

Good Sam Club



Chapter Media Tool Kit

April 2008

Good Sam Club



April 1, 2008

Dear State Directors and Chapter Presidents,

The Good Sam Club has contracted with Allison & Partners as our public relations agency of record. They look forward to working with all of you in gaining press support of your state and chapter activities. The information contained in this tool kit is designed to help you gain press coverage for your state and chapter projects and also for the Good Sam Club.

For your support, we have dedicated an Allison & Partners team member to be available to you, should you have any questions that arise with regard to working with the media, including if you're having challenges securing media in specific markets. Colleen Farrell will be your point of contact. Her information is noted below. Sara Wacker manages the overall Allison & Partners program, so you can also contact her as a backup.

Colleen Farrell
Senior Account Executive
310-496-4438
colleen@allisonpr.com

Sara Wacker, APR
Account Manager
619-533-7975
sara@allisonpr.com

Please review the attached document, and don't hesitate to let us know if you have any questions.

Thanks again,

Tammy Worley
Activities Manager
The Good Sam Club

Overview:

Local newspapers, radio and television stations, and other media outlets are often interested in the wonderful projects and activities undertaken by Good Sam Club chapters. Media attention is a great way for your members to receive recognition and also can be used to attract new members to your chapter.

This kit should help you with your public relations efforts. Everything you need regarding messaging and content is here to assist you in attracting new members and gaining recognition for the many activities your chapter participates in throughout the year.

In the kit, you will find the following documents:

1. Reactive media interest – media procedures to use if you receive a call from the media;
2. Proactive media outreach – tips on generating publicity and using photographs;
3. Calendar listing – fill-in-the-blank announcement to publicize Good Sam Club chapter meetings;
4. Fill-in-the-blank news releases – three examples of releases to help you obtain media coverage for various activities; the templates allow you to personalize each release to fit your story and circumstances, and proactively “pitch” the media;
5. Report of Good Sam Club Chapter Activities to cover miscellaneous events;
6. Generic news release template, indicating where to fill in the headline, contact name, etc. on the releases;
7. Release sample – to give you an idea of what you could send the first time you submit a story;
8. Telephone script to follow when contacting your local editor;
9. Intro letter to the editor to send with the press release;
10. Statistics on RVing – “A Few Facts About RVs and RVing,” which you can also send the first time you submit a story;
11. The Good Sam Club pledge, which can also be sent in along with your first submission

This kit allows you to fill in the blanks on press releases covering the following topics:

1. Upcoming monthly meetings
2. Recently held meetings
3. The election of new officers
4. Membership drives
5. Local samborees
6. Community projects
7. Charitable contributions

In just a few minutes, you can report to your local newspaper on what your chapter is doing. Once you have filled in the information (your chapter name, dates, phone numbers and other information), you can simply mail it or email it to the editor of your local newspaper.

You might want to call him/her first to introduce yourself and talk about the story you are going to send. As mentioned above, we have enclosed a sample telephone script you can follow if you wish to. There is also a letter to the editor, which you may opt to use each time you mail in a story.

Please feel free to alter, edit and otherwise adapt these releases to fit your needs. The goal is to make it easier for you to generate publicity for your chapter. If you have any questions or additions for this kit, please contact Colleen at Allison & Partners.

1) REACTIVE MEDIA INTEREST (procedures when the media contacts you)

In most cases, the Good Sam Club will proactively go after the media for publicity; in other cases, the media will contact the Good Sam Club. If the opportunity appears to be on the national level or a particular issue, please take the following steps and coordinate with Colleen at Allison & Partners or Tammy Worley.

