

reminder to renew their membership. All Regions should have a process in place to utilize this valuable feature.

## MEMBERSHIP INSTRUCTIONAL DOCUMENTS

The PCA has also included a set of instructional documents on PCA.org intended specifically for Region Membership Chairs. The following documents can be found on the Membership Chair Resources web page which will have a link on your PCA.org dashboard if you have the necessary roles:

- [RegionFocus](#) Webinar #71 Membership Chair 101 (slides and video)
- [PCA Region Subsidy Request Form](#)
- Membership Chair Responsibilities
- ‘Top 10 Ways to Grow Membership’ PCA [RegionFocus](#) #20 webinar recording
- How to sign up PCA Juniors
- Test Drive Participant Welcome Outline
- Adding Family-Active or Affiliate members
- Membership Region Change
- Membership Anniversary Recognition
- Update personal PCA information instructions
- Region Membership App instructions
- Dual Membership Options

These documents can be viewed and downloaded by Region officers. To access the Membership Chair Resources web page, either:

- Log in to PCA.org, click on your name in the top right corner of the website and you’ll find a new link in your “Commonly Used Links” section called “Membership Chair Resources.”
- Use this web address (<http://www.pca.org/membership-chair-resources>) that will take Region officers directly to the Membership Chair Resources web page on PCA.org. You will need to be logged into PCA.org and have the correct role in the Region to access this web page.

## PART 2.4 – FINANCIAL SUPPORT AVAILABLE TO REGIONS FROM PCA NATIONAL

All financial payments to U.S. Regions are by Direct Deposit, whenever possible. For Regions with an account (savings or checking) in a US financial institution that has an ACH (Automated Clearing House) routing number, participation in the Direct Deposit program is mandatory and the Region must provide the National Office with the Region’s financial institution’s ACH routing number (a nine digit number), the Region account number where the funds are to be deposited, and whether or not the account is a checking or savings account. To ensure proper deposit, be sure to complete the Direct Deposit section of the annual Region Report Form and Continuity Checklist (see page 192), and notify the PCA Director of Finance at the PCA National Office of any changes to the bank’s ACH routing number or to the Region’s account number immediately. Likewise, since notification of deposits is by e-mail to the Region President and Treasurer, it is essential that e-mail addresses be legible on the Region Report Form and that any changes be sent to the National Office immediately. Where



Direct Deposit cannot be used, checks will be sent to the Region President of record. As with all checks received by a Region, they should be deposited into the Region's account as soon as possible.

### **QUARTERLY REFUNDS FROM PCA NATIONAL TO REGIONS**

The quarterly refund from PCA National to a Region is a portion of the National dues each member pays. The amount of the refund is determined by the PCA's Board of Directors. The use of this refund is entirely at the discretion of each individual Region as it provides some financial basis for the Region's activities.

In addition to the above, at the discretion of the Executive Council, Surplus Region refunds may be distributed depending upon the financial status of PCA. If approved, they are deposited in the second or third quarters of the year and may be based on the number of members in each respective Region, or an equal amount is sent to each PCA Region.

### **SMALL ACTIVE REGION SUBSIDY**

PCA National will automatically grant an additional subsidy to active, small Regions, defined as "Regions with no more than one hundred (100) members" and will be paid in conjunction with the first quarter's member refund. The subsidy is to support small Regions so they can remain active for their membership.

An "Active Region" is defined as one for which current Region Report Form is on file, is incorporated, and during the previous year must have had at least one club activity. Regions of less than fifty (50) members will receive a \$500 subsidy. Regions whose membership is fifty (50) or greater, but no more than one hundred (100) will receive \$250.

## EVENT SUBSIDIES FROM NATIONAL TO THE REGIONS

In order to assist Regions financially and to encourage them to become more involved in events and activities with other PCA Regions and the community, PCA National offers certain subsidies (payments) to the Regions for specific events. Since these subsidies come from discretionary National funds, Regions are encouraged to acknowledge PCA as a sponsor or benefactor of the respective event. Seven types of events qualify for subsidies:

<u>Event</u>	<u>Subsidy Amount</u>
Region New Member Social	\$500.00
Charity/Community Service Event	\$750.00
Hospitality Park	\$500.00
Street Survival Pavement (up to)	\$2,000.00
Multi-Region Three-Activity Event	\$750.00
Multi-Region Two-Activity Event	\$500.00
PCA Register Group Three-Activity Event	\$750.00
PCA Register Group Two-Activity Event	\$500.00

**General Rules Governing Subsidy Requests** – The following apply to all subsidy requests:

1. The requesting PCA Region must have submitted the PCA Region Report Form and Continuity Checklist (page 13) and must be a Region in good standing with PCA National.
2. Each PCA Region may receive only one subsidy each year from each of the seven categories listed above.
3. No Region shall be entitled to more than one event subsidy for the same weekend. For example, if a Region hosts a Hospitality Park in conjunction with a Charity event, it may only apply for one subsidy.
4. If two or more Regions cooperate administratively in holding an event, only one of the Regions may qualify for the subsidy. They may, of course, agree to share the subsidy funds.
5. Proper acknowledgment of PCA is appropriate.

