

MEMBERSHIP MANUAL

The lifeblood of any organization is membership. Without continued growth, WBCCI will cease to exist. To experience growth we must not only recruit new members, but also we must make every effort to retain our current members.

A few members cannot do this important task. We must ALL work as a team! Each Region should take an active part in Membership by appointing one of the Vice Presidents, preferably the First Vice President, as Region Membership Chair. Each unit should appoint a Membership Chair to carry out a program of recruitment, retention, follow-up, and feed back.

Purpose:

1. Encourage non-member owners of a recreational vehicle manufactured by Airstream, Inc. to become WBCCI members.
2. Encourage present members to retain membership.
3. Encourage members to become active and participate in rallies and caravans.

Membership Qualification:

1. Adult ownership of a fully self-contained and hard-sided recreational vehicle manufactured by Airstream, Inc. is a prerequisite for membership in WBCCI.
2. There are two classes of membership within a unit: Regular and Affiliate.
3. An applicant for membership in WBCCI must submit an application in writing and, upon the payment of International and Unit dues, shall be a Regular Member of a Unit.
4. Regular Members who have sold their recreational vehicle manufactured by Airstream Inc. may continue to belong to WBCCI so long as they do not own another manufacturer recreational vehicle. Such Regular Members shall possess all the rights and privileges of the International Club, including full voting rights in all elections and on all questions.
5. Regular Members of one Unit may become Affiliate members another Unit by an application to the Membership Committee of that Unit. Upon acceptance, they shall possess all the rights and privileges of the Unit except:
 - a. The right to hold office in the Unit.
 - b. The right to vote in the selection or election of Unit, Region or International Officers.
 - c. The right to vote on any amendment to a Unit or the International Constitution or on the dissolution of a Unit or the merger of a Unit with another Unit.

Member at Large:

An applicant for membership at large, upon written application to Headquarters and the payment of International dues plus the established surcharge (as set by the International Board of Trustee) shall be a Member at Large of the International Club. A Member at Large shall possess all the rights and privileges of the club, except the right to vote or hold office in an Intra-Club, a Unit, a Region or in the International Club. Ownership of a recreational vehicle as defined in this article and the payment of annual International dues and the surcharge is prerequisite to retaining membership as a Member at Large.

Recruitment:

1. Units and Regions should work closely with the Airstream dealer in their geographic area. Place a bulletin board at the dealership with all available Unit and Region information. Units/Regions should send dealers copies of their newsletters to pass along to prospective buyers. Make certain the dealer have the names, addresses, and telephone numbers of the current Unit/Region officers to give to non-members who may wish further information. Small wallet-sized cards currently used by many Units would be most helpful for this purpose. The Cards also give the Unit rally schedule for the year.
2. Unit and Region membership chair should make personal contact with non-member owners of recreational vehicles manufactured by Airstream, Inc. Contacts should have the following information available: "The address of WBCCI Headquarters and the name, address, and telephone number of the membership chair of the Unit/Region within the non-member's geographic area".
3. Members of each Unit should make an effort to invite non-members as guests to Unit functions, such as rallies, so they experience the good fun and fellowship of our membership.
4. Members should set a proper example so those non-members will want to join WBCCI.
5. Region Officers should encourage Buddy Rallies and rallies with non-WBCCI RV clubs.
6. Units and Regions officers should set realistic membership goals and make every effort to obtain these goals.
7. Unit/Region Officers may refer to the WBCCI Unit Idea Book for more ideas. Unit/Region Officers should also report successful ideas to Headquarters WBCCI to be included in the WBCCI Unit Idea Book. Membership is a total club concern, and successful and unique ideas need to be shared with all.

New Member Referrals from Headquarters:

When Headquarters receives an inquiry regarding WBCCI, or when they receive the name of a new purchaser of a recreational vehicle manufactured by Airstream, Inc. and that purchaser is not a member, they send out a membership information packet. The name of the owners is then forwarded to the Unit and Region Membership chair. The Unit and Region Membership Chair should immediately follow up on prospective members.

