurred to the National Area Vice President. If profits are distributed, there must be an accounting of how they are distributed.
- Valid receipts are to be kept for all money spent.

Cash Operating Procedures

The Family Motor Coach Association has established a written procedure for the cash operation at our international conventions that exercises good accounting procedures and controls. You may want to consider the following items in establishing written procedures for your particular rally:

- Starting Cash: Starting cash will be assigned to each area collecting cash. The responsible individual working the area will sign for starting cash. Starting cash will remain in all cash boxes until the end of the rally, at which time each individual will be given a receipt for it. The rally treasurer will make a deposit for all starting cash on the last day of the convention.
- Receipt Books: Each responsible individual will be assigned a pre-numbered receipt book and will be responsible for their own receipt book until the end of the rally. Receipts will contain the person's name, the amount, the date, what it is for, and type of payment. Receipts will be written for checks, cash, and travelers checks. All checks and travelers checks must be endorsed immediately upon receipt.
- Cash Pick-ups: The rally treasurer will be responsible for picking up cash and will be accompanied by another assigned member. The rally treasurer will make bank deposits for same. The rally treasurer will make pick-ups in each area at least 2 or 3 times per day if needed. A receipt will be written for each cash pick-up and given to the individual to be attached to their receipt book. Only one receipt will be written at the end of each day in each area for the charge transactions. Cash pick-ups are then immediately prepared for deposit and locked in a safe place until they are taken to the bank. Bank deposits are made daily in an established bank within the rally city.
- Recap Sheet: Each individual taking in cash is responsible to do a daily recap sheet of the day's receipts. These recap sheets must be turned into the rally treasurer before the end of each day. The last cash pick-up of the day will be the individual's cutoff for the daily recap sheet.
- Public Gate: Public Gate will be selling daily admission tickets. The responsible individual working the Public Gate will be assigned pre-numbered public gate tickets and will be responsible for accounting for same. Tickets should be sold in numerical order and should not be pre-stuffed in ticket holders. All unused tickets should be returned to the rally treasurer at the end of the day.

For a complete accounting guide please refer to the the Treasurer's Guidelines which is in the Chapter President's Handbook.

SITE COMMITTEE

The following factors should be considered in selecting a site:

- Sufficient, RV-friendly parking spaces. Very Important (good parking = happy people!).
- Will the ground support heavy RVs?
- Will roadways, bridges, etc., approaching the area accommodate RVs?
- Exclusive use of facility highly desired;

- Emergency facilities nearby (fire department, police, hospital, doctor, dentist);
- Toilet facilities;
- Dump stations;
- Water availability;
- Trash disposal;
- Public address system, cell service, and internet availability are points of consideration;
- Security, Medical, Fire;
- Local attractions;
- Area to establish minimum requirements for disabled services and facilities.

Other suggestions are:

- Select the location as far ahead as possible (two years ahead and possibly more);
- If the Site Committee is large, you may want to have a smaller group make the initial contacts and establish a short list of potential locations for review by the entire committee;
- You may want to have the site selected by a committee from the whole Area or the National Area Vice President. If possible, representatives from the chapters in the area being considered should be included in the site selection committee;
- Have the sites moved around the area;
- Schedule the rally at the same time each year;
- Schedule the rally at the same site each year;
- Have one or two chapters in the geographical area of the rally take the overall responsibility for the area rally.

PARKING COMMITTEE

The Parking Committee should visit the selected site well in advance of the rally and chart out the available parking space. Allow 25 feet for normal streets, and 30 feet for streets where trams are scheduled to travel (pre-measured sticks help). The space allowance per RV is normally 25 feet x 42 feet or adequate space when slideouts are involved. (When placed at an angle, the space will be somewhat smaller.) Plan for the location, electrical connections, and marking of your disabled parking spaces. Will there be special carts or tram transportation for those in the disabled parking area? Make arrangements for additional disabled attendees showing up without pre-registering. Just prior to the rally, the committee should revisit the site and mark out parking areas with flags, signs, cones, poles, and whatever else would seem helpful in making the reception and parking of RVs and towed cars as expeditious and efficient as possible. Remember, the Parkers are usually the first contact that attendees have at the rally, and it is important to make a good first impression.