Media checklist:

- Take the reporter's name and state/publication
- Ask what his/her story is about
- Let the reporter know that you'll be referring them to Affinity's in-house PR team or PR firm, Allison & Partners
- Ask when their deadline is, as well as when the story is scheduled to run

Steps diagram:

1. Reporter
2. Chapter/State Director
3. Tammy Worley at the Good Sam Club headquarters
4. Colleen Farrell at Allison & Partners
5. Affinity in-house PR team, Gene Tuttle and Kevin Hobbs

Stepped process for dealing with the media:

Reporter



State Director



**Tammy Worley,
Good Sam Club headquarters**



**Colleen Farrell,
Allison & Partners**



**Gene Tuttle & Kevin Hobbs,
Affinity in-house marketing team**

2) PROACTIVE MEDIA OUTREACH (that you help generate)

TIPS TO GET PUBLICITY FOR YOUR CHAPTER

1. Provide as much information as possible about chapter events, acts of donation, good deeds, community involvement, etc. to the local media.
2. Mail or email the information in advance of putting a call into the editor or reporter. You can build your media contact list from online research. Most publications will have a Web site that includes editors' contact information, found on a "contact us" link.
3. When you call to follow up, be sure to speak to the right person at the appointed outlets – the editor, managing editor, feature editor (newspapers); news assignment manager or news director (radio and TV).
4. Provide contact information – phone, email, best time to contact – in the event further information is required.
5. Ask the editor/assignment editor for their input on types of stories they are interested in; facts and figures they would like to help support the story.
6. Call your local radio station or newspaper calendar editor and ask them to put your next event on the Community Calendar or Events Calendar two weeks before it occurs. Ask them how often they will run your calendar item. As a result, you will get on-air mentions and print coverage. (If you want to really impress them, call after the event and tell them how much they helped.)
7. To post your event online, log onto the publication's Web site and navigate yourself to the calendar section, then look for options to post the information yourself. Sometimes there is a delay, or waiting period, for the publication to confirm the information, so make sure to post/send the information at least two weeks to a month in advance.
8. Generally, you can also post calendar notices on local community, Convention & Visitors Bureaus or Chambers of Commerce. Here you can send the information just as you would the media or look for opportunities to post online yourself. These organizations often have editors as well.
9. Your local newspaper editor is always looking for an interesting story. Do you plan to help a charity this year? Host a campground? Adopt a highway? Help out at the local homeless shelter? Let the editor know about activities like this.
10. Stories with photos have a better chance of getting printed. Whenever you can, have someone in your chapter take photos of your events. Some editors prefer digital shots that can be emailed rather than printed photos, so be sure to ask their preference when you call. If sending digitally, most print publications prefer at least 300 dpi (dots per inch). If it's being used on the publication's Web site, then 72 dpi will suffice. Please be sure to clarify the publication's preference.
11. Candid action shots are better than "set-up" shots. Be sure to include a caption that correctly identifies who is in the picture, from left to right, and what he/she is doing.
12. Tell your local editor what kinds of stories you plan to send him. Ask if there are any others he/she would like you to call them about. The more familiar he/she is with you and your chapter, the better chance there is to have your stories run.
13. If you have a good photo (amusing, filled with action, or unusual in any way) and don't want to send a story, write a caption explaining the photo and send it in. Call your editor and let him/her know it's on its way.

14. Photos of local Good Sam Club members visiting other places will be of interest to your editor, particularly if they are standing in front of their RV, wearing their Good Sam Club vests or doing something else that makes it clear that they are RVers and members of your chapter. Once again, be sure to include a caption.

One final note: Please be **accurate** in anything you provide your local newspaper, since accuracy is the lifeblood of the news business. Your editor will be confident of your material if he knows it is accurate. Don't guess about the spelling of someone's name, the town they visited or someone's title. If there is a mistake in an article, the editor is the person who will get the angry phone calls. Check to be sure, even though you may be fairly certain it is correct.

Congratulations! You've just started your publicity campaign!

3) CALENDAR LISTING

CALENDAR LISTING

Media Contact:

[FILL IN CONTACT INFO HERE]

GOOD SAM CLUB MEMBERS MEET, [DATE]

Members of the _____ Chapter of the Good Sam Club, the largest RV owners' club in the world, will meet next (day) _____, (date) _____ at _____ to plan future activities. The meeting will be hosted by _____.