The following forms can be found at <https://www.pca.org/members/reports/forms-and-docs> under the Region Management, Forms section:

- [PCA Region Subsidy Program Request Form](#) illustrated on page 164.
- [PCA Street Survival Subsidy Request Form](#) illustrated on page 165

**Submission of Subsidy Requests** – See specific subsidy requirements below for more details.

- New Member, Charity/Community Service, Hospitality, Multi-Region, or PCA Register. Submit to your Zone Representative. The procedure is:
  - The Region within whose boundaries the event headquarters is located shall complete the on-line [Subsidy Request Form](#), and submit it to its Zone Representative along with documentation (ads, fliers, charity information) sufficient to support compliance with the

subsidy rules. This documentation should be submitted to the Zone Representative at least thirty (30) days prior to the event; sixty (60) days is preferable.

- The Zone Representative will review the request and if it is approved, will send the PCA Region Subsidy Program Request form with documentation to the PCA National Office.
- Questions about subsidy requirements should be addressed to your Zone Representative.

### **STREET SURVIVAL PAVEMENT SUBSIDY**

Submit to the PCA Street Survival Coordinator. The procedure is:

- The Region within whose boundaries the event headquarters is located shall print and complete the [Street Survival Subsidy Request Form](#), save or print the completed form, and submit to the PCA Street Survival Coordinator along with documentation sufficient to support compliance with the subsidy rules. This documentation should be submitted to the PCA Street Survival Coordinator no later than sixty (60) days after the event; thirty (30) days is preferable.
- The PCA Street Survival Coordinator will review the request and if it is approved, will send the PCA Street Survival Subsidy Request form with documentation to the PCA National Office. The resulting payment will be transmitted to the Region.

### **REGION NEW MEMBER SOCIAL SUBSIDY**

The Region New Member Social is a social event specifically created to welcome new members into the “PCA Family,” to personally introduce them to the Region’s officers and event chairs, to discuss the wide range of PCA activities, to answer any questions, and to encourage future participation within the Region.

The Region New Member Social should be held at a convenient, neutral location or in conjunction with a dealer or other automotive-related location within the Region. The focus of the event is on the new members and their families. Many new members may not be familiar with automotive clubs, or



with PCA specifically, and this is an opportunity for Region leadership to interact with each of them on a one-to-one basis. Regions should recognize that one major reason for the non-renewal of PCA membership is that the new member “did not feel welcome.” The Region New Member Social should address this concern.

It is recommended that the Region leadership personally contact the new members to invite them to the event. The Region may consider selling Region or PCA merchandise at the event. An organized effort should also be made to distribute PCA membership benefit information to the new members.

### **CHARITY/COMMUNITY SERVICE EVENT SUBSIDY**

Charity/Community Service events are strongly encouraged. These events afford opportunities for Region membership to work together to a common goal, enriching the membership experience. In addition, these activities reflect positively on PCA as a whole.

When a Region holds or substantially participates in a major event in support of a recognized charity or community service (referred to hereafter as “charity”) in accordance with the following conditions:

- This subsidy is considered “seed money” to aid in the preparation of a successful event. A description of the charity itself, the event, and how the seed money will be used must accompany the request.
- All money, goods, etc., except expenses incurred by the Region, collected in connection with the event shall be contributed to the charity.
- The charity shall be either a recognized national or local organization. In choosing such a charity, the Region will have the support of PCA National, therefore, the charity must meet acceptable standards relative to the general objectives of PCA. The charity cannot be of a political nature. If the Region needs clarification about how appropriate a specific charity might be, contact your Zone Representative or the PCA National Office.

### **HOSPITALITY PARK SUBSIDY**

The objective of the Hospitality Park is to allow the Region to disseminate information about PCA, to recruit members, and to furnish a place for PCA members to meet and congregate.

- The intent is that the Hospitality Park be held in conjunction with a significant event associated with automobile enthusiasts; the event would be otherwise outside of the “normal” PCA-based activity or organization, and would provide exposure well beyond PCA members.
- The Park shall be located at one of the following events: SCCA Professional Series, SCCA Inter Divisional Championship Events, IMSA (or similar sanctioning body) Series Events, FIA Series Events and nationally significant vintage races such as the Monterey Historics, Chicago Historics, etc. Alternatively, the Hospitality Park could be associated with a major multi-marque Region concours event, such as SCCA or community-sponsored event. If the Region needs clarification about how appropriate a specific event might be, contact your Zone Representative or the PCA Director of Finance at the PCA National Office.
- The Hospitality Park shall be available to all Porsche owners and an organized effort shall be made to distribute PCA membership information.

## MULTI-REGION THREE-ACTIVITY EVENT SUBSIDY

Multi-Region events offer a rewarding experience for PCA members; the events afford social interaction with other Regions, as well as opportunities to enjoy the cars. In addition, by enhancing the membership experience, these multi-region events are a good membership retention tool. As such, PCA National offers a subsidy to help offset the costs of a multi-region event.