Suggestions for the committee are:

- The committee should be of sufficient size to afford shifts of reasonable length;
- Parkers should be provided with golf carts or other means to get around the area swiftly;
- Radios for communication should be provided;
- Hats and/or vests should be provided for easy identification and safety;
- Arranging for signs to be preprinted and set-up;
- Early Arrival Registrations - Collection of money and dispensing of "Early Arrival" window cards;

- Staging of arriving RVs and planning holding area. By doing this you can sort out non-registered RVs, keep caravans and groups together, and provide an area in which to disconnect tow vehicles;
- Identification of pre-registered RVs should be made available to those parking;
- Disabled attendees' RVs should be easily identified and parked as close to the activities as possible;
- Consider parking tow vehicles separate from the RV parking areas to cut down on vehicle traffic and for safety purposes;
- Consider providing areas for both no generator parking for a full generator parking.
- RV Parking could be divided into the following areas, with or without electric: General Disabled, Volunteer, VIP, Vendor, and Demo/Display.

Other suggested guidelines can be found in Section 22 of the Risk Management Guide.

REGISTRATION COMMITTEE

The Registration Committee is accountable for all matters related to the registration of rally attendees. This committee should be of sufficient size to handle registration and staffing of the on-site booth for the duration of arrival times.

Their responsibilities include:

- Setting timetables;
- Preparing all flyers and additional materials for Registration/Confirmation packets;
- Greeting arrivals, dispensing programs, tickets, etc, in lieu of a Welcome Committee;
- Collecting locator cards (this is important in case of an emergency);
- Handling of Will Call confirmation packages;
- Staffing of on-site booth (this booth would be shared with Security Committee since this committee would have the locator cards available for service and emergency use);
- Arranging space for stuffing of Welcome bags; bulletin boards; and a safe place for all collected registration monies;
- Preparing registration packages prior to the arrival of attendees. This helps prevent long delays at the on-site registration booth.

Registration Form

This form should give the following information:

- Theme and title, dates, and location of rally;
- Costs and any optional costs, along with information as to what the rally fee includes;
- Name, address, cell phone number, and email address of contact person;
- FMCA number (if non-member, prospective or pending member, have them state here);
- Make of RV and license plate number;
- Type of parking needed;
- First and last names of others registering (include the names and ages of children and also first and last names of each guest);
- Volunteer – Frustrated Maestro;
- Is packet to be held at Will Call;
- First-Time attendees;
- Notation of chapter member.

Registration packages may include some or all of the following:

- Badge inserts and badgeholders - This is a very important item as it identifies all registered attendees (attendees, guests, vendors, volunteers);
- RV parking card;
- Locator card;
- Tow car hanger;
- Ribbons;
- Any additional flyers.

Registration forms and money received prior to the rally should be kept in an organized manner. If FMCA's Events Department is handling registration, the Area Rally Coordinator will take care of organizing the registration forms received and depositing the fees. A master registration report will be prepared with copies made for supporting staff. These lists can be arranged alphabetically, by "F" numbers, and/or by dates received. These lists make it possible for the committee and/or the Rally Master to rapidly check on registered attendees.

National Office Registration Process

The National Office can process Area Rally Registrations. Contact the Director of Events or the Area Rally Coordinator for more information. The Events Department also provide copies of the Area Rally Registration Guide (this guide provides the area with the registration process that the National Office follows).

SECURITY COMMITTEE

This committee should be made up of a sufficient number of members to cover the site from the time of the first arrival through the departure of the last to leave. It is important to provide a phone number for the receipt of emergency phone calls.

The following equipment should be provided:

- Good map of the grounds with markings of the various parking areas;
- Access to Locator cards of the registrants (with sufficient information to locate the RVs quickly);
- Radios (for shift personnel);
- Golf carts (for patrolling and emergencies);
- First Aid supplies & equipment for use while awaiting the arrival of local emergency services (keeping records of each incident).

Responsibilities include:

- Making contact with local police, fire department, and medical service providers in the area;
- Designating a "Shift Captain" to coordinate patrols, determine number of security volunteers needed, hours of coverage, and required areas;
- Arranging for professional security for nighttime duty (hiring of off-duty police to handle security during this shift may be considered);
- Being aware of where the Security Chief's RV is located;
- Obtaining a nightly count of RVs when necessary.

Other suggested guidelines can be found in the Risk Management Guide.

FOOD COMMITTEE

If food is to be provided, the Food Committee may decide upon what, when, and how it is served. Consider if you have to pay the site a percentage of the food bill or if it would be cheaper to use their food service. Determine if sales tax is required for the food and arrange for the appropriate collection and payment. Remember that paying guests will forgive many problems that arise, except bad food poorly served.