The Good Sam Club is the world's largest RV owners' organization with more than one million member families. Those interested in learning more about the club and its activities are welcome to attend the upcoming meeting, said _____, chapter president.

Good Sam Club members pledge to leave campsites in better condition than they find them, permit faster vehicles to pass on grades, keep their RVs in safe condition, assist other RVers when possible and *always* wear a smile.

The Good Sam Club offers a wide variety of services, including *Highways*, a members-only monthly magazine, discounts at Good Sam parks nationwide, the opportunity to test RV products, special group travel and cruise rates, a Good Sam credit card, and travel-oriented services, such as mail forwarding and computerized RV trip routing. The Good Sam Club also offers discount RV financing, RV emergency road service, and low-cost vehicle insurance. In addition to enjoying these benefits, most local chapter members participate in local civic activities as volunteers in their community.

With their good conduct code for the road and their community service, Good Sam Club members strive to live up to their name.

Members of the Good Sam _____ Chapter are active RVers living in the (town) _____ area.

For more information, please contact Chapter President _____ at (_____) _____ - _____.

BRIEF CALENDAR

Good Sam Club Meeting

[Date]

[Meeting Location]

[Contact Information]

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4) **FILL IN THE BLANK NEWS RELEASES**

FOR IMMEDIATE RELEASE

Media Contact:
[FILL IN CONTACT INFO HERE]

LOCAL GOOD SAM CLUB CHAPTER ELECTS NEW OFFICERS

The _____ Chapter of the Good Sam Club, the largest RV owners' club in the world, recently met to elect officers for the upcoming year.

Elected chapter president is _____, succeeding current president _____.

The chapter's new vice president will be _____ with _____ named secretary and _____ voted treasurer.

_____ local residents, all RV enthusiasts, are members of the _____ Sams. Good Sam Club members pledge to leave campsites in better condition than they found them, permit faster vehicles to pass on grades, keep their RVs in safe condition, assist other RVers when possible and *always* wear a smile.

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"We're always looking for folks who like to RV, and I invite anyone interested to come to one of our meetings," said _____, newly-elected president. "Good Sam Club is a great organization, and I think most people would enjoy the volunteer activities we do in the community, as well as the fun we have traveling together."

For more information, please contact Chapter President _____ at (_____) _____ - _____.

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Media Contact:
[FILL IN CONTACT INFO HERE]

GOOD SAM CLUB MEMBERS TO MEET

The members of the _____ Chapter of the Good Sam Club, the largest RV owners' club in the world, will meet at _____ for their monthly get-together hosted by _____.

The Good Sam Club is the world's largest RV owners' organization with more than one million member families. The RV owners' group had a productive meeting with (number) _____ Good Sam Club members present, according to Chapter President _____. Several guests interested in joining the Good Sam Club also attended the meeting.

Among the activities the Good Sam Club members are considering this year are:

- 1.
- 2.
- 3.
- 4.

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Members of the Good Sam _____ Chapter are active RVers living in the (town) _____ area.

For more information, please contact Chapter President _____ at (_____) _____-_____.

###

Media Contact:
[FILL IN CONTACT INFO HERE]

GOOD SAM CLUB SEEKS NEW MEMBERS

The members of the _____ Chapter of the Good Sam Club, the largest RV owners' club in the world, are looking for fellow RVers interested in joining them camping, traveling, participating in volunteer work and having a good time.

The Good Sam Club is the world's largest RV owners' organization with more than one million member families. The _____ Chapter of the Good Sam Club is composed of active RVers living in the (town) _____ area.

The Good Sam _____ Chapter is one of more than 1,700 chapters of the Good Sam Club. Good Sam Club members pledge to leave campsites in better condition than they find them, permit faster vehicles to pass on grades, keep their RVs in safe condition, assist other RVers when possible and *always* wear a smile.

The Good Sam Club offers a wide variety of services, including *Highways*, a members-only monthly magazine, discounts at Good Sam parks nationwide, the opportunity to test RV products, special group travel and cruise rates, a Good Sam credit card, and travel-orientated services, such as mail forwarding and computerized RV trip routing. The Good Sam Club also offers discount RV financing, RV emergency road service, and low-cost vehicle insurance. In addition to enjoying these benefits, most local chapter members participate in local civic activities as volunteers in their community.

