



GWRRA UNIVERSITY

Help for New Officers

District Membership Enhancement and Social Coordinator

Welcome to GWRRA's critical role, District Membership Enhancement and Social Coordinator. We are excited to help you through this new adventure. This will help you understand your role better. Remember, help is out there for the asking.

The District Membership Enhancement Coordinator will help the Chapter Membership Enhancement Coordinator with fun ideas and encourage them to participate with programs that would be beneficial to the Chapter.

There are certain activities to be done to ensure the success of your District. Assess the need for an Assistant. Contact the District Director for assistance in the process. You don't have to do them all yourself, on the contrary we encourage you to use your Team of assistants as much as possible. Some are monthly, others during the year.

Area Report List

The District Membership Enhancement Coordinator must focus on contacting all New and Prospective Members each month to welcome them to GWRRA and to find out what they are looking for with their Membership.

- Along with the District Director, suggest to the unassigned Member the Chapter or Riding group that would best meet their needs.
- Report all their contacts monthly.
- Follow any program, task or focus you are asked to do from the Director of Membership Enhancement Program or the Membership Enhancement Program Team.

Review Full Area Report when received and ensure that each Chapter Membership Enhancement Coordinator and Chapter Director have received the report:

- Ensure that the requirements for contact are met monthly.

- Review the results of each Chapter's report monthly and ensure that up-line reports are submitted in a timely manner.
- Assist District Director in contact of those unassigned Members
- Expired or Expiring Memberships are a great source for membership retention. Develop a plan, and help your Chapters also create plans to proactively approach these members.
- Explain to Members how to update their own personal information. Refer to GWRRA How To: How to Update Your Personal Information.

Consider finding an assistant to work with you on the Area Report List.

District Responsibilities

- HANDS-ON TRAINING AND COACHING OF CHAPTER MEMBERSHIP. ENHANCEMENT COORDINATOR AND SOCIAL COORDINATOR'S TO FACILITATE FUN.
- INCREASED PARTICIPATION WHICH WILL RESULT IN HIGHER RETENTION AND NEW CHAPTER GROWTH.

Attend the conference calls monthly with both the Director of Membership Enhancement Program and the District either by computer video call or phone.

Schedule regular calls with the Chapter Membership Enhancement Coordinators.

Work on contacting Membership in the District, and along with the Ride Coordinator, Educator, District University Coordinator and Director to plan fun education days or weekends.

Plan fun events inviting all Members in the District to join in.

Guide each Chapter in reaching out to those prospect and new Members faithfully every month.

If the District puts on a rally, the Membership Enhancement Coordinator will work with the Team and volunteers to put on a rally focused on fun, socialization, rides and education that fits each District's needs.

Suggestions for Planning and Budget

Write and implement an annual written FUN plan outlining the Membership Enhancement FUN activities that you and your TEAM wish to accomplish for the District.

- Include a recognition process honoring Member for special accomplishments at the District level.

Submit this plan to the District Director for inclusion in the District goals and budget. Since this plan will involve having the District spend money, create a budget outlining the costs and submit to your District Director for inclusion with the entire District goals and budget.

- Assist and guide the Chapter Membership Enhancement Coordinator in doing a similar simplified plan and budget to submit to their Chapter Directors.

Program Activities

Promote involvement within the Membership as the District “cheerleader”. Assess the District and Chapters monthly for engagement in the Program activities of Membership Enhancement Coordinator. Coach towards participation as needed. Specifically,

Couple of the Year

- Hold annual selection of the District Couple of the Year, or delegate to an assistant (COY Coordinator).
- Encourage the Couple of the Year program, if Chapters are choosing to participate.
- Refer to the Officer’s Handbook where you will find the Couple of the Year Handbook.

Chapter of the Year

- Encourage participation in the Chapter of the Year program throughout the District, should the District choose to participate, or delegate to an assistant.

Newsletter

- Encourage participation in the Newsletter Award Program if District is choosing to participate.
- Contribute updates to the District Newsletter.

Assisting the Chapter Membership Enhancement Coordinator

Establish and maintain contact with your Chapter Membership Enhancement Coordinators to establish rapport. If possible, meet them in person.

- Facilitate a monthly video conference with Chapter Membership Enhancement Coordinators to communicate updates and facilitate an “idea sharing” time.
- Make certain that the District and Chapter websites display accurate Program activities and information.

- Be proactive and collaborate with District Educator and the District University Coordinator to assess District training needs and co-create a plan of action to meet those needs.

As the District Membership Enhancement Coordinator, it is important that you be informed and familiar with all your staff at the Chapter level. You will be responsible to:

- Ensure all Chapter Membership Enhancement Coordinators positions are filled with the right people doing the right things.
- Appoint Chapter Membership Enhancement Coordinators along with the Chapter Director.
- Process and archive Officer Appointment paperwork.
- Develop and maintain a contact list of all Chapter Membership Enhancement Coordinators.
- Take advantage of every opportunity to evaluate Membership Enhancement Coordinators. Continuously assess the strengths and needs of your Chapter Membership Enhancement Coordinators and coach them to improve engagement in Program activities.
- The District Director will complete the Officer Appointment Form and MOU and mail them to the Home Office.

Resources:

Program Directors:

- Director of Membership Enhancement
- Assistant to the Director of Membership Enhancement responsible for the Couple of the Year Program
- Director of Rider Education
- Director of the University
- Director of Motorist Awareness
- Director of Finance

GWRRA University website (gwrradot.org)

GWRRA Membership Enhancement website

GWRRA Home Office

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 MEC Role

GWRRA Module ~ 305-01 Preparing for the Couple Selection

GWRRA Module ~ 208-01 Stage Preparation for Couple of the Year Coordinators

GWRRA Workshop ~ 206-01 Horizon, Team Building

GWRRA Workshop ~ 207-01 Lead Like You Ride, Promoting Teams

GWRRA.org/oconnect/officerresources.html

- Insight Newsletters
- Officer Handbook
- Membership Enhancement Coordinator Programs and Recognition

March 2019