The membership information packet contains the following information:

Letter from WBCCI

A copy of the *Blue Beret*

Brochure (WBCCI Events Schedule)

Application Form

Unit/Region Membership Chair:

This is a key position within WBCCI. The dedication and drive of the Unit/Region Membership Chair is needed to have a viable organization. Membership should not and cannot be the sole responsibility of the Unit/Region Membership Chair. Membership must be the responsibility of all members of the Unit/Region. Consider membership a challenge rather than a chore. Challenge members to get out and recruit new members.

1. Inspire members of your Unit/Region to become active recruiters.
2. Headquarters will send you a copy of the letter that is sent to purchasers of a new Airstream. Once you receive this letter you should immediately contact the purchaser, telling them about the local Unit and the fun that we have.
3. Immediately forward all applications for membership to Treasurer who will send to Headquarters.

Founders Award

The Founders Award was established to identify and reward outstanding service to WBCCI through the recruitment of new members.

The honoree must have sponsored (not co-sponsored) a minimum of fifteen (15) new members. Recruitment of former members who renew their membership within three (3) years will not count toward this award.

It is realized that in this nationwide search for new members, recruiters may reach out to candidates who are outside their Units home territory. In such cases, the member will have the candidate complete the membership application form and the recruiter will sign the form in the sponsor's position with the annotation (FA) before the sponsor's name. The membership application is then forwarded to a unit within in the geographic area of the applicant. The membership application will follow the normal course. The recruiter's name with the (FA) Annotation will have the application count toward his/her Founders Award.

It is essential in order for this program to reach its full potential that honorees be inspired to greater heights in membership recruitment. Starting with an accumulation of fifteen (15) new members, a Founder's Award Bolo shall be presented to the honoree: and with increments of five (5) new members thereafter, a bar will be presented to the honoree to be suspended from the Award Bolo Medal. The Founder's Award Bolo shall be presented before the membership at the next International Rally, or if unable to attend, at a Region Rally if feasible, in recognition of this achievement. (6/26/02)

The Unit president will verify that the honoree is indeed entitled to the award.

Communications:

This is the greatest tool we have to keep in touch with our members, let's use it. When a Unit or Region Membership Chair receives an inquiry regarding club membership, it should be given immediate personal attention. The prospective member should be called or sent a letter inviting them to the next Unit/Region function. Let a prospective member know that we are interested in them. Immediately send your bulletin/newsletter and encourage the prospective member to attend a rally as soon as possible. Members may invite a prospective member to travel with them to the rally site.

Suggested Ways to Involve New Members:

The following will help get new members involved and active in your Unit:

1. Encourage a new member to attend a rally as soon as possible.
2. Reserve special up-front parking places for new members. Let the parking committee know that you are expecting a new member.
3. Have badges or temporary name tags available when the new member registers. A New Member Ribbon is a good idea.
4. Assign a sponsor to help the new members get acquainted. The sponsor should make sure that new member is included in all the activities of that rally. Preferably, the sponsor's activities should continue for at least one subsequent rally. WBCCI members are often such good friends that a new member may inadvertently feel left out when groups go out to dinner, etc.
5. Orientation is one of the most important times for new members. They will become well acquainted with other new members while being brought up to date on the history of WBCCI/Unit and all of its activities.
6. Initiation is a special ceremony where new members are inducted into the Unit. (Initiation is not a requirement of becoming a member, however this can be made to be a fun-filled way of officially greeting new members.)
7. ***Get new members involved as soon as possible!*** Assign them to a committee or a special activity.

Orientation:

The President or Membership Chair should conduct the Unit orientation meeting to discuss the rules of membership, operations and activities of the Unit, Region and WBCCI, including International, National, Special Events, and Unit caravans, rallies. The person giving the orientation should point out where they are listed in the WBCCI annual directory or the *Blue Beret*. The fun and excitement of "rally hopping" should be explained. The new members should be given a chance to ask questions. Other topics that could be covered are listed:

1. Participation in WBCCI, Airstream, Region, Unit, and overseas caravans and ways in which to become involved in them.
2. Membership numbers, how they are assigned, how to install, etc. New members should be encouraged to remove the numbers before they sell or trade-up.
3. Unit policies regarding smoking, potluck dinners, pets, and other pertinent matters.
4. Unit history.