With their good conduct code for the road and their community service, Good Sam Club members strive to live up to their name.

Members of the Good Sam _____ Chapter are active RVers living in the (town) _____ area.

For more information, please contact Chapter President _____ at (_____) _____ - _____.

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5) *REPORT OF CHAPTER ACTIVITIES*

REPORT OF GOOD SAM CLUB CHAPTER ACTIVITES

NAME OF CHAPTER: _____.

CHAPTER PRESIDENT: _____.

TELEPHONE NUMBER: _____.

ADDRESS: _____.

EVENT: _____.

PARTICIPANTS:

COMMENTS:

6) **GENERIC NEWS RELEASE TEMPLATE**

(SAMPLE TEMPLATE FOR ALL NEWS RELEASES FROM YOUR CHAPTER TO THE MEDIA. *ITALICS* INDICATE WHERE YOU FILL IN YOUR INFORMATION. IF YOU HAVE A GOOD PHOTO, SEND IT WITH THE RELEASE.)

SAMPLE ONLY. DO NOT SEND!

Contact: FOR IMMEDIATE RELEASE
(Chapter President's Name)
(Chapter President's telephone number with area code)

HEADLINE

(For example: HOMEWARD BOUND GOOD SAM CLUB CHAPTER TAKE TO THE HILLS)

STORY FOLLOWS

(For example: The Homeward Bound Good Sam Club Chapter, a group of 30 local RVing enthusiasts, recently completed a three-day trip to the Ozarks where they spent their time fishing, camping and enjoying the great outdoors.

"It was a great chance to see some beautiful scenery and catch some delicious fish," said Homeward Bound Club chapter President Joe Smith.

Smith said the group formed a caravan here in Anytown, and then proceeded at a leisurely pace for the five-hour trip. Participating in the adventure were Jim and Edna Jones, Larry and Susan Shaw, Mort and Ethel Robinson and Luke and Jerri Johnson.

(Relate whatever else happened.)

7) RELEASE SAMPLE

SAMPLE ONLY. DO NOT SEND!

The Homeward Bound Good Sam Club chapter is one of the more than 1,700 chapters of the Good Sam Club. As RVers, Good Sam Club members pledge to leave campsites in better condition than they find them, permit faster vehicles to pass on grades, keep their RVs in safe condition, assist other RVers when possible and *always* wear a smile.

The Good Sam Club offers a wide variety of services, including *Highways*, a members-only monthly magazine, discounts at Good Sam parks nationwide, the opportunity to test RV products, special group travel and cruise rates, a Good Sam credit card, and travel-orientated services, such as mail forwarding and computerized RV trip routing. The Good Sam Club also offers discount RV financing, RV emergency road service, and low-cost vehicle insurance. In addition to enjoying these benefits, most local chapter members participate in local civic activities as volunteers in their community.

With their good conduct code for the road and their community service, Good Sam Club members strive to live up to their name.

Members of the Good Sam _____ Chapter are active RVers living in the (town) _____ area.

SAMPLE ONLY. DO NOT SEND!

8) TELEPHONE SCRIPT

TELEPHONE SCRIPT FOR CHAPTER PRESIDENTS

Please remember that local newspapers **desperately** want interesting local news stories, so your local newspaper editor will be **happy** that you called. S/He needs local news, because, without it, his newspaper will not survive.

SCRIPT:

HELLO, MY NAME IS _____, I'M PRESIDENT OF THE _____ SAMS, THE LOCAL CHAPTER OF THE GOOD SAM CLUB. AS YOU MAY KNOW, THE GOOD SAM CLUB IS THE LARGEST RV OWNERS' CLUB IN THE WORLD AND HAS MORE THAN ONE MILLION MEMBER FAMILIES.