Your committee should be of sufficient size to:

- Host during feeding times;
- Collection of tickets (some areas utilize security to take tickets);
- Direct participants to tables;
- Clean up tables when necessary;
- Decorate tables (some areas utilize a separate decoration committee);
- Evaluate facilities that will be used for feeding as to size, numbers of tables and chairs, ventilation, and possible electric and water needs of the caterer(s) before contracts are signed.

Before hiring a caterer(s), it is wise to:

- Contact them well in advance;
- Check out the caterer (quality of food, reputation, health department requirements, liability insurance, and ability to handle the number of people to be fed in the facilities available);
- If possible, sample the actual food you are planning for the menu from the caterer(s);
- Accept bids for given menus (if there is more than one caterer available);
- Divide meal responsibilities (if there is more than one meal and/or caterer).

After choosing a caterer(s), you should have your specifics spelled out and have all agreements rendered in writing and signed by all parties concerned. If your caterer isn't willing to sign anything as specific as this, maybe you'd better try for another caterer.

Some items to consider are:

- Are condiments included?
- If so, how will they be supplied? What sizes? Individual or bulk servings?
- Will the catering company provide its own tables, serving dishes, serving utensils?
- Who will provide individual dishes, cups/glasses, and eating utensils?
- What is the price for each individual meal per person?
- Who will provide beverages and exactly what, where, and at what times?
- Will there be alcohol served with any meal? If so, what is the price and site restrictions?
- If so, what label will be used? Has it been tasted?
- When will the caterer require the final count per meal?
- What percentage will caterer cook over your count and not charge you extra?
- Who gets the leftover food?
- Who will do the ticket count for payment?
- Who will take tickets?
- Does the caterer guarantee quality? If they do, what is the dollar penalty if the food is not done properly?
- Is there a "Prep Kitchen" on the grounds? If so, what is the charge, who pays for it, availability, and what does it offer?

Things for the committee to know beforehand:

- Self-serve food is not recommended;
- Collection of tickets should be at the time the food is actually given out, and the drinks and food should be given out together;
- The menu should be set early;
- Consider the number of servings, size of servings, the number of people who will need to be served, and the number of serving lines;
- Time of each meal;
- Amount of cooks needed to cater;
- Number and location of BBQ units if used;
- Preparations to keep food hot or cold;
- How will pre-cooked items be held to maintain flavor and quality?
- Not all areas serve food and others recommend that food not be served but be available in a food court.

Other suggested guidelines can be found in the Risk Management Guide.

ENTERTAINMENT COMMITTEE

The Entertainment Committee is responsible for any and all paid entertainment to be provided for rally participants. The facilities become a key factor if entertainment is a central attraction of the rally and this committee should be present when sites are visited. Their work begins immediately upon site selection and knowing the available facilities.

Things to consider are:

- Use of an agency, unless you have a member experienced in this field;
- Audience's taste;
- Facility;
- Cost;
- Varying the entertainment;
- Locating local entertainment;
- Viewing a video of the entertainer, unless a committee member has seen the entertainment.

After selecting the entertainment, the committee should:

- Check for quality of sound system. If none, make arrangements through grounds or outside provider;
- Enter into a contract, detailing every requirement of both parties (which includes: cost, amount of set-up time, requirements, where and when they can unload equipment, who will secure it, length of performance, rain provisions, blurbs for program, etc.) and signed by both;
- Make arrangements for what time the entertainers will arrive, and who will meet and stay with them until they perform;
- Decide whether food and drinks for the entertainers is required;
- What dressing room facilities are required?

EXHIBITS COMMITTEE

The National Area Vice President and the Exhibits Committee must assess the space available exhibitors and determine a rental rate for each. In order for these business people to plan ahead, as soon as a site is selected, they should be contacted and informed of the date, place, and facilities of the rally along with the cost of space. Customarily there are two groups under this heading -- *Indoor* and *Outdoor*. A diagram of both the indoor and outdoor exhibit spaces, setting forth dimensions and access, should be included.

