

## 2014 Chicago Region Worker Retention And Recruitment Program

In late 2012 Chicago Region received a donated endowment dedicated to volunteer recruitment and retention. The donor requests the money be used to ensure there will be SCCA workers at events for years to come. To honor that request, the Chicago Region in 2014 has created a program that rewards volunteers for both their loyalty and for bringing in new volunteers:

**The Retention (loyalty) portion of the program** will progressively reward volunteers' loyalty and efforts. Based on registration information taken from Motorsports Registration and verified by Specialty Chiefs, volunteers are rewarded monetarily at the end of the season based on the number of Chicago Region events in which they participate.

1. The program is open to all volunteers, regardless of Region.
2. Eligible events include the following Club Races and Supported Pro race only:
  - June Sprints, Kettle, TUDOR Sports Car Series race at Road America, Fall Sprints, Drivers School (in years CR is running the event, including 2014)
3. Participation is based on Motor Sports Registration information. In other words, you **must** register on motorsportsreg.com for the event to count. Generally, Registration at the track can sign you in to MSR if you don't have an account or don't register online ahead of time.
4. The Incentive award payout is an escalating scale based on the number of eligible Chicago Region events worked:
  - one event – No incentive
  - Two events - \$30.00 (\$15.00 per event)
  - Three events - \$60.00 (\$20.00 per event)
  - Four events - \$100.00 (\$25.00 per event)
  - All five events - \$150.00 (\$30.00 per event)

**The Recruitment portion of the program** rewards current members who bring new people to Chicago Region events as volunteers. Provided both the sponsoring member and new person actually work the event and one additional event, the sponsoring member will be rewarded with a \$50.00 payment.

If the new person subsequently becomes a regular Chicago Region member and volunteers at 2 events within the 2014 season, the new member will receive \$50.00, and the Sponsor will receive an additional \$50.00 – for a total payout of \$100.00 to the current member and \$50.00 to the new member.

The Recruitment portion of the program is separate from the Retention portion, so a current member who brings new people into the club will receive payouts under both portions of the program. Example – volunteer at all 5 events in 2014 and sponsor 2 new volunteers who join Chicago Region and volunteer at 2 events each. The sponsoring member will receive \$350.00 (\$150.00 loyalty reward plus \$200.00 recruitment reward), and the new volunteers will each receive \$50.00.