Descriptions of successful multi-region events are included in “Part 3.3 – Multi-Region Events” on page 104. *Read this before making your application!* The key component in a successful event is well organized activities, generally focusing on Porsche related automotive events.

- There must be at least three (3) official organized activities, for example, an autocross, rally, concours or tech/historical quiz. Other qualifying activities can include organized driving tours, or other similar automotive-related activities. For clarification on qualifying activities, contact your Zone Representative or the National Office in advance of applying for the subsidy. If multiple competitive activities are held, these should be held on the same or consecutive days.
- An associated social function is strongly encouraged, in keeping with the intent of this subsidy. The social event will not be considered an “organized activity” for purposes of this subsidy.
- Sufficient information publicizing the event must be distributed to all contiguous Regions and posted to social media in time for their newsletter publications. Forty (40) days prior to the event shall be considered sufficient time. A copy of a newsletter notice or a flyer, or the link to a social media post will be acceptable as documentation that accompanies the subsidy request.

## MULTI-REGION TWO-ACTIVITY EVENT SUBSIDY

This subsidy is for multi-region events with two (2) organized activities, and meeting other requirements under the three-activity event subsidy description above.

## PCA REGISTER GROUP THREE-ACTIVITY EVENT SUBSIDY

The purpose of this subsidy is to encourage our specific PCA Register Groups (listed in the back of Panorama, along with each Advocate) to hold events that are hosted by Regions. Each PCA Register Group is encouraged to hold events each year. A PCA Register Group may be allowed to hold more than one subsidized event, as long as it is approved in advance by the National President. This will be done on a case-by-case basis. To the respective Regions, that means checking with the PCA Director of Finance at the PCA National Office (or PCA Treasurer if the Director of Finance is not available) to ensure that the subsidy is available. If a Region (or more than one Region) holds an event in accordance with the following conditions, PCA National will provide a subsidy for that event. Payment of the subsidy is to the host Region. Costs incurred by the PCA Register Chair associated with conducting the event should be coordinated/submitted to the host Region up to the subsidy amount.

Requirements:

- There must be at least three of the official, organized activities, at least one of which should be competitive. These activities can include competitive events such as: concours (including wash & shine), rally, autocross, tech quiz or another competitive activity. The qualifying activities also can include an organized driving tour (i.e., including departure and destination, with route instructions, tour leaders, etc.). If the Region needs clarification about how appropriate a specific organized activity might be, contact your Zone Representative or the PCA National Office, well in advance of the PCA Register Event.

- The competitive events must be held on the same or consecutive days. An associated social function is strongly encouraged, in keeping with the intent of this subsidy. The social event will not be considered an “organized event” for purposes of this subsidy.
- Sufficient information publicizing the event must be distributed to members having an interest in the respective PCA Register Group. Forty (40) days prior to the event shall be considered sufficient time. A copy of a flier, ad, or invitation will be acceptable as the documentation that accompanies the subsidy request.

### **PCA REGISTER GROUP TWO-ACTIVITY EVENT SUBSIDY**

This subsidy is for PCA Register Group events with two (2) organized activities and meeting the other requirements listed above for the three-activity event subsidy.

### **STREET SURVIVAL PAVEMENT SUBSIDY**

The objective of the Street Survival Pavement Subsidy is to help regions offset the cost of one of the largest expenses associated with hosting a Street Survival School. The Street Survival Program is geared towards young drivers and teaching them proper car control skills. Street Survival is an opportunity for the regions to give back to their local community by sharing their member’s knowledge and love of driving.

- The Street Survival School must be hosted, managed and insured by the PCA region. Volunteer help from members of other car clubs is allowed and encouraged.
- The subsidy is now available for your first school but only to the max dollar amount and only for pavement.
- Regions will be reimbursed up to the subsidy amount for the cost of the pavement rental after. The region must submit an invoice for the pavement rental in order to qualify for the subsidy.

## **PART 2.5 – REGION EVENT PROCEDURES**

Set forth below are general guidelines which should be read and followed by every Region event chair conducting a Region event. These procedures have been written in general terms to provide a flexible framework for conducting the Region’s activities. While nothing that follows is mandatory, every event chair should read and understand and apply them as appropriate to the event being held.

**General Event Guidelines** – Reference [www.pca.org](http://www.pca.org) [Event Requirements for Non Wheel-to-Wheel Events](#) on www.pca.org. These guidelines cover: Autocross, Driver Ed, Driving Tours, Rally and Off-Road events (see page 107).

1. Propose event for submission to the Board, in cooperation with Activities Coordinator (to establish potential date).
2. With the proposed event, submit a tentative budget to the Board. No person is authorized to spend or commit more than \$\_\_\_\_\_ (a certain specific amount set by the Region Bylaws) on behalf of the Region without prior approval by the Board.
3. Board approval must be secured before any advance publicity is released to the Region newsletter or elsewhere. Any subsequent changes in the budget exceeding +10% of the budget approved by the Board must be approved by the President. Any changes in date must be approved by the Activities Coordinator.