General Suggestions:

- Be aware of tax requirements of the state in which the rally will be held;
- Know whether or not out-of-state RV dealers may sell or only display (make sure that all vendors are aware of this clause);
- In all fairness, it is suggested to make potential exhibitors aware of competitors that have already contracted for space;
- Contracts for space rental should contain a repeat of this information and acknowledgement by the exhibitor that he will assume all responsibility for meeting the requirements of the state and local government;
- Contracts should state whether the exhibit space includes RV parking, meals, set up costs, etc.;
- Have spaces marked off and identified in advance of space rentals;
- Consider having an exhibitor entrance, and escort exhibitors upon arrival to their reserved spaces and assist with individual set-up requests;
- Have a committee member available at all times that exhibits are open to give assistance;
- Consideration should be given into establishing an RV wash area for new models;
- Exhibitor early or late loading or unloading should be discouraged (if one is allowed, all will want the privilege);
- It is wise to not allow unloading or set-up until payment;
- Provide distinguishable badges and insist they be worn at ALL times for easy identification;
- "Breakdown" time of exhibits should be enforced;
- If a "Coffee Booth" or "Exhibitor's Party" are planned, decide who will set-up and service, who will be allowed to participate, serving times, and Security needs;
- Consider having Security present as a back-up when exhibitors are unloading;
- Consider the use of an evaluation form;
- Maintain a vendor mailing list to solicit for future rallies;
- Establish a time deadline for confirming rental space to facilitate selling unconfirmed space prior to the rally.

Outdoor Exhibits:

- Map out the outdoor exhibit spaces prior to arrival, allot space in a way that will allow exhibitors to park their exhibits so they will not block others (20' x 40' seems to be the normal size);
- Consider how you will assign spaces and be sure to communicate the basis with your exhibitors prior to the rally (amount paid, first come - first served, space drawing);
- Consider how much electricity will be needed by each exhibitor and the proximity of electrical outlets (making sure no cords are laid across walkways or that could causing a tripping hazard).

Indoor Exhibits:

- Mark and drape indoor spaces, designated doubles, and placement of each booth before set-up commences (10' x 10' seems to be the normal size);
- Decorator or designated person needs to be aware of space allotments so they can provide the exhibitors with their special needs;
- Space may be needed by the decorator to store extra items until set-up and after set-up;
- Exhibitors with speakers should not be adjacent to someone trying to sell without a speaker;
- Front and corners of the exhibitor building are the most desirable and should be given to those registering first or sold at a premium price point;
- Consider who needs electricity and how to get it to them without cables across the aisles;
- Make sure two vendors selling like items are not close to each other.

Other suggested guidelines can be found in the Risk Management Guide.

YOUTH COMMITTEE

If applicable, this committee plans and oversees the youth activities at the event. Unfortunately, in recent years the number of youth attending rallies has decreased and there is minimal interest in providing programs specifically for youth.

The following suggestions are provided for this committee:

- Require the adult(s) responsible for the child to complete an Emergency Medical Release form and Youth Program Parental Consent and Release of Liability form (located in the FMCA Risk Management Guide) before participating in any activity (this helps to reduce your liability);
- Have adult supervision for all activities. The ratio of adults to children will depend on the risks associated with the activity;
- Activities can range from individual and team games, showing "G" rated movies, outings to local attractions such as a fast food breakfast, making craft items, etc. If off-site activities such as trips to an amusement park or water park are considered, it is suggested that rather than sponsor the event, the rally simply make transportation available for those who wish to go;
- Teenagers -- It is often difficult to find the right entertainment. They seem to need a place of their own to hang out. Provide a few tables and chairs, some snacks, and internet access and they will probably be able to figure out something to do. Some off-site activities to consider would be: miniature golf, bowling, skating;
- If a separate center is set up for the youth, you should consider having a TOTS/TWEENS Center Information Sheet that should be completed when the child is placed in the center;
- Establish a youth organization utilizing a 4-age group program. In such organizations, the youth have their own set of officers and hold elections at the rallies. You might want to include something to encourage your area's youth to form an organization of their own. The youth, your area, and FMCA, may benefit from such networking.

T - TOTS ages 2-5

A - Adolescents ages 6-9

T - TWEENS (in-betweens) ages 10-13

S - Seniors (known as TATS) ages 14-18.

Other suggested guidelines can be found in the Risk Management Guide.

SEMINARS/TOURS COMMITTEE

This committee develops a list of seminars that appeal to the participants.

Their responsibilities may include:

- Appointing a coordinator who will schedule seminars, tours, entertainment, youth activities, adult activities, meals etc., so that there are as few conflicts as possible;
- Early contact of presenters or leaders;
- Confirmation in writing of date, time, and place presenter will be expected;
- Follow-up letter reminding them of obligation and phone call shortly before rally to confirm;
- Introductions of seminar leaders;
- Retain copies of correspondence, primarily emails, or mailed;
- Make tentative arrangements for tours in advance with place to be toured and a bus company.

