



2010 Membership Programs and Incentives Summary (effective April 1, 2010)

Membership Types and Dues

Annual

Individual	\$65 SCCA dues plus Region dues
Family (primary member, spouse, children under age 21)	\$85 SCCA dues plus Region dues
First Gear (under age 25)	\$45 (includes both SCCA and Region dues)
New Club Racing Volunteer Not a SCCA member in the past 18 months First weekend is free Renewable for a second and third year by working four days	\$30 (includes both SCCA and Region dues)

Weekend Membership-Recommended Fee Structure (read details below)

All events except Road Rally	\$15
Road Rally	\$15 for one participant (driver or navigator is not an annual member) \$20 for two participants (both driver and navigator not annual members)

Discounts and Rebates

Membership Referral

New Members – the referred member
Individual - \$15 discount

Existing Member – the referring member
\$10 in "SCCA Gold", plus one entry into Grand Prize drawing for each member referred.
No limit, may use "SCCA Gold" for dues, merchandise or entry fees.

Club Racing Volunteer Incentive

Based upon number of Club Racing volunteer participation days

Two days	Free Annual Waiver Hard Card
Four days	\$15 membership discount
Six days	\$22 membership discount
Eight days	\$30 membership discount
Twelve or more	\$45 discount, recognition in <i>SportsCar</i> , & special ID card

Weekend Membership

With the issuance of a Weekend Membership the Weekend-Member receives a Weekend-Member number, this number serves as \$15 discount coupon that may be applied towards an annual membership.

Maximum of two coupons may be applied to any type of annual membership, up to the full price of the membership.

Discounts/coupons must be used within 60 days of issuance.

Military

Dues rebate of \$35 upon receiving proof of active duty status; reduces SCCA dues to \$30 plus Region dues. Regions may elect to reduce or waive dues by notifying Member Relations.

Promotional Brochures and Membership Forms

For a person new to SCCA, joining can be confusing. Select a membership type, decide what Region to belong to, and add up SCCA dues and the Region dues together (assuming the potential member has access to the dues list). And by the way what is a Region? To address this issue and simplify the process SCCA Promotional brochures and generic membership forms list a single price for each membership type, this price includes both SCCA and Region dues.

Who has to be a member?

Any competitor or competing team at any SCCA Club Racing, Rally, RallyCross, or Solo sanctioned event.

Any passenger in a Solo, RallyCross, or PDX/Time Trial competition car.

The SCCA portion of the Weekend membership fee is waived for passengers at Solo and RallyCross events who are not entered in the event as a driver.

Passengers in a RoadRally car do not have to be members, but is encouraged.

Anyone in a “hot” area at Club Racing or PDX/Time Trial event.

Impact of Membership Programs and Discounts Upon Region Dues.

The Member Referral and Weekend Membership discounts do NOT affect the Region dues payments.

The New Volunteer Membership program has reduced dues for both SCCA and Regions. For individual members SCCA receives \$25, Regions receive \$5.

SCCA promotional brochures provide for generic dues payments to Regions regardless of the Region joined. The generic Region dues only apply to the first year of membership, after the first year the member pays specific to their Region. Generic Region dues for Individual memberships are \$15 and Family memberships are \$20.

Ordering Forms

Forms are no longer being automatically mailed when a sanction is issued. The automatic mailing of forms was intended to prime the pump, and not an ongoing process.

Anyone may order Weekend Membership or Volunteer Incentive Membership forms; there is no charge for forms.

Forms may be ordered by:

Calling Member Relations at 800 – 770 – 2055

Via email at membership@scca.com

Region supply order form

Ordering supplies online in the Member section of SCCA.com

Club Racing Volunteer Incentives – More Details

Incentives and recognition to both new and established volunteers

For the new Club Racing volunteer

First weekend of membership is free.

Annual dues are \$30 for each of the first three years. To receive the reduced fee for the second and third year the volunteer is required to have participated for at least four days in the last year.

The new volunteer dues are \$30 total for SCCA and Region dues. The SCCA portion of the dues is \$25 and the Region portion is \$5.

There is a three-part New Volunteer Membership provided by SCCA at no cost and may be ordered like other Region supplies and merchandise or contacting Member Services

The process:

New volunteer fills out form at Registration.

Registration retains the first two parts of the form, and mails the original to the SCCA office.

Volunteer receives the last copy.

New volunteer works their first weekend at no charge.

Volunteer has their copy of the form signed by their specialty chief.

Volunteer may join SCCA by mailing the form and dues to the SCCA office, or join at an event by submitting the signed-form and \$30 at Registration.

Existing members with less than three years of membership may contact Member Relations to take advantage of this program.

For the established Club Racing volunteer

Program provides membership dues discounts and recognition based upon participation days.

Two days	Free Annual Waiver Hard Card
Four days	\$15 membership discount
Six days	\$22 membership discount
Eight days	\$30 membership discount
Twelve or more	\$45 discount, recognition in <i>SportsCar</i> , & special ID card

Only participation at SCCA Club Racing sanctioned events qualifies.