OUR LOCAL CHAPTER HAS _____ MEMBERS, MOST OF WHOM ARE ACTIVE RVERS WHO LIVE RIGHT HERE IN _____. WE HAVE AN EVENT COMING UP THAT I THOUGHT YOU MIGHT BE INTERESTED IN. CAN I TELL YOU ABOUT IT AND THEN SEND A PRESS RELEASE ON IT?

(TELL HIM/HER ABOUT YOUR EVENT JUST AS YOU WOULD TELL A NEIGHBOR OR FRIEND. KEEP IT SIMPLE. USE THE SAMPLE RELEASE TO HELP PROMPT YOU.)

(ANSWER ANY QUESTIONS THE EDITOR MIGHT HAVE, AND THEN ASK FOR HIS EMAIL OR MAILING ADDRESS AND WHICH S/HE'D PREFER. FILL IN THE ENVELOPE AS S/HE GIVES THE ADDRESS TO YOU. PLEASE BE SURE TO PUT HIS/HER NAME ON THE ENVELOPE, AND THEN MAIL YOUR RELEASE TO THE EDITOR/REPORTER.)

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9) **INTRO LETTER TO THE EDITOR**

Editor _____,

As you may remember, we spoke via phone on (*name day*) _____. I represent _____ Sams, a local chapter of the Good Sam Club, which is the largest RV owners' organization in the United States.

I have enclosed the materials we discussed, which I believe you will find of interest to your readers.

Please feel free to call me at (_____) _____ - _____ if you have any questions.

Thank you for your interest.

Sincerely,

10) RV STATISTICS

A FEW FACTS ABOUT RVS AND RVING

1. The typical cost of a new recreational vehicle (RV) ranges from \$4,375 for folding camper trailers, to an average of \$12,200 for “roomy travel trailers” to an average of \$75,000 to \$200,000 for a “luxurious motor home.”
2. A motor home is an RV with its own engine and other accoutrements where the driving compartment is freely accessible from the living area. A mobile home, on the other hand, is a modular house that has been transported in part or in totem to a permanent location on a foundation. A mobile home has no wheels.
3. A trailer is any towed vehicle with living quarters.
4. A fifth wheel is a large camping trailer that extends over the bed of a heavy duty pick-up truck, where it is secured to the bed of the truck.
5. Nine million households in the U.S. now own an RV (approximately one in every 12 households); an increase of 15 percent since 2001 and 58 percent since 1980.
6. RVers spend an average of \$61/per day, per person for goods and services while visiting an area away from home.
7. The Good Sam Club offers a wide variety of services, including *Highways*, a members-only monthly magazine, discounts at Good Sam parks nationwide, the opportunity to test RV products, special group travel and cruise rates, a Good Sam credit card, and travel-orientated services, such as mail forwarding and computerized RV trip routing. The Good Sam Club also offers discount RV financing, RV emergency road service, and low-cost vehicle insurance. In addition to enjoying these benefits, most local chapter members participate in local civic activities as volunteers in their community.

11) THE GOOD SAM PLEDGE

The Good Sam PLEDGE

- *I will stop and give aid to fellow Good Sam members where safety and traffic condition permit. I will NOT attempt to stop and give aid on turnpikes, freeways or expressways, but instead will give three short blasts on my horn to indicate that I am reporting the breakdown to the nearest highway patrol, toll gate or police department.*
- *If I am broken down on the expressway, I will raise the hood of my vehicle to indicate I am in need of assistance and stay with the vehicle until help arrives.*
- *I will keep my recreational vehicle in safe condition at all times and give special attention to brakes, tires and running lights.*
- *I will drive within the law and with consideration for others.*
- *I will watch following traffic on upgrades and pull off the road as soon as possible whenever I am causing a slowdown.*
- *I agree to observe and cause to be observed all posted rules and regulations for the betterment of the enjoyment of outdoor recreational facilities.*
- *I will leave my campsite in BETTER condition than I found it.*
- *I will try to wear a smile (like Good Sam's) and promote the objectives of the Good Sam Club wherever I meet other RV owners.*