General information needed for seminars/tours:

- Types of seminars and number of seminars dependent upon facilities;
- Many vendors/exhibitors wish to give seminars. Make sure that the presenter knows that the seminar should be educational and not a "Sales Pitch." This information should be included in all correspondence that is sent;
- Fees paid to a presenter are not usually required; however, there may be special seminars that involve a fee and/or expense (in these cases, the committee needs a budgeted amount);
- Presenters should provide a seminar description to include in the program;
- Set-up of seminars (chairs, tables, lighting, extension cords, screens, projectors, microphones, etc);
- Signs for directions to seminars and/or meeting points;
- What are they planning to bring and will they need help with unloading;
- Will presenters need help with samples or handouts;
- Who will introduce the speaker;
- Volunteers will be needed to help the seminar presenter, keep track of the number of attendees, and possibly do an evaluation of the seminar. Evaluations help in future seminar scheduling;
- Presenters should be sent a confirmation email or letter to make sure you the presenter knows the time, place and subject;
- Tours are dependent upon location and attractions surrounding the rally site;
- Limit tours. Having too many tours takes attendees away from vendors;
- If tours are limited or will be a major interest, a notice of the availability can be sent with the registration information, including costs, length, etc., and a commitment or reservation form to be returned with a deposit;
- The Registration Committee should have seminar/tour information to answer questions as attendees arrive.

PROGRAM COMMITTEE

The Program Committee develops and has the program printed of all scheduled events of the rally. This committee does not need to be large but it should have enough people to gather information from the various planning committees.

Their responsibilities include:

- Establishing deadlines and gather information from various planning committees;
- Making arrangements well in advance of press time with a reliable printer;
- Discussing costs with everyone involved;
- Layout program for publication (if someone on the committee has this experience, it is helpful);
- Coordination with all committee chairmen is necessary;

Information and items to include in the program:

- Welcome letter(s) from local government official(s);
- Welcome letters from from AVP National President;
- Map of rally facilities identifying different activity areas;
- Description of seminars (with time, place, date, and any costs);
- Description of tours (with time, place to meet, date, and any costs);
- List of exhibitors and the products/services available;
- Grounds services;
- Food available;
- Acknowledgements of volunteers, committees, donations, and exhibitors;
- Advertising (to offset printing costs);
- Maps, seminars, daily activities, pocket schedule.

Program Advertising

- Advertising can be sold by full page, half page, quarter page;
- Prime advertising spots are on the inside covers and the back cover;
- You may require that partial or full payment be made in advance upon advertisers' advance approval of copy prior to actual publication;
- Discuss costs "up front" in order to plan accordingly;
- Provide and emphasize ad artwork deadlines;
- One way to save costs with the program is to give one complete program to a member together with a "Rally-At-A-Glance" handout that includes only basic information (entertainment, seminars, tours, etc.)

The National Office can print the rally programs with camera-ready art made available by the sponsoring area organizations and/or chapters. Please refer to P&P 3004 of the *Member & Volunteer Handbook* for details (P&P 3004 is included in the appendices of this guide). Coordinators must adhere to deadlines.

PUBLICITY COMMITTEE

This committee's sole responsibility is to make arrangements for advertising the event.

Things for this committee to remember:

1. Help design the registration form and insure that it is published in *FAMILY RVING* magazine;
2. FMCA will provide three (3) free full page ads in *FAMILY RVING*; however, the lead time necessary should be planned with the Area Rally Coordinator (see NATIONAL OFFICE RALLY SERVICES section for details);
3. Decide whether there will be enough people to make it worthwhile to have a public gate (if you have one, coordination with the security committee is necessary);
4. If you have a public gate, inform the local media and take out ads in local newspapers (ads should specify what is included with their admission fee);
5. Establish a public gate fee (this fee is normally around \$5.00 with children 12 and under admitted free); Keep the cost down to attract more of the public;
6. Secure information about local attractions to hand out at information desk;
7. See if radio and television stations in area will be interested in making public announcements on the air;
8. Write articles for publication in local newspapers;
9. Write pre and post articles for the *FAMILY RVING* magazine (see NATIONAL OFFICE RALLY SERVICES section for details).

The rally publicized in the area and chapter newsletters as early as possible to allow members to plan the trip. Most areas have found it convenient to hold rallies at the same time frame each year. Area Vice Presidents should coordinate with one another to avoid conflicting with each other. Newsletter coverage should begin with the theme and title of the rally, the city and state of its location, and the dates it will be held.