Effective January 1, 2008.

Participation may be recorded online by the volunteer in the member section.

Volunteers who do not wish to enter participation information online may complete and return a participation form that will be included with membership renewals.

Volunteer will self-certify their participation information; there is no need for sign-off by an event official.

Divisional and National Administrators will be able to view participation information for their volunteers.

Credit amounts may be transferred between family members.

Funding

The program is funded through a \$2 per entry charge at Club Racing events, with all fees collected applied towards programs and incentives for volunteers.

Weekend Membership – More Details

The SCCA portion of the Weekend Membership fee is waived for:

One charity event per Region each year (contact the Club Racing or Rally/Solo departments for details)

Passengers in RallyCross or Solo who are not entered as participants

From the instruction sheet mailed with Weekend Membership forms

Weekend Membership Program How it Works

Enclosed is the set of Weekend Membership forms requested and a return envelope. Please place additional orders for Weekend Membership forms with SCCA Member Services. The forms will be mailed in approximate units of fifty.

Cost

- No upfront cost to regions
- Regions will be charged \$5.00 for each Weekend Membership form issued (\$5.00 per car for RoadRally ONLY)
- See the **At-event Processing** section for handling passengers at RallyCross and Solo events.
- Regions are encouraged to charge \$15.00 per Weekend Membership. For Rally, RallyCross, and Solo Events the Weekend Membership fee replaces the additional fees paid by non-members.
- No limit to the number of Weekend Memberships purchased by an entrant.

Licensing

- May be used with Regional level volunteer licenses.
- May be used by holders of competition licenses issued by non-SCCA clubs authorized in any set of SCCA competition program rules.
- Canadian CASC memberships are recognized for Solo and do not need a Weekend Membership.

Membership Period

- Any consecutive five day period for any number of SCCA events during that period.

Joining SCCA on-site as a Regular (Annual) Member

- Please encourage Weekend Members to join the SCCA on-site as a Regular (Annual) Member, at which time they can take an immediate \$15.00 discount off their national dues if a Weekend Membership was purchased.

Joining SCCA after the event

- \$15.00 discount applies and is taken when any form of Weekend Membership is sent accompanying a membership application. Discount good for 60 days. Limit two \$15.00 discounts for a total of \$30.00.

Joining on-line

- The new member uses the Weekend Membership form Serial Number (upper right corner) as the promotional discount code. The discount is applied to any form of SCCA membership. Discount good for 60 days. Limit two \$15.00 discounts for a total of \$30.00.

At-event processing

- Ensure the entire form is filled in legibly and clearly. Difficult to read forms may not be processed correctly or at all.
- The Weekend Member retains the third (yellow) copy. This copy is the member's SCCA credential for the weekend.
- The Weekend Member sends their copy to SCCA Member Services when used in conjunction with a mailed membership application or uses the serial number as a promotional code number when joining on-line.
- For passengers at RallyCross and Solo events who are not entered as participants, write "passenger" in the upper right hand corner near the Weekend Membership Number. Region's are not charged for non-participating passengers at these events.

After-event processing

- Please return the top (white) part of the form(s) to the national office using an addressed envelope provided within 72 hours of the event. The reason for asking that the forms be returned quickly is that the contact information is used for follow-up and marketing. Do not send money at this time.
- Regions will be invoiced for the sold memberships.
- If you would like to send an electronic file instead of the forms please contact Member Services.
- The RE or Treasurer may elect to have the Weekend Membership dues invoice applied against monthly ACH dues payments.

Regions are encouraged to establish an active recruiting and follow-up program as an adjunct to the promotional materials sent to the Weekend Member from the national office. Regions are provided monthly electronic files to Membership Chairpersons and Regional Executives for this purpose.



To: Regional Executives, Rally Chairpersons, Solo Chairpersons

From: Howard Duncan, Vice President Rally and Solo
Colan Arnold, Vice President Membership and Region Development

Date: September 18, 2007

Greetings SCCA Region Leaders.

Since its very inception the Sports Car Club of America has had membership as a core component of its purpose. While we tend to focus on our various events and how to make them successful, the reason we conduct those events is “for the instruction and enjoyment of its members” to quote the “Purpose” section of the SCCA Bylaws.

Inherent in that purpose is the need to continually encourage fellow auto enthusiasts to join the fun that is the SCCA. It is not an overstatement to proclaim that membership is the lifeblood of the Club, as members not only provide the core of our event participation ranks, but perhaps more importantly, they are the wellspring for future Club leaders that manage and preserve the activities and essence of the Club. The importance of recruiting and retaining members is reflected in the Club’s Strategic Plan that has included a goal of membership growth and activation for many years.

This goal is best achieved with joint efforts at the National and Regional levels. Several initiatives have been introduced this year to once again bring attention to the importance of recruitment and to better tackle this critical task. These include the Member Referral, the First Gear change to include under age 25 and ability to hold any license, the Club Racing Weekend Membership, and the Volunteer Membership Incentive programs. The next tool in the recruitment box is the Rally/Solo Weekend Membership Program, which will be formally launched at the beginning of 2008. The purpose of this letter and the attached support materials is to lay out the why, what, how, and when of the program.

