

# Northwest Region's future hinges on its membership

## *'Not-for-profit' status could be jeopardized*

**W**ithout volunteers we would be hard pressed to do what we do — race. Our ranks, especially in the volunteer arena are diminishing. It is critical that we keep the worker membership numbers in line with our needs. All venues need these people to conduct their respective activities. We are getting a good showing of competitors. Temporary memberships are legal in most venues but can't be counted in the head count. Encourage those racers to become regular members.

One can blame the decline on the time of the year, burnout, increased gas prices, etc. The bottom line is that we are going to have a turnover in membership for many reasons. We need to be proactive replacing and retaining our membership. You are the best recruiter in this effort. Please take the time to start up a dialog with those that express an interest in what we do and then follow-up on that contact, wherever you might meet them.

We have some serious campaigning to do in the future as there are those out there that want to do away with our activities. They claim that we trash roads, make noise, pollute the air, etc. There numbers are increasing. It's a "green" trend. They are not listening to the facts. The environment is important, but let's not go overboard.

There is another factor to be considered in the need for lots of paid members. The Internal Revenue Service has a formula that is one of the components in the region keeping its "not-for-profit" status. It is based on the number of paid members in relationship to the amount of cash on hand. We are starting to make money again. If we don't keep our status with the IRS we will have to pay thousands of dollars in federal taxes and probably even lose the IRS status we enjoy now.

If we want to continue our club format, we need volunteers or more specifically, members.

## Region Report

**FRANK HAMILTON,  
REGIONAL EXECUTIVE**

### Recruiting volunteers

It is fine to advertise, to put up posters, to have a newsletter and so on. Humbling as it may seem, the best tool in attracting members is we ourselves. If each of us could bring in one member each year, we would be up the almost 2,000 members in NWR-SCCA we used to report two years ago.

We have handouts on order that can be given to those who express an interest in our activities. We have a variety of competitions already in place. Rallycrosses (rally crosses and auto crosses) are becoming very popular with newcomers and accomplished racers, both.

Soon we will have the BMW Foundation's Street Survival program on board. This a defensive driving effort to target the 16- to 18-year-old drivers who have the highest crash rates in the U.S. The project is sponsored by Tire Rack and SCCA National.

Currently we do a booth at the Corvette Show at the Puyallup fairgrounds. Locally we help with a TSD rally (they found local scholarship programs). We have novas driver certifications in all venues. Spectators at our events are an excellent place to bring in members. There is more.

I'm sure your community has local service groups, i.e., Kiwanis, Lions, etc. Some of us who can talk to these groups need to get out there and do that very thing.

Does your local chamber of commerce or newspaper have a "Source Book"? In my town, the paper lists organizations with an explanation of what the group does. It is a welcome mat for newcomers as well as those who have not given much thought in the past to our events.

We have several Web pages. You can

link to some of the others from this Web page. If you get the newsletter in hard copy they are: [www.nwr-scca.org](http://www.nwr-scca.org); [www.scca.com](http://www.scca.com); [www.oregonrallygroup.com](http://www.oregonrallygroup.com); [www.oregontrailrally.com](http://www.oregontrailrally.com); [www.pacificrallygroup.com](http://www.pacificrallygroup.com) and more.

One can acquire used race cars and associated equipment through our classified ads in this newsletter. There is a much bigger selection in Sports Car, SCCA National's magazine.

Most of our volunteers are treated to worker appreciation parties after a competition and/or later in the year. These parties often include award banquets and door prizes as a rule. Saying thank you is very important to new and old helpers.

Feel free to make copies of this publication and give them to friends, prospective members or competitors running on temporary memberships. If you know of someone who doesn't have Internet access, please see that they get a copy (we will snail mail them a copy once we know that this problem exists).

We are one of 113 regions in scope of SCCA's service areas in the U.S. Membership here affords its own some privileges in all regions throughout the U.S., Canada, and Mexico. In NORPAC (North Pacific Division or Area 13) we have conventions and training sessions that benefit region organizers and competitors alike.

There is great stuff to buy at events or through the National office or online. Apparel, tools, rule books, car parts, trophies, among other items are available.

I have given you a few suggestions and am tasking you to help in this vital matter — membership. I will talk about member retention next time around. Thank you for your support. We all need it!

*Contact regional executive Frank Hamilton at [rallyguy@comcast.net](mailto:rallyguy@comcast.net).*