



Porsche Club
Of America

Region
Membership Chair
Guide - 2005

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Overview

Each year Regions of the Porsche Club of America appoint new Membership Chairs to handle the recruitment, reporting and retention of the membership in their Region. We have prepared a packet of information to assist the Membership Chairs whether they be new to their job or old timers at the job to try to make the job easier and more fun.

The packet (CD) contains a Membership Chair job description, membership procedures, draft letters, the very important privacy policy and some ideas on retention, along with a Membership Renewal sample spreadsheet to help keep track of when members renew so letters and follow-up can be done on time.

Membership Chairperson

Process new membership applications, including the mailing of application forms to prospective new members, signing official applications received and forwarding to the Executive Secretary at PCA National, and sending a copy of Region bylaws and Region logo to all new members.

Process membership information and data on new members, dropped members and transfers as follows:

- Additions, changes and drops sent to the Region data processing chairperson by the selected day of the month.
- Additions sent to the newsletter editor by the selected day of each month.
- All changes recorded on the Membership Chairperson and President's card files.

Record members' renewal dates and drop members who have not renewed after a two-month grace period.

Prepare a monthly report on monies due from National for new members and member renewals. Send a copy to the Region President.

Maintain a running account of membership gains and losses and report monthly at the Region Board meeting.

Maintain file copies of all membership data and reports.

On a monthly basis, service PCA Information Boards located at various shops in the area, replenishing membership forms and posting the calendar of events.

Section III – Region Information

Part 3 – Membership

The Regions are the centers of activity for PCA members. New members come into PCA associated with a Region. Under the Club's Bylaws, no person may hold membership in the National Club without being a member of a Region and vice versa.

The Bylaws also provide that membership applications be submitted to a Region which shall either accept or reject the application (Article IV, Sections 1 and 2)*. An approved application is submitted by the Region to the Executive Office for processing into the national organization. The Procedure to be followed is set forth below.

Questions concerning membership qualifications should be directed to the Executive Office.

New Members

Once a prospective member is accepted by a Region, send the executed and endorsed (by Region officer) application with check for full year's dues to the PCA National Office. Be sure to keep your own records on this and send the Executive Office section of the application to PCA National. If the application is not endorsed, if it is not completely filled out, or if the dues are not included, it will be returned to the submitting Region. Once completed, PCA National will acknowledge membership acceptance to the new member by letter and will send him/her a membership card. The new member will show up on your monthly membership reports.

Applications Sent Directly to National

Regions have the option to give LIMITED DELEGATION OF AUTHORITY to the Executive Secretary with regard to the processing of applications and can thus expedite the processing time. The LIMITED DELEGATION OF AUTHORITY must be selected each year on the annual Region Report Form. This option will remain in force until rescinded in writing or changed on the next annual Region Report form.

Should a Region not choose to delegate the function of accepting applications on the Region's behalf, then you must specify the procedures to follow to process a new member application. The Executive Office will forward applications for approval per your instructions.

If your Region allows the Executive Office to accept applications directly, a copy of the application/information will be forwarded to the membership chair. The new members will also appear on the Region's monthly membership report. Regions are responsible for adding the new member to their mailing list.

Prospective Members

When an inquiry comes to the PCA National Executive Office, the Executive Office will send a membership information packet to that person or refer them to the pca.org web site. This packet contains a cover letter providing the name, address and telephone number of the membership chairperson of the Region in which the potential member resides, a membership application, and a sample copy of *Porsche Panorama* magazine. A copy of this cover letter is sent to the Region membership chairman of the Region where the person lives. The Region membership chairman will

(hopefully) contact the prospect to assist in completing the membership application and to advise the prospective new member of, and to invite them to attend, activities and events in the Region.

Each Region receives a bulk supply of *Panorama* each month, in a quantity determined by the size of the Region, and these *Panorama* issues are for use in recruiting new members or other similar purposes. On the Region Report form, you should specify who should receive the multiple copies of *Panorama* and how many copies are needed.

PCA Quest

This program has been developed to allow non-owners who are searching for a Porsche to have access to *Porsche Panorama* to assist in locating the Porsche they wish to purchase. The payment of \$40.00 entitles a Quest participant to receive six issues of *Porsche Panorama* magazine and 6 months limited access to browse the online Mart. PCA Quest does not afford the individual any of the benefits of PCA membership nor the opportunity to participate in Porsche Club of America, Inc. activities. No renewal of PCA Quest is permitted and neither can the PCA Quest payment be transferred to a membership when a Porsche is purchased.

Once a PCA Quest participant purchases a Porsche, a PCA membership application bearing the year, model and vin number of the Porsche can be completed and returned to the PCA Executive Office for processing along with the full annual membership fee of \$42.00. (A coded membership application is enclosed with the letter of acceptance to the PCA Quest program for their use.)