5. Each new member family should be given a membership packet that includes at least the following:
 - a. Unit Constitution and Bylaws
 - b. Unit membership directory
 - c. Copy of Unit yearly rally schedule
 - d. List of Unit officers
 - e. Copy of suggested courtesies
 - f. Safety information
 - g. Badges, if not previously presented

Welcoming Ceremony:

Although a welcoming ceremony is not a requirement for becoming a member of a local club, the following can be used as a tool to introduce new members. The welcoming can be held at any time during a rally or a special function of the Local Club. A nice way to introduce each new member family is to read a small summary about them, their Airstream, their history with camping or other information that might be of interest to other members. Many Local Clubs also take pictures to post on the club bulletin boards or in a membership album. Their names and appropriate data could be listed in the next newsletter so that all members might welcome them. The time element should be short, but a small ceremony makes the occasion more personal and appreciated. Suggested ceremony wording is as follows:

Suggested Language

“Address by Name” It is a pleasure to welcome you into the WBCCI on behalf of the “Local Club Name” and Region_____.

We are delighted that you have chosen to join us and we are pleased that you will be part of “Local Club Name”. Hopefully, you received your badge in your welcome packet –wearing that will help all of us to remember your name until we know you better and we will do the same. We will soon send you a copy of our club newsletter and member directory so you know what activities the club has going on and how to reach us. When you have settled in a bit and gotten to know us, we always welcome and need volunteers for club activities. There are lots of opportunities – membership, rally planning, leadership and newsletter to name just a few. But for now, just enjoy the friendship of other club members, get to know us better and let us know what we can do to help you in any way. We trust you will value the tradition of goodwill, courtesy and consideration of other members, hallmarks of our club.

To the membership: Do you, the members of the “Local Club Name”, pledge to accept these new members as friends, co-workers, fellow campers, and caravanners; and do you promise to do your utmost to keep them involved in the business and activities of our Club?

New Member Induction

“Address by Name” It is a pleasure to welcome you into the Wally Byam Caravan Club on behalf of the “name unit” and region _____.

As part of your initiation, you are asked to promise to abide by the WBCCI Code of Ethics-which I will now read for your information and consideration, and as a reminder to all of us. Our Code of Ethics bind us:

- A. To be ever mindful of our responsibility to Wally Byam Caravan Club International, Inc., and through conduct, indicate to the public that membership in this organization is an assurance of our courtesy on the road and good will to all peoples and countries.
- B. To be ever mindful of what we say or print with respect to the effect on others so as to avoid disharmony and ill feelings among club members and to dedicate ourselves to the work of cementing together the members of WBCCI in bonds of good fellowship and mutual understanding.
- C. To conduct ourselves in a manner to inspire others engaged in recreational vehicle travel to a full appreciation of the intent and meaning of this code.
- D. To maintain our camps in an orderly manner and leave them in the same way.

Do you promise to conduct yourself in accordance with this Code of Ethics-and, as a member of the “name unit”, perpetuate the spirit of goodwill, courtesy, consideration, and conduct which characterizes our club?

Do you further promise to willingly and cheerfully perform your fair share of membership responsibilities and rally chores, to endeavor to be self-reliant, and to keep your equipment maintained to high standards?

To the membership: Please rise. Do you, the members of the “name unit”, each pledge to accept these new members as friends, co-workers, and fellow caravanners; and do you promise to do your utmost to keep them happily involved in the business and activities of your unit? Please be seated.

To the new members: “address by name” I now declare you fully accredited members of the WBCCI and the “name unit”-with all the rights, privileges, and responsibilities pertaining thereto.

