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Membership Enhancement Coordinator Expectations

Thank you for volunteering to be the Membership Enhancement Coordinator for your Chapter or District. The job of Membership Enhancement is one of the most important functions of our organization. We, as Membership Enhancement Officers, are responsible for upholding the first part of the GWRRR Motto. We are the “FUN” guys.

To help make sure we keep the “FUN” in our Chapters, Districts and Region, we do have some brief responsibilities we must take care of each month. Each month you will receive a report of membership in your area. This is called the ARL. This report will contain information on New Members, Prospective Members, Members whose membership is about to expire and those whose membership has expired. Please take the time to look at the report and contact the New Members and Prospective Members in your area and invite them to one of your Chapter functions. Let them know that we welcome them to GWRRR and that they have thousands of new friends with whom to share the same enjoyment of riding as they do. Making these new members and prospective members feel welcomed is a HUGE part of keeping them in the GW Family! Follow up e-mails to thank them for coming to a meeting is always a good way to keep in touch with them for at least a couple of months after meeting them. Ask if they would like to be included in your e-mailing list for newsletters and updates. Remember, it is always Fun to meet new people, it is always Fun to see our current friends, and it is always Fun to see old friends we have not seen for a while. If you can start a Mentor program in your Chapter, assigning an enthusiastic member to follow up with the new and/or prospective member. Have them sit with that person at their first gathering explaining what we do; introduce them to Rider Ed and then follow up and invite them to upcoming events for the next few months. This will make certain that that new member is truly welcomed into the GWRRR family.

We also ask that you work closely with your Director. You are the one who will bring the fun activities to the Chapter Gathering. You should work hand in hand with your Director so your fun activities are a part of the agenda.

Recruitment will also be a big part of your job. It can be a very fun and simple thing to do. Just get the members in your Chapter out talking about their bikes and GWRRR. Have Show and Shines, support local charities, have Mall Shows (Wal-Mart always welcomes a bike



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show), see if you can be a part of a Dealership Show, just be seen! You can get a recruitment package from the main GWRRA office free of charge. It will have copies of Wing World, fliers and applications. Take these to your local dealership and ask them to help support your Chapter by handing them out to new Gold Wing buyers. Also encourage that dealer to become a part of the GWRRA Honda Dealer Program. Information can be found at GWRRA.org, scroll down and open the tab to see the participating dealers and to download the information about the program. Give them to your Chapter Members to give to their friends. Keep some in your trunk and give them to Wingers who you meet on the road.

Otherwise, your job is very simple. Just be yourselves. You already have the skills that you need to promote "FUN" in your Chapter. Be supportive of your Chapter, visit other Chapters to see what they are doing and be supportive of them also. If you see something that looks like "FUN" in another chapter ask their Chapter MEC to share that idea with your Chapter, or just steal their idea with a Big Smile and say "Thanks!". Promoting Multi- Chapter Events is a great way to keep all the local Chapters mingling and being a big GW Family.

Be yourselves, have fun and see what a difference it can make! Recruiting New Members, Retaining Members, and having Fun is what being a Membership Enhancement Volunteer is all about. If you have any questions, please get in touch with Bill and me at either Lisacapano@aol.com or (720) 938-3825. We thank you so much for being a part of the MEC Team!

Bill Weiss and Lisa Capano



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