Individuals who express an interest in Porsche Club of America, Inc. membership, but do not meet the Porsche ownership requirement, should be advised to contact the PCA Executive Office to arrange for participation in the PCA Quest program.

Transfers

Some members are obtained by transfer from other Regions and some of your members may transfer to other Regions. When a member transfers into or out of your Region, you will be advised of the member's pertinent information on the end of the month report from the Executive Office.

Renewals

Each year the Executive Office will bill members for annual renewals during the month preceding the expiration of their membership. The Region membership chairman can assist by reminding those members whose renewal periods are approaching to pay dues promptly upon receipt of their invoices. Only one invoice will be sent. A reminder notice is sent after the expiration of a membership inviting the member to reinstate. A Non-Renewal Survey is also sent with this reminder to ascertain reasons why members drop. This information is compiled and reported on by the National Membership Chair.

Membership Report to Regions

At the end of each month Executive Secretary prepares a report for each Region listing the membership activity in the Region for the month. The report shows NEW MEMBERS, TRANSFERS IN, ON TIME RENEWALS, LATE RENEWALS, TRANSFERS OUT, DROPS, and MEMBER RECORD CHANGES. The "drops" are the members who did not renew their membership by the end of the month for which the report has been prepared. This report shows the member's membership

number, member's name, name of the family or affiliate designee, and the year/month code of the family or affiliate member,

The Region membership chairman will be able to maintain accurate membership data utilizing this monthly report from the PCA National Executive Office. Membership Chairs and the Region President may access this report online at their convenience. If the membership chair does not choose to receive reports online, then a print out of the monthly report will be mailed.

On-Line Membership Data

The President and Membership Chair of each Region can establish online access to the Region's membership files for viewing and downloading through the PCA web server. A new system is in process for the 2005 membership year. (You will not be able to make any changes to PCA national data, however; you will be able to maintain and make changes to your Region activity information.) In addition, you will be able to receive your Region's monthly membership report electronically, if you wish.

At the end of each year, all Region Membership Chairs and Presidents will need to file new On-Line Access Forms to secure access to the online reports. (See pca.org, member services, admin) Further, the Region Report Form must have been completed and returned to PCA National and indicate the name of the President and Membership Chair before online access will be obtainable.

The integrity of the PCA data and the privacy of its membership records is of utmost importance; consequently, security measures must be followed in a strictly conscientious manner. You should not share your password with anyone.

Official Membership Listings

At the end of December each year, a current hard copy membership list is provided to each Region by the Executive Office, unless the Region membership chairman advises the Executive Office that it is not required. A CSV file of the Region's membership list is available on a monthly basis, but it can be requested at any time.

Anniversary Membership Recognitions

Anniversary Decal – As an Active Member or a Family/Affiliate Active Member complete 5, 10, 15, or 20 years of membership, the Executive Secretary will send a special decal indicating the length of membership. This is done in the month following their renewal for the year. Members completing 25 years will receive a special silver decal indicating length of membership. Members completing 30, 35, 40, 45, or 50 years of membership will receive a special gold decal indicating length of membership. Replacement decals are made available upon request to qualifying members at a fee established by the Executive Council.

Anniversary Certificates – A certificate commemorating 10, 20, 30, and 40 years is also sent along with the anniversary decals.

Twenty-Five Year Membership Pins – Members who have completed twenty-five years of membership in the Porsche Club of America are entitled to a 25-year gold pin. These pins are sent to the member automatically following their annual renewal for the year in which they are eligible.

Forty-Year Membership Name Badge – Members who have completed forty years of membership in the Porsche Club of America will be given a club name badge. These will be sent following the annual renewal in the year in which they are eligible.

Region Anniversaries

PCA recognizes Region Anniversaries beginning with the 20th anniversary. The anniversary date is based on the Region's charter date (adjusted for any lapses that have occurred). Since 1994, PCA furnishes for each Region member a 2" decal commemorating the Region Anniversary. Decals will be distributed for every five-year anniversary beginning with 20. These will be sent early in the year to the Region President to distribute to Region members in whatever manner is deemed appropriate.

Beginning in 2002, Regions will receive a flag/banner designating their 25, 30, 40, and 50th anniversaries. Regions wishing to order anniversary flags for past anniversaries can do so. The cost is approximately \$160. More information and orders can be place through the National Awards Chair.

If possible, a PCA National Officer will visit the Region for your anniversary celebration and present the Region with a certificate recognizing the event. Notify your Zone Representative of any upcoming special anniversary celebrations.



Porsche Club of America Santa Barbara Region

Carolyn Ewbank, President
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Dear

Welcome to the Porsche Club of America. As a new member living in this area, you have been assigned to the Santa Barbara Region. We hope that you will enjoy your membership in this organization, and we look forward to meeting you at the upcoming events of our Region.