The “why” not only includes the primary reasons of “lifeblood” and “purpose” described above, but also a secondary practical reason of protecting your Club and its activities by providing significant insurance coverage for all entrants in SCCA Rally and Solo events. Additionally, the concept of membership, even one of a short duration, begins to establish the mindset of belonging that is such an important part of the environment of every SCCA Rally and Solo event. This environment is possibly best described as *The Three C’s* of Rally/Solo: competition, camaraderie, and community.

The “what” is that every driving participant at any SCCA event will now be a member of our Club. This includes the two categories of “Regular” (individual, spouse, family, First Gear,

SPORTS CAR CLUB OF AMERICA, INC.

P.O. Box 19400 – Topeka, KS 66619-0400
785-357-7222 or 800-770-2055

military) or “Weekend” (new to Rally/Solo). An important point for event organizers to keep in mind is that you can still promote to non-members, and are encouraged to do so, as well as still listing a non-member entry fee. However, you can now tell them that their entry fee includes a weekend membership to the SCCA and a discount coupon that can be applied to an annual SCCA membership, which is a new benefit for the surcharge that non-members have traditionally paid to enter an event.

More detailed information on the what/how/when aspects of this new program are covered in the attached materials. We have strived to streamline the process and make this as simple and beneficial as possible for all involved, including the Region, event organizers, registrars, and most importantly, the potential new member. In addition to this information, we will be attending most of the fall Divisional Conventions and the National Convention to further explain the program. If in the meantime you have any questions, concerns or suggestions, please feel free to contact us.

We hope that you will enthusiastically support this important initiative for membership recruitment that is one of many critical elements for the long term health of our Club.



Solo and Rally Weekend Membership Program – 9/18/2007

- **Why?**

- Supports the SCCA mission to provide events and activities for members.
- Membership is the lifeblood of the organization for participants and leaders.
- Protection of SCCA and contestants with \$1,000,000 excess medical coverage.

- **What are the program components?**

- Replaces all previous Temporary and Trial Membership programs. Please dispose of unused Temporary and Trial Membership forms.
- Unlike earlier Temporary/Trial Membership programs, there is no upfront cost to Regions.
- Effective January 1, 2008 all competitors are required to be a SCCA Regular (includes Individual, Spouse, Family, First Gear, Lifetime and Military) or Weekend Member.
- At RallyCross and Solo events only drivers and passengers must be members. Other participants are encouraged but not required to be members.
- For RoadRally events only the driver and navigator must be members. Other passengers are encouraged but not required to be members.
- The face value for Weekend Membership is \$15. The face value may be applied toward annual membership for sixty days. The maximum amount that may be applied is \$30.
- The Weekend Membership will be issued to all non-members entering and may be a part of the non-member entry fee or assessed separately. Regions should be able to make this a revenue neutral program.

- **How will the program operate?**

- Regions are encouraged to set a minimum delta between member and non-member entry fees of \$15 (including the Weekend Membership).
- There is no upfront cost to the Region. A packet of Weekend Membership forms and instructions will be mailed when an event is sanctioned. Additional forms may be ordered at no cost by calling Members Services at 800-770-2055.
- SCCA receives \$5 for every Weekend Membership issued. The Region retains the remainder of the additional fees collected.
- Regions may choose to use a Weekend Membership form or a combined Weekend Membership and entry form. Both versions of the form will be provided to Regions at no cost.
- The forms are multi-part with the original sent to SCCA after the event with no payment. The Weekend Member receives the second part.
- To effectively promote SCCA to the Weekend Member it is important Weekend Membership information be provided to SCCA immediately after the event. The original copy of the forms may be returned in a return mail envelope, faxed, scanned and emailed, or entered online. Full detailed instructions and a return mail envelope will be included with each packet of forms.
- Regions may elect to be billed or have payments deducted from Region dues remittance.
- The money received by SCCA partially funds promoting SCCA to the weekend member.
 - Invitation letter

- Issue of SportsCar
 - Promotional brochure and a DVD
 - Region contact and schedule information
- A Weekend Membership report will be e-mailed to Regions weekly.
- Regions may continue event promotions showing Member and Non-member Fees, but indicating the Non-member fee includes an SCCA Weekend Membership (begins the mindset of belonging).
- For RoadRally teams where neither the driver nor navigator is a member the combined Weekend Membership for the team is \$20, the SCCA portion is \$5.
- **Benefits**
 - Region
 - Structured and sustainable recruitment program
 - Potential for future leaders and/or active members
 - Additional benefits for non-members.
 - SCCA
 - Partial funding for recruitment program
 - Membership gains strengthens the Club
 - Legal umbrella
 - Weekend Member
 - Membership discount (coupon)
 - Insurance coverage
 - Sense of belonging