The following information should be contained in the article and/or confirmation packet:

- Complete directions to the rally area; remember persons coming from out of state or arriving late at night may have difficulty;
- Address and emergency telephone number for the rally grounds;
- If the area will provide electricity, water, and dumping;
- Where to buy diesel fuel, gasoline, groceries, etc. or a notice of their non-availability;
- Information regarding educational areas nearby;
- Information regarding entertainment in the area;
- Information about special tours or dinners at extra charge for participants;
- Location of lodging and restaurants nearby;
- Name and telephone number of the Rally Master;
- Date and time RVs may come into the area; date and time they have to leave;

TRAMS

For tram usage, please refer to Section 7 of the FMCA Risk Management Guide for safety considerations in the operation of trams and consider the following suggestions:

- Designate a person to coordinate trams;
- Driver and conductor communication;
- At least two (2) people should be manning the trams; one to drive; one to monitor the passenger area;
- Develop the trams schedule (how early, how late, during the dinner hour, how late after entertainment);
- Have designated stopping points and mark them with signs;
- Have a trams map in program;
- Stops along route (will trams be allowed to stop if asked);
- Special hats or vests to identify volunteers;
- If tram advertising has been sold or a company has sponsored the trams, will they have a sign to affix to the tram and, if so, how will it be attached.

GOLF CARTS

Suggested guidelines located in Section 17 of the FMCA Risk Management Guide pertaining to the operation and use of golf carts.

Items to consider:

- Operator must be 18 or older with a valid driver's license;
- Operator should have thorough instructions prior to use;
- Use of the golf cart should be limited to the number of persons for which it was designated. Typically, carts are either a two- or four-passenger style.
- Golf cart battery charging and/or fueling areas should be designated, and no smoking signs should be posted;
- Operators must obey all normal laws/rules while operating the vehicle, and the speed limit should be limited to 5 mph where there are pedestrians;
- Carts must have rearview mirrors to be operated;
- Carts must have operating headlights and taillights if operated before sunrise or after sunset.
- All operators must review the golf cart safety video provided online in order to drive a golf cart at an event.
- Carts should be inspected daily by the users.
- Carts should be secured to prevent unauthorized and after-hours use. Keys should be removed.
- Anyone signed up to receive an FMCA-rented golf cart must view the FMCA Golf Cart Training Video before the cart is assigned to the individual.

ADDITIONAL COMMENTS

As part of the overall planning consider and incorporate some or none of the following within the various committee structures:

- Equipment Rental;
- Photographer;
- Signs;
- Non-Chapter Member Mailing;
- Ribbons/Badges;
- Disabled Coordinator;
- Grounds Services (dump stations, water, convenience store, trash control, etc.);
- Communication/Radios;
- Other committees to consider are greeters, signs, and disabled services. In considering the disabled, we should make sure everything is accessible. Disabled trams are a must. Care should be taken to ensure adequate and safe transportation around the site for all attendees. A tram/transportation committee should be established if the location demands trams;
- An Information Committee can benefit the rally. These volunteers can assist attendees with site location, trams, busses to local malls, information about tours and exhibits of the local area. An Information Center also can be used to house the locator cards when registration is complete;
- Door prizes and Welcome Bags are a nice addition to area rallies. If desired, have a committee to solicit the door prizes and insertions for the Welcome Bags. Make arrangements to have the Welcome Bags stuffed.
- Each committee is urged to keep minutes of all meetings as a reference for meetings of the Planning Committee and as a reference for future rally committees;
- Place a bulletin board in a convenient location. The Information Center is a good location.

Things to post would be:

- Who's attending the rally;
- Schedule of rally activities;
- Location and time of church services;
- Location of nearby stores;
- Addresses of fuel sources;
- Locations of restaurants, theaters, entertainment venues;
- Methods of contacting the fire department, police department, and hospitals.

EMERGENCY SERVICES (FIRST AID/FIRE AID)

Establish a command center with appropriate staffing, procedures, and equipment including:

- Staffing based on the size of the event;
- Establish and publish hours of operation;
- Establish emergency procedures and information;
- Establish emergency contacts and telephone numbers;
- Establish an emergency locator system;
- Establish appropriate attendee identification;
- Maintain ground communications via radios, cellular phones, etc.