The Zone 8 Santa Barbara Region was chartered in 1964. We currently have a membership of over 600 Porsche enthusiasts who live in Santa Barbara and Ventura Counties. We are a friendly, active group who enjoy a variety of driving events and social activities throughout the year. We have a web site that can be found at www.pca.org/sba which will provide you with up-to-date information about club activities and events.

As a member of the Santa Barbara Region, you will soon receive our award winning monthly publication *der Auspuff*, which is filled with interesting activities and information about the Porsche automobiles, the Porsche Club of America and our local Region.

Again, we welcome you to our Region. To receive your new member welcome gift, please attend our monthly breakfast meeting held at the Way Point Café at the Camarillo airport on the first Saturday of each month beginning at 9:00 a.m.

Very truly yours,

Carolyn Ewbank, President
Santa Barbara Region - PCA



Porsche Club of America Santa Barbara Region

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Re: Porsche Club of America One Year Membership Renewal

Dear

Congratulations on your one year anniversary with the Porsche Club of America. We are pleased that you are a member of the Santa Barbara Region and we hope that you have taken advantage of the many opportunities to interact with the membership at the monthly breakfasts, social events, at the various driving events throughout the year and at our annual Concours d'Elegance held in the Fall.

Just a reminder, don't forget to renew your annual dues promptly so that your membership remains current. You now have the opportunity to renew for one, two or three years at a time. This will ensure that you continue to receive the monthly edition of the *Porsche Panorama* magazine as well as the award winning *der Auspuff* newsletter from our region. Your membership also brings you discounts on parts and service at Rusnak Westlake, Performance Products and at other retail businesses. A portion of your annual dues is returned to the local region for the benefit of our Santa Barbara Region members.

Even if you no longer own your Porsche you can still retain your membership with the Porsche Club of America, Santa Barbara Region and receive the *Porsche Panorama* magazine and the *der Auspuff* newsletter.

We hope that you will choose to continue your association with the Porsche Club of America and the thousands of members who appreciate and enjoy these fine cars.

We look forward to seeing you at future region events.

Very truly yours,

xxxxxxxxxxxxxxxxxxxxx, Membership Chair
Santa Barbara Region – PCA



Porsche Club of America Santa Barbara Region

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Re: Porsche Club of America Membership Renewal

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We look forward to seeing you at future region events.

Very truly yours,

xxxxxxxxxxxxxxxxxxxxx, Membership Chair
Santa Barbara Region – PCA

Part 2 – Privacy Policy

The Club has recently adopted a privacy policy in respect to our members record and data.

PORSCHE CLUB OF AMERICA PRIVACY POLICY

We will tell you the sources for personal information we collect on our members. We will tell you what measures we take to secure that information. We use some terms that are defined near the end of this policy.

THE CONFIDENTIALITY, SECURITY, AND INTEGRITY OF YOUR PERSONAL INFORMATION

We do not provide to anyone outside of PCA personal information about our members, their interests, their cars, their home or email addresses, their personal information or data. Our members' personal information is not made available for mailing lists or to businesses, even if they are involved in Porsche® car related activities. It is not made available to Porsche Cars North America, Porsche, A.G., or any of its affiliate companies. We do NOT disclose any personal information to anyone outside of PCA, except as required by law.

Our members' personal information is used within PCA only on a need to know basis. For example, we do not provide one Regional Club with the personal information about another Regional Club or its PCA members. We restrict access to personal information about members to those employees who need to know that information to perform their jobs, and to our officers, committee members and staff who need to know that information to serve in their roles with us. We maintain reasonable safeguards to guard your personal information.

FORMER MEMBERS

If you cease to be a PCA member, we will follow our then-current privacy policies and practices with respect to your personal information.

DEFINITIONS OF TERMS

"We", "us" and "our" refers to Porsche Club of America, Inc. The Regional Clubs are related but separate entities, and "we", "us" and "our" do not refer to the Regional Clubs.

"Personal Information" means information about you that we collect in connection with your application for membership, your communications with us, your participation in our activities or in the activities of the Regional Clubs, your use of our website, or any other nonpublic means in which we come about information about you. Personal information does not include information that is available from public sources, such as telephone directories or government records.

CHANGES TO PRIVACY POLICY

We reserve the right to amend or modify this privacy policy at any time. If we do, we will post notice on our website of such changes at least 30 days before any changes are implemented.

PRIVACY POLICIES BY REGIONAL CLUBS

We encourage the Regional Clubs to adopt privacy policies for their members, and consent that they may use any or all of this Privacy Policy for their purposes if they find it useful.

Things to Do to Improve Retention

ISSUE: Worst retention is with new members. (35% fail to renew after first year and another 20% after the second year.