Here are your badges-wear them proudly. Please remember, and informed and involved member is a happy member. I commend to you the Blue Book (show a copy), your unit Constitution and Bylaws, your unit newsletter, the *Blue Beret*, and the Membership Directory for information. Become involved, participate as often as your circumstances permit, and, in time, volunteer for an office-you will enjoy it! (6/27/05)

Suggestions for Retaining Present Members:

Each year many units lose as many older members as they gain through active recruitment of new members. Much of this is due to the lack of an active membership program.

Transfers:

You should welcome transfers from other Units of WBCCI to your unit. The member is responsible for informing the losing unit of his/her intentions. He/she should complete a Membership Application checking the Transfer block and give the form, with dues, to the Membership Chair. The white copy is sent to Headquarters. The yellow copy and dues are given to the unit treasurer. The Membership Chair should notify other interested persons.

The transferees should be handled in much the same manner as any new members to the unit.

Using the Unit Newsletter:

A personal note in the monthly newsletter is an effective way let members who have not been present at recent rallies know they are missed. The member should be contacted at least by telephone, preferably in person. Don't wait until dues renewal time to find out why a member has not been active.

When dues for the coming year are due, write an article on membership for your Unit's publication. List all the benefits derived from being a member. These benefits can be found in the many functions and activities conducted each year by the Units, Regions, and the International. Write about coming events, such as: a proposed unusual rally, that special caravan, or that unique program coming in the near future. Give the member reasons for wanting to maintain membership in the Unit. Don't just say, "Dues are due!" Make each member feel that by not renewing, he/she will miss a big year of fun and excitement.

Mail out renewal notices to reach members in early July. Mail with the Unit newsletter to save postage.

Have a good look at your bulletins. Are they all that they can be?

Membership Retention Drive:

Why not promote membership at rallies and functions of the Unit during the time when dues are being collected? Talk about coming events that members won't want to miss.

Whenever and wherever the opportunity arises, have someone give a small talk on membership. A sample of what this could include is shown in the article entitled "Suggested Membership Talk". A sample of this talk is in this manual.

Instead of mailing out the second dues reminder, make a personal contact if possible. On approximately September 15th have a list of non-renewal members available to turn over to a membership renewal team, assigned by areas. Members of this team can make a personal contact with these members. Be sure that team members are up to date on membership requirements. A form letter for this purpose is included in this manual. Encourage members whose advanced age or infirmity precludes their traveling with their Airstream to rallies and functions to keep their membership. Members may sell their Airstream and retain their membership so long as they do not own any other type of RV.

As a last resort, if a member has not paid his/her dues, a letter from the President would be in order. Let the member know you value his/her membership. A sample letter is included with this manual.

Retention Ideas:

Here are a few ideas that have proved to be helpful in some of the Units:

Make the Rallies and Caravans Fun

1. Use questionnaires for new ideas, etc. Do your rallies and programs meet the needs of your members? Why are some members not attending rallies?
2. Does your Unit have an active caravan program?
3. Visit other Units for ideas. Have joint rallies when possible.
4. Set up a telephone committee by areas. Encourage members to make personal contact with members who have not attended rallies recently.
5. Suggest that you assign a sponsor to each new member. The sponsor should see that the new member gets active and meets other members. The sponsor's task does not end after the first rally.
6. Check the WBCCI UNIT IDEA BOOK for retention ideas. Also submit any new ideas you may have.
7. Check rally attendance roster against Unit roster. Then contact members who are not attending and find out WHY.
8. Have you made changes in your rally programs recently? Are you doing the same thing over and over again? Try new ideas, guest speakers, seminars, etc. Make your programs interesting to the majority of your members. Be sure to solicit ideas of activities that members might enjoy.
9. An evaluation of rallies, done by members attending, could give important information as to which activities were effective and which were not.
10. In Unit newsletters list the names of members who are ill, have any special problems, etc. Give the Unit members a chance to respond! Let members know that you care.
11. Some Units list birthdays and anniversaries. Again, this is an opportunity to personalize your membership.