At FMCA Area Rallies, the requirements for emergency services will vary depending upon the size of the event and its location. Oftentimes the location will dictate the availability of some services.

Some items to be considered are:

- Costs;
- Local and/or State requirements for Emergency Services;
- Dedicated, onsite medical or EMT staff;
- Dedicated ambulance;
- Designated helicopter landing area;
- Availability of site security or police;
- Fire department/marshal contact prior to event relative to layouts for temporary buildings, equipment, and services locations, i.e., electric generators, fuel oil tanks, LP gas facilities, tents, etc. Determine the need or requirement for inspection for temporary sites and services, especially electrical;
- Convention and rally sponsors should provide safety and security volunteers wherever needed, establish the number needed prior to the event, and provide those volunteers with pre-event instructions;
- Provide local police, fire department, EMT service and hospital with a schedule of events and facilities map prior to the event.

Other suggested guidelines can be found in Section 11 of the Risk Management Guide.

NATIONAL OFFICE AREA RALLY SERVICES

Family RVing Magazine

Area rallies receive the following advertising in *Family RVing* magazine. The ad is to be sent to Area Rally Coordinator at the national office 60 days prior to cover date of the first issue in which the area association or sponsoring chapter(s) wish the ad to run (Ex. March issue, deadline is January 1).

- Area rallies will receive one full page of color advertising in no more than three (3) issues prior to the date of the rally and may choose which months the ads are to appear. Discounted rates will be extended to areas for any additional display advertising. Please refer to P&P 3001/A of the *Member & Volunteer Handbook* of the Policy & Procedure Manual for details (P&P 3001/A is included in the appendices of this guide).
- Area rally information will be published in the Association Calendar section of the *Family RVing* magazine in up to twelve (12) issues prior to the date of the rally.
- 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.

To assist area rallies, FMCA will provide the following at no cost (please refer to P&P 3001, which is included in the appendices of this guide, for more details):

- E-mail Marketing – to include three family and two exhibitor e-mail blasts;
- Membership Promotional Supplies – magazines, commercial/family applications;
- FMCA Store – to include FMCA logo apparel and products
- Liability Insurance – please refer to the FMCA Risk Management Guide;
- Certificate of Insurance – issued to the area association or sponsoring chapter(s). Request at least six (6) weeks prior to the opening day of the rally;
- Loan Fund – the national office can make a loan available to the area for its rally if need is show and the loan is approved.

Support Merchandise

The following items may be purchased in support of an area rally which includes shipping charges. The following items are available for your area rallies: (Please refer to P&P 3001 of the *Member & Volunteer Handbook* for details, P&P 3001 is included in the appendices.)

- The national office will prepare name badges for pre-registered persons attending an area rally;
- Ribbons – first-time attendee and volunteer ribbons;
- Tow Car Hangers (must to be ordered individually - not kept in stock);
- Hats & Visors - Silk-screened and used for volunteers. Contact the Events Department for a list.
- Locator Cards – generic-type locator cards, which are used to locate members in an emergency situation (pre-printed locator cards if FMCA doing registration);
- Programs - FMCA can produce rally programs with print-ready file sent by the area;
- Printing - The national office can prepare promotional mailing pieces and other printed matter from camera-ready art furnished by the area association or sponsoring chapter(s). The area association or sponsoring chapter(s) will be billed at cost for material and mailing or shipping. All printing requests should be requested through Events Department;
- Mailings - The national office can prepare and mail promotional pieces and other printed matter up to two (2) times per year from camera-ready art furnished by the sponsoring area organizations and/or

chapter(s). The materials and postage will be billed at cost to the area association or sponsoring chapter(s). All mailing requests should be requested through the Events Department. These mailings can be requested two times per year maximum.

Family Registration Support

- Early Arrival Fees – Payments for early arrivals should be collected onsite and not included on registration forms.
- Volunteer Credentials – FMCA national office can furnish “V” credentials in Confirmation Packets for all rally volunteers. However, the national office is not able to furnish personalized credentials showing a chapter affiliation.
- Contact Individuals – The number of area individuals contacting the national office should be limited to two key personnel per rally.
- Area Rally Dates – Approval of dates for area rallies *must* include consideration of the national office’s ability to support them.
- Deadlines – Published deadlines for submission of all material must be honored or the item will be placed in the next available production slot; missed deadlines could result in delayed shipping.