SOLUTION: Get them involved in what's going on in the Region. Make them feel part of the group.

HOW:

1. Active effort to get new members involved.

- a. Personal welcome call and letter from the Region Membership Chair with most current newsletter/flyers for upcoming events, region member guide (supplement to National Member Guide), info on local advertisers, et al.
- b. Personal welcome call and letter with year's calendar of events from the Region President.
- c. Buddy System – assign “old” member to “new” member to call and invite to events. This makes sure the new member knows at least one person when they come to their first event.
- d. New Member meetings/orientation to get new members to events.
- e. Schools to learn how to do the competitive events.
- f. Introduce new members at meetings/events. Have event chair coordinate with Membership Chair to identify first time attendees (either new members or members attending first event ever or in a long time) and give list of names to senior Region official at event to introduce.
- g. Introduce new members in newsletter. New member profiles or at least a listing of who, town and type of car. Be sure to include Family or Affiliate member in any write up.
- h. Make a point of getting photos of new people at events into the newsletter, not just the “same old gang.” A newsletter with pictures of the same people doing things at events issue after issue gives the impression of a “closed” group to the newcomer.

2. Keep interest up.

- a. Be sure your program is responsive to the interests of the members. A balanced program usually works best (tech sessions, meetings, social outings-

dinners and tours, competitive events-rally/autocross/concours, and track events). If you can't do all these do your own at least organize group participation in neighboring region(s) events that you can't put on yourself or look into joint events with neighboring regions.

- b. Find out new member's interests. If you didn't get the retention half of the application from national when they joined be sure you have some sort of interest survey that you can have them fill out and send in.
- c. Conduct periodic surveys (second half of year is good) to determine what type of events your membership as a whole wants to see more, less, same of. Then make sure your program is responsive to the results.
- d. Collect e-mail addresses of members and generate reminders of upcoming events.
- e. Establish a hot line or web page where members can get the latest information. Keep it current.
- f. Don't create two classes of members – those who get the newsletter and those who don't. If you must have additional revenue over advertising to support the newsletter consider a local membership dues for all members versus newsletter subscription fees. In any event, if you must have a newsletter subscription fee at least make it gratuitous for the balance of the year the new member joined.

3. Getting them back.

- a. **Panorama** stops the month the member shows up as a drop/nonrenewal on the monthly membership report received from national. There is a 40-60% late renewal rate in PCA. Consider a grace period of keep nonrenewals on the local membership roster for one or two more issues of the local newsletter and send them a renewal reminder. This can be done via postcard, letter, adding a line to the newsletter mailing label or adding a special label to the front of the newsletter, i.e. Membership EXP 3/31/05. LAST ISSUE. Please Renew. National does send out one renewal reminder within the first week after a membership expires.
- b. If they still don't renew, follow-up to ascertain why.

4. Management tools.

- a. Continuity of officers is essential. It usually takes a new President most of a year to figure out what's going on. Consider either 2 year terms or at least an Informal system of the President serving for two one-year terms where past performance warrants.

- b. Job descriptions for region officials. (See the Region Procedures Manual in hard copy and on the pca.org web site and tailor to your region's needs.) Positions on a Region's Board of Directors are REAL jobs, not just a title. Make sure you have people in all positions committed to making their area better at the end of their term than when they took over.
- c. Encourage/require your Region Board of Directors to introduce themselves to new members at events and make sure the new members aren't "left in the corner."
- d. The Membership Chair's job is more than maintaining a data base. They are the first impression the new member has of the region. Make sure you have the right person doing this job. They need to be an enthusiastic person actively involved in club activities preferably at all levels of PCA (region, zone and Parade). If they don't have the requisite computer skills for the bookkeeping part of the job split that off to a data person.
- e. Have your Membership Chair provide membership analysis not just # new, # renewed, # late renewed, # transferred in/out, # non-renewed. He/she should be able to report what percentage of members up for renewal in a given month are renewing and late renewing. You need to know more than your net growth. You need to know what percent of that new growth is due to retention as well as new members. Find out why members don't renew. If it's something you have control over do something about it. Otherwise all the recruiting in the world won't do you any good unless you can hold on to them.
- f. Have Zone Rep attend a special Board Meeting to instruct in good practices, share lessons learned.
- g. Make sure your Membership Data Base is more than just a mailing label generator. At a minimum, it should contain all the information collected on the membership application form (except credit card info) as modified by subsequent surveys. Once you have the information, use it.
- h. Ask for Membership Workshops at Zone Presidents Meetings, similar to Newsletter Workshops or Finance Workshops.
- i. REMEMBER, new members are ultimately the source of new volunteers, new event chairs, new committee chairs and new officers. In other words, the FUTURE of your region. Nurture them, develop them, bring them into the inner core or risk burnout of your existing core group and decline of your region.

