

MEMBERSHIP ENHANCEMENT PROGRAM



G W R R A



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.

AREA REPORT LIST – *The Area Report consist of two reports. Both reports are sent from Home Office to each Region Director around the 10th of each month. The Region forwards these reports to the Districts who in turn forward them to the Chapters. One is a full Area Report which is sent out twice a year, in January and July. The full report contains a complete listing of all Members in a specified Region. It can be utilized by the Region, District, and Chapter Directors and Region, District, and Chapter Membership Enhancement Coordinators to help them with Recruiting and Retention by identifying GWRRA Members who may not be aware of or participating in a Chapter. Both reports contain a list of unassigned zip codes. The list containing the unassigned zip codes will indicate the number of Members that are in that zip code area. You will be able to determine if a new Chapter is needed by determining how many unassigned Members there are in an area. The unassigned zip codes should be assigned to a Chapter if one already exists in the area.*

The other Area Report is sent out each month and provides a list of New Members, Expiring Memberships, Prospective Members, Expired Memberships and Unassigned Zip Codes. The entire District Area Report should be forwarded to each individual Chapter. Before the monthly report is sent from the District to the Chapters, the District Membership Enhancement Coordinator should highlight each New and Prospective Member(s) that each individual Chapter is responsible to contact. New and Prospective Members that are not highlighted on an individual Chapters list may be contacted by any other Chapter. New or Prospective Members, who live in an area where there are multiple Chapters, may be contacted by more than one Chapter. The three - columns that are located to the right side of the reports in each category are to be used to record contact information. Once contacts have been made and recorded at the Chapter level for New and Prospective Members the list should be emailed back to the District Membership Enhancement Coordinator with a copy to the Chapter Director, District Director, Region Director, and the Region Membership Enhancement Coordinator. The Region Membership Enhancement Coordinator will forward contact results to the International Directors, Membership Enhancement Programs. It is no longer a requirement that Expiring and Expired Memberships be contacted; however, it is recommended that these be reviewed and contacts be made when it is felt it will aid in the Retention of Members.

The monthly area report also contains a list of Members who are identified in column 1 as UA (Unassigned). These Members are Members whose Zip Codes are not assigned to Chapters. The entire District list of Members identified as UA should be sent to every Chapter within the District so they may be contacted. The Members identified as UA in Column 1 remain on this list until their Zip Code is assigned to a Chapter by the District Director.

NEW MEMBER LIST - The Chapter Directors and Membership Enhancement Coordinator can use this worksheet to see who has recently joined GWRRA. It is important that these new Members be personally contacted as soon as possible to inform them when and where a local Chapter gathers or to invite them to a Chapter event. The New Member list will be sent to all Chapters from the District. A new Members name will appear on the new Member list for three consecutive months.

EXPIRING MEMBERSHIP LIST – The Chapter Director and Membership Enhancement Coordinator can monitor this list to see if any Membership in his/her area will expire in the following month. A Member may have forgotten to renew their Membership and a personal phone call from the Chapter Director or Membership Enhancement Coordinator may make a difference in the Member renewing or letting their Membership expire.

PROSPECTIVE MEMBER LIST – Any individual that has contacted Home Office and expressed an interest in GWRRA will appear on this list. They may have purchased a Gold Wing Motorcycle or talked with someone about GWRRA and may be looking for more information. In any case, they have contacted Home Office and inquired about some aspect of GWRRA. The Chapter Director or Membership Enhancement Coordinator should personally contact and/ or mail a letter to invite this individual to a Chapter gathering or event. It is important that these individuals be contacted as soon as possible. It is important to remember these individuals are not yet Members. Even though this person may not own a Gold Wing, they can become an Associate Member.

EXPIRED MEMBERSHIP LIST – This list provides the names of Members whose Membership has been expired for two (2) months. Their names will appear on the list only one time. The Members on this list may be contacted if Directors or Membership Enhancement Coordinator feel it will aid in the Retention of the Expired Member.

UNASSIGNED ZIPCODE LIST – *The Unassigned zip code list is a tool for District Directors to use. He/she should monitor the unassigned zip codes. A zip code is placed on the Unassigned Zip Code list when a new Member joins GWRRA and their address zip code is currently not assigned to a Chapter. All unassigned zip codes need to be addressed. In some instances the zip code cannot be assigned to a current Chapter and there may not be enough Members to start a Chapter, but these individuals need to be contacted so they will feel important to the GWRRA family. A District Director is the only person authorized to contact Home Office and have unassigned zip codes assigned. However, he can use the help of Chapter Directors and Chapter Membership Enhancement Coordinators working together to assist him with compiling this information.*

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.

Always keep in mind that these reports contain personal Member information and it cannot be stressed enough to safeguard them. Only those who have signed a Memorandum of Understanding (MOU) or Confidentially Agreement may have access to these lists.

“TOGETHER EVERYONE ACCOMPLISHES MORE”

**Ed and Linda Johnson
GWRRA International Directors
Membership Enhancement Program**