Suggested Practices of Membership:

WBCCI Caravanners are universally respected by the way they treat each other and the general public. Here is how they do it while traveling and participating in club activities like Caravans and Rallies:

SUGGESTED EQUIPMENT EVERY CARAVANNER SHOULD CARRY:

1. Drinking water supply equipment including: 2 or more "White" drinking water hoses (NO RUBBER) 5/8" x 25 ft., 1 or more hose "Y's", 1 water thief, 1 water pressure regulator (if not built-in), and a 5 gallon water can or clean bucket and funnel (to fill water tank when there is no pressure).

2. Waste water disposal equipment including: 1 "Green" waste water hose, plainly marked "FOR WASTE WATER ONLY", 3/4" x 25' with male fitting cut off, 1 waste water holding container with vent tube (NO OPEN CONTAINERS).
3. Sanitary waste equipment: sewer hose - one 4 foot and one 8 or 10 foot is desirable.
4. Electrical equipment including: 1 or more 50 ft. 3-wire cord, 10 or 12 gauge, (10 gauge preferred) with U-bar grounding plug and receptacle; 1 adapter, trailer plug to U-bar ground plug; extra supply of fuses for trailer/motorhome battery system.
5. Emergency equipment including: 1 shovel, 1 light crow bar, set of reflectors, and a supply of fuses, fire extinguisher.
6. Other equipment including: wood or metal blocks and wedges for leveling trailer/motorhome, flagpole and a 3'x 5' U.S. flag.

SUGGESTED SAFETY PRACTICES EVERY CARAVANNER SHOULD OBSERVE:

1. Each member should ensure that his/her trailer/motorhome, tow vehicle and hitch equipment are always maintained in sound condition (Use enclosed safety check list as a guide).
2. Pull trailer onto the parking wedge. Then if something should go wrong, the trailer will roll away from the tow vehicle.
3. Treat the smell of gas as very dangerous. If you suspect a leak, find it and eliminate it immediately. Locate with soapy water--not a match!
4. Maintain an even speed when towing on hilly roads. Engine speed drops rapidly. Learn to shift into lower gear before losing too much speed. Otherwise, you may "crawl" over the hill and your tow vehicle will get hot.
5. Use ONLY 3-wire grounded power cords. **NEVER** use 2-wire cords!
6. Keep proper polarity. **NEVER** allow reverse polarity.
7. Use hoses marked "Safe for drinking water." **NEVER** use rubber hose. Proper hose keeps all our water safe and good tasting.
8. Pull off the highway at first safe turnout to allow back-up traffic to pass. This is a State Law in most states.
9. Stay within the speed limit and a safe distance behind other traffic. If you are following another Caravanner and can read his/her numbers, you're too close!
10. Carry a fire extinguisher in your Airstream and tow/towed vehicle.
11. **REMOVE** detachable mirrors as part of unhitching the trailer.

COURTESIES EVERY CARAVANNER SHOULD OBSERVE:

1. Show courtesy and consideration to all with whom you come in contact so that the goodwill of the WBCCI is enhanced.
2. Dispose of all rubbish by the means provided.
3. Collect gray-water in the proper receptacle on rally grounds. Dispose of it in the proper manner
4. Be courteous and considerate toward committee workers for they are volunteers.
5. Keep pets under control at all times. Clean up after them. Pets should not be in hospitality area.
6. When running generators, confine their use to appropriate places and times.
7. Wear WBCCI name badges at all times when at WBCCI activities or on caravans.
8. Let the officers and committee have the benefit of your ideas for the general improvement of the club.
9. Keeps the area around trailer/motorhome clean at all times.
10. Keep all clothing and laundry hung inside trailer/motorhome, NEVER outside on ropes or wires.
11. Advise neighboring trailers/motorhome of intent to disconnect water or power.
12. Protect others' water supply and keeps hoses out of the dirt.
13. Bring a fair share to the potlucks. Bring generous portions for the dinners, for we are one big family.
14. Makes a point of getting acquainted with new members and make them welcome.
15. Be considerate by not smoking at meetings or meals, etc.

