



# **GWRRA UNIVERSITY**

## **Help for New Officers**

### **Initial steps for the Incoming Chapter Member Enhancement and Social Coordinator**

As the name implies, you will be the Chapter Social Coordinator by planning fun events and reaching out to the Ride Coordinator from time to time to incorporate a fun ride with some fun social events. You will add additional FUN to Training Events. The Chapter Member Enhancement and Social Coordinator encourages the Chapter to participate in some of the fun programs that GWRRA has to offer. Chapter Member Enhancement and Social Coordinator is the **key** to Chapter fun.

This position is multifaceted: Find an assistant or two or three.

- At the Chapter Gathering recognize new and newer faces to the Chapter:

Identify first time visitors and prospective Members so they may stand up and introduce themselves. They can be asked what they ride, how long they have been riding or related questions. Birthdays, wedding anniversaries and GWRRA joining anniversaries can be announced. Some Chapters offer gifts, if the budget allows. A great idea is to recognize second timers, as they came back. Give them something with Chapter colors at that time, bandana, Chapter pin, or patch, etc.

- At the Gatherings, incorporate games; interactive, playful competitions:

Games can be found on online sites like minute-to-win-it formats or ice breaker sites. Choose games that can be played by all, without major physical requirements. Supplies should be inexpensive, and games should not be too messy! Prizes are always a bonus and could be as simple as a candy bar. Take pictures.

- Keep attendance at the Chapter Gathering:

The current Couple of the Year and/or Individual of the Year or designated Door Greeter can assist checking people in. Keeping track of attendance during the year will be helpful when budget planning for the following year and keeping statistics for the Chapter of the Year program if your District encourages it.

- Participate in all Chapter TEAM meetings in order to understand the overall vision and direction of the Chapter:

This position has many responsibilities. There are expenditures that are necessary to fulfill these responsibilities. Work closely with the Team in establishing a budget for the program.

There may be several existing Team Members you will be working with such as Event Coordinator, Sunshine Person, Phone Tree Coordinator, Recognition and Special Awards Coordinator and Chapter Historian. If these positions are needed and not filled, ask for the Team's assistance in identifying potential Assistants

- Recruitment of new Members and the Retention of existing Members is another responsibility of the Membership Enhancement Coordinator.

It is important to discuss recruitment and retention goals and to plan events with the Chapter Team.

- Ensure that there is a Membership Enhancement Coordinator article in the monthly newsletter, so the Members know about all the FUN activities, past and upcoming:

Pictures that show Members "Caught Having Fun" will enhance your articles. Make certain that dates and deadlines for activities are timely. Missing a fun event because the newsletter was issued after the date can be frustrating for Members. Show the FUN side, not just the eating side of GWRRA.

- Establish and maintain contact with Chapter Members:

Monthly, contact Chapter participants you haven't seen in a while, invite them back. Contact new and prospective Members. Contact for these purposes will first be a phone call, with more than one attempt, and then personal mail or email.

- Review Full Area Report when received:

Monthly, identify Members who may not be participating and make contact encouraging them to participate.

- Assist the Chapter Director with the implementation and support of the Chapter of the Year and Couple and/or Individual of the Year Programs:

More information for these programs is available in the Officer's Handbook and by contacting the District Membership Enhancement Coordinator.

### **Resources:**

District Director and the District Team, especially the District Membership Enhancement Coordinator.

GWRRA Module ~ 303-01 Just Add Spice, Adding Fun to Socials

GWRRA Module ~ 301-02 New Members, Recruitment

GWRRA Module ~ 202-04 Retention is Important, Retention

GWRRA Module ~ 202-03 My Enthusiasm Counts, Chapter Membership Enhancement Role

GWRRA How To: Set Up a Mall Shows

GWRRA How To: Dealer Program

GWRRA How To: Social Media

GWRRA How To: How to Update Your Membership Information

Be familiar with and use the Officers Handbook and the Officers Connection as resources for information about policies, procedures and requirements

[GWRRA.org/oconnect/officerresources.html](http://GWRRA.org/oconnect/officerresources.html)

- Insight Newsletters
- Officer Handbook
- MEP Programs and Recognition