



# Membership Enhancement Program

## Recruiting and Retention Tools



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# **Gold Wing** Road Riders Association

*Membership Enhancement Program - Recruiting and Retention Tools*

## *Introduction*



*Area Report List*

*New Member List*

*Expiring Member List*

*Prospective Member List*

*Expired Member List*

*Unassigned Member List*



## **Gold Wing** Road Riders Association

*Membership Enhancement Program - Recruiting and Retention Tools*

# **RECRUITING AND RETENTION TOOLS**



***The Membership Enhancement Program has several tools available for Directors and Membership Enhancement Coordinators to assist them with Recruiting and Retention. These tools will help with the growth of Members in your Regions, Districts and Chapters.***



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## ***RECRUITING AND RETENTION TOOLS***



### ***Area Report List***

**Two (2) Reports - Full & Monthly**

**Monthly - Each month around the 10<sup>th</sup> of the month**

**Full - Twice yearly in January and July**

**Contains Unassigned Zip Code List to help in determining need for new Chapter in an area.**



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# **RECRUITING AND RETENTION TOOLS**



## ***Monthly Area Report List***

***Complete District Report should be forwarded to every Chapter Membership Enhancement Coordinator.***

***District Membership Enhancement Coordinator should assign new and prospective Members to each Chapter MEO for contact and follow up***

***New and prospective Members not assigned to a Chapter can be contacted by any Chapter***

***In areas with multiple Chapters, new and prospective Members may be contacted by more than one Chapter.***



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## ***Monthly Area Report List (cont'd)***

***Once contact has been made by the Chapter for new and prospective Members the information is to be returned to the District Membership Enhancement Coordinator.***

***Copy Chapter Director, District Director, Region Director and Region MEC on report.***

***Region MEC will forward Region Report to International Director MEP.***

***No longer a requirement to contact Expired and Expiring Members but it is recommended where it will benefit in retention of Members***



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## ***Monthly Area Report List (cont'd)***

***Monthly Report column 1 is listed as Unassigned (UA). These Members are not assigned to any Chapter and can be contacted by ANY Chapter. District Membership Enhancement Officers should encourage Chapter Membership Enhancement Coordinator to contact these Unassigned Members to invite them to participate in a local Chapter.***



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### ***New Member List***

***Important that New Members be contacted ASAP!***

***Invite them to a local Chapter Event (especially a ride).***

***The name of a New Member will appear on the Area Report for 3 consecutive months.***



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### ***Expiring Member List***

***No longer a requirement to contact. However it is recommended to do so to let people know we do care and invite them to renew.***



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## ***Prospective Member List***

***These individuals have contacted the Home Office and expressed an interest in finding out more about GWRRA.***

***Contact should be made ASAP to determine interest and use occasion to invite these individuals to a Chapter event.***

***REMEMBER: They are not Members yet so use information about benefits and the FUN we all have to invite them to participate and join us.***



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### ***Expired Member List***

***Only shows those Members who have been expired for 2 months.***

***Will appear only one time.***

***Director or Chapter MEC will contact if they feel they can recover this Member.***



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## ***Unassigned Zip Code List***

***District Directors tool to determine potential Chapter location.***

***May not have enough Members to start a Chapter but they do need to be contacted and made aware of the potential of a Chapter if enough people are interested.***

***District Directors should use neighboring Chapter Directors and Membership Enhancement Coordinators to help with recruiting these and new Members to work to establish a new Chapter.***



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# RECRUITING AND RETENTION TOOLS



## SUMMARY

*Utilization of these tools by Chapter Directors and Membership Enhancement Coordinators, by making personal contacts, can make a difference in whether New and Prospective Members become involved in Chapter Life. Membership is the “Lifeblood” of GWRRA! The continued growth will ensure the life of GWRRA for a long time in the future.*



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# ***RECRUITING AND RETENTION TOOLS***



***Chapter of the Year Program***

***Couple of the Year Program***

***Fun Activities Guide***

***Please visit the Membership Enhancement section on the International website at [www.gwrrra.org](http://www.gwrrra.org) to look for new information about these programs.***



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*Thank You*