COOPERATION

Ways in which every Caravanner should cooperate with Unit officers as they do their work assisting all Caravanners:

1. Promptly inform Unit's Secretary AND the Headquarters of any address change.
2. Pay dues PROMPTLY as soon as notified, to insure inclusion in the directory.
3. Return rally reservations PROMPTLY to assist the rally planners.
4. Volunteer for committee assignment and other tasks as needed.

SUGGESTED MEMBERSHIP TALKS

As of (date) the total membership in the (name of unit) stands at (Number). The Membership Committee and the Board of Directors would like to see this number increase. This increase can come from the new members who are inducted throughout the year. However, it is equally important that each of our members renews his/her membership, or this will not occur. Our unit will be viable only if it prospers and grows. We need your help to do this.

The help that we ask of you is two-fold. First of all, we want YOUR membership in the Unit renewed. We want this not just to make numbers, but because we respect your friendship and are proud to know that you are on our team. Secondly, we ask your help in encouraging members who are not present at this function to renew their membership. With your renewal and your encouragement of others, the Officers and committees can continue to bring you good rallies and programs throughout the year.

So, at the first opportunity, make an effort to see the Treasurer of the Unit and renew your membership. We would also like to ask you to look around. Are friends missing from this rally? Please give them a call. Let them know that we are concerned about them.

Membership is everyone's task. A few people alone cannot make our club grow and prosper. It takes all of us together!

SUGGESTED LETTER OF WELCOME

A letter of welcome should be mailed out to each new member after they have joined or it could be given at their initiation. It should be addressed to each member and should not be a form letter. This sample letter could be a guide for your letter.

Dear Tom and Mary Jones:

On behalf of the officers and members of the _____ Unit, Wally Byam Caravan Club International, Inc., I welcome you to our Unit and hope that your association with the club will be satisfying and rewarding. We will do everything possible to insure that your participation in rallies, caravans and other activities of our club will be pleasant and enjoyable for you and your family.

Our club rules are based mainly on common sense and I trust will cause little if any inconvenience to you as members. We hope that you and your family will enjoy yourselves at all club functions. If you do, please tell others. Furthermore, the officers of this Unit would appreciate hearing your comments, good or bad. In this way we each shall work for the betterment of the club.

Again we say "Welcome!" and hope that you and your Airstream will be a familiar sight at all of the club rallies and activities. If I can be of any help to you in any way, please feel free to call on me.

Thank for joining!

President
(Name of Unit)

SUGGESTED LATE DUES LETTER

This is a suggestion for a letter that could be sent to members who have not yet paid their dues. It is an indication to them that we really do want them in our club. Dues must be sent to Headquarters by December 1 to have members' names included in the directory.

Dear (Names of Members):

Our Treasurer has advised me that you have not yet paid your dues for (year). We surely do want you to continue your membership in the _____ Unit. We hope that it is an oversight. It is certainly not too late to continue your membership, but you need to send a check for (amount of money) for your (year) International and Unit dues as soon as convenient. You can rejoin at any time, but there is a time limit on when you can get your name in the Unit and International directories for this year.

We have enjoyed your fellowship in our Unit and sincerely hope you will be able to continue your membership. Please let us know!

Sincerely,

President
(Name of Unit)

This is a sample of a letter that might be sent to members who have indicated that they might not continue Airstreaming, explaining to them the advantages their membership.

Dear (Names of members),

We understand that you have decided not to continue traveling in your Airstream. We are indeed sorry to hear that! We would like to have you continue your WBCCI membership, thus receiving the *Blue Beret*, our Unit newsletter, and attend our Unit functions when possible.

You may sell your Airstream, still keep your number and association with the WBCCI. This relationship can continue as long as you do not own any other type of recreational vehicle.

We value your association in our Unit and would be so sorry to lose you as a member. We hope that you will consider this way of continuing in the WBCCI.

Sincerely,

President
(Name of Unit)