Exhibitor Registration Support

- Exhibitor Registration Form – FMCA national office will help develop exhibitor registration forms with information provided by the area, per the published deadlines for submission of information.
- E-Blasts – FMCA national office will assist in setting up 2 exhibitor e-blasts per area rally and send them in accordance with P&P 3001 and the published deadlines for submission of information.
- Exhibitor Registrations – FMCA national office will enter exhibitor registrations and forward registration funds via ACH to the area rally bank account on or about the 10th and 24th of each month in accordance with P&P 3005 and the published deadlines for submission of information.
- Registration Confirmations – FMCA national office will confirm registrations to exhibitors. These confirmation packets may contain: locator cards, parking credentials, towed car hangers, as well as any additional materials that are supplied by the area’s exhibitor coordinator. Badges may be included in confirmation packets; however, because of breakage of holders and postage costs, the FMCA national office recommends that they be shipped to the rally grounds for distribution on-site.
- Exhibit Sales – Exhibit space sales are the responsibility of the area volunteers. The function of the FMCA national office is to enter registrations, collect fees, and offer reporting. Area volunteers are responsible for space sales, space locations, communication with their exhibitors, and processing of any refunds. Should an exhibitor need to ask questions regarding space options, request copies of forms, or need any other information they should contact the area volunteers.
- Followup – FMCA national office will forward copies of all completed registration forms to the area rally. Rally volunteers should handle any required followup.
- Reports – The following reports are available for area rally use:
 - Registration Report – (Alphabetical listing of all registered exhibitors).
 - Events Report – (Lists all rally events, their registered exhibitors, and the quantity requested by each participant).
 - Money Report – (Lists Exhibitors, their payments, and their purchases made for a time period for a rally).
 - Product Report – (Lists products exhibitors plan to offer at a specific rally).
 - Seminar Report – (Lists exhibitors that are presenting seminars and number of seminars presented).

Incident Investigation, Reporting & Follow Up

Utilize standard accident investigation and reporting procedures.

Items that should be considered are:

- Safety and security staff accident handling, investigation, and reporting instructions;
- Utilize an accident report form;
- Take photographs of accident scenes;
- When incidents involve personal injury and/or property damage, follow up to show concern and refer any claims to the appropriate insurance carrier. Avoid lengthy discussions about the incident itself (leave that to the appropriate insurance carrier's representative) and focus on your concern for individuals and their property;
- Consider use of "glove box accident kits." Each kit should contain instructions for its use and an accident reporting form. The kit may contain a general liability accident report form;
- Report all accidents or claims to the National Area Vice President who will report to the Director of Administrative Services or the Executive Director at FMCA national office as soon as possible.

Other suggested guidelines can be found in Section 10 of the FMCA Risk Management Guide.

AREA RALLY CRITIQUE

Evaluations

You may want to have the Planning Committee write an overall evaluation of the rally after the fact and ask each committee to do the same. The evaluations would be most useful if they include not only the successes but those things that, if done differently, might have turned out better.

Evaluations are strongly recommended! These have helped improve the rallies each year. Mistakes do occur, but hopefully old mistakes are not repeated. A wrap-up meeting at the end of the rally that includes all committee chairs and other interested volunteers is very helpful. In addition, ask attendees to complete an evaluation, seminar volunteers and leaders to complete evaluations, and ask the vendors and dealers for their input. These should be summarized and made available to the future Rally Masters.

These documents should be used to establish an agenda for each planning meeting to keep the meeting organized. The secretary keeps notes on this document and then it is updated and used for an agenda for the next meeting. Based on the previous rally's critique meetings and critique sheets, this copy should be updated and used for the first planning meeting of your upcoming rally.

The success of an Area Rally is not necessarily how many RVs attend, but how well it is planned so that few "glitches" occur causing discontent.

MEMORANDUM ON TAX INFORMATION FOR CHAPTERS AND AREAS

FMCA and its chapters/areas are classified as being exempt from the payment of federal income taxes under Section 501 (c) (7) of the Internal Revenue Code of 1986. FMCA and its chapters/areas received this tax-exempt status from the IRS on March 13, 1975. To maintain this status, FMCA annually requests each chapter/area to indicate whether their gross receipts have exceeded \$25,000.

For a helpful memo regarding Tax Information for Chapters and Area, please see the Appendix.

***Disclaimer:** Taxes can be complicated and the application of rules is subject to circumstances unique to each FMCA Chapter. FMCA is not engaged in rendering legal, accounting or other professional services. If legal or other expert assistance is required, the services of a competent professional should be sought by the area or chapter.*