

To All Group Chairs & Secretary's

Please share all of the information below with your FULL committees.

### **11.09.2024 Introductory Voucher Procedures**

The Idea of the Club rewarding its members for introducing NEW members is one of the fastest ways to enable the Club to grow its membership; there is nothing more powerful than the word of mouth and an exchange of fabulous experiences that the Club has to offer. The scheme that the MCC have in place has been very successful over the past few years and we hope to continue offering this reward to all our members.

As you know we have produced wallet cards for our members to give out when they meet likeminded people while they are out and about in their motorhomes who may not even aware of the Club's existence, which is what the scheme is currently all about, to get the name of the Club out there.

You can order the wallet cards from head office to hand out to your members. This will ensure that the new members have all the information needed to allow the introductory member to receive a £10.00 voucher every time a new member that they have introduced to the Club and join. This is a great way of saying a big thank you to all our members who attract new members to the Club.

When a person approaches an existing rally out on a rally field and they introduce themselves and request permission to join the rally, this is sadly not classed as a member of the club introducing a new member to the Club, therefore they should not enter a number on the new members application form as they have found out about the Club by their own enquiries on the day. No vouchers will be issued under these circumstances.

This is the same case for the show stand. When a new member approaches the show stand they request to join themselves and fill out an application form and they do not enter a membership number on the form so that there are no vouchers produced

The new member can fill out an application form on the day and pay using cash or card (if a card machine is available). The monies for payment can then be transferred into head office by the group organising prior arrangements as we have always done in the past with no exception.

Any official member of CoM, The Group Committee or Rally Hosts are allowed to take payments for a new member which has always been the case, they would then forward the application form to head office by post ready for processing and the office would contact the source (where the application form was sent from) for payment by card over the phone.

The voucher scheme is purely a tool for members to use when they meet people away from the clubs activities, here are a few examples, on a site, in a carpark, in a café or they see the

club's window sticker and enquire about the club. On these types of occasions the member is in fact selling the Club's good name to a potential new member. The Club will issue a voucher under these circumstances.

The office will not reimburse a group or individual if the application form has been changed in any way, (examples) overwritten or correction ink/tape been used to change a membership number that had been entered into the box area to inform the office to issue a voucher as this may be interpreted as fraudulent if the office was to be audited by an outside agency which may bring the club into ill repute.

We apologise to all the groups that are following the correct procedure as this information is not intended to upset our hardworking committees, it is just meant as a guide to ensure that any new committee members put in place after the AGM season are following the correct procedures to enable us to gain continuity throughout the whole Club.

I would recommend that this information is printed so that you have a hard copy to pass on to any new committee members voted into the posts of Treasurer and Rally officer so that everyone is aware of the above procedures.

Well good luck with recruiting new members and please inform your group members all about the rewards that they could benefit from if new members join the club using their recommendations.

All the best

Keith Poole

Finance Director of the MCC