



## **Retention Tools:**

### **New Members**

Bringing in a new Member is like starting a campfire. You don't just throw a match on the fire and walk away! You watch it, tend it, and make sure it stays lit and grows.

- **Mentor/sponsor new Members:**
  - Don't just say "hi" when they attend their first gathering, then ignore them!
  - Introduce them to the Chapter and ask them to talk about themselves and their rides. They are Special People; treat them that way!
  - Put someone with them to guide them, to make them feel welcome and explain why and how the Chapter does things.
  - Include them in all activities – going to dinner at rallies, etc. Stick with them at rallies and other events so that they know what to do and where to go.
  - Learn their names – and make it easy for them to learn everyone else's names! Having your names on your Chapter shirts makes it hugely easier for new people to learn who's who. (And it wouldn't hurt, when on group rides with new Members, for people to use their names when talking on the CB – voices are even harder to learn!)
  - Be sure they're aware of the benefits of being a Member. Create a fun and interesting "New Member Welcome Kit" with GWRRA benefit flyers, general Chapter info, pins, patches, coupons, information about the Chapter's web site and Facebook pages, and Officer contact information.
  - Find out their preferred method of communication: do they have email, do they text, are they on Facebook? Be sure they're put on your email and phone lists right away.
  
- **Jargon:**
  - Most new Members won't understand our "alphabet soup" of initials. These include GWRRA, ATGATT, 50/25/25, COY, etc. Sound these out and explain them. Otherwise it's like one of those bad dreams where you're in your pajamas in class and you haven't read the homework assignment.
  
- **Give them time to settle in.**
  - Don't start pushing them right away to become the new Chapter COY or Newsletter Editor.

- **Speak positively of your Chapter, your District, and GWRRA!**

## **Current Members**

- **Communication:**

- Everyone has their own favorite means of communication. This may be phone calls, emails, Facebook Messenger, or texts. Use whatever works best for the individual Member. Remember that some people may not have internet access (or interest).
- The most personal method of communication is the best! In-person or phone calls are preferred. These are followed by emails, texts or social media.
- Social media can add “spice” to your communications, with the ability to rapidly post messages and photos, but should not be used as a primary communications tool!
- Phone Members you haven’t seen in awhile. They may have been ill or may be experiencing other difficulties. Let them know you are thinking about them.
- Take lots of pictures, and share them! Put them in your newsletter and Facebook page. Print a few to pass around at your gatherings. Show everyone how much fun you are having! Shoot some videos of your rides, and post them on Facebook or YouTube.
- Talk to Members who are participating less, or whom you feel are drifting away. Is there a problem, or something they want that isn’t being provided?
- Communicate regularly with all your Members. And remember to tell them the “why”, as well as the “what”!

- **Make your activities FUN!**

- Chapter gatherings are not business meetings! They are for socializing, discussing what you’ve done or would like to do, and having an enjoyable time with friends. If it doesn’t need to be done at the Chapter gathering, then save it for your Officer’s Meeting.
- Put some spice into your training! Any sort of Rider Ed or University training should be viewed as an opportunity to have fun. Have drawings, snacks, luncheons, prizes, and any sort of fun activity. Get your Membership Enhancement Coordinators involved. Be sure both Riders and Co-Riders are included.
- Liven up your gatherings – don’t do the same thing the same way, every time! Bring in some interesting guest speakers – this need not be motorcycle related, just something you feel your Members will be interested in. Have all of your officers speak – the Chapter Director shouldn’t have to do all the talking, and people like to hear a variety of speakers.

- Find somewhere different for your gathering – for instance, a neat place to ride to. You don't need a meeting room and tables to have a Chapter gathering. (The best chair is on your bike, anyway!)
- Shamelessly steal good ideas from other Chapters; they'll be flattered!
  
- **Teamwork:**
  - GWRRA is a huge international Association. Participate in events with your neighboring Chapters and your District Team. Getting together at events such as Fun Days, ride-ins, picnics and rallies emphasizes to your Members the scope of GWRRA, and shows them that there is much more to it than just the Chapter they associate with
  
- **Plan Varied and Interesting Rides:**
  - Avoid getting into the rut of lunch and dinner rides. (You were going to eat at some point anyway, weren't you?)
  - Most states are full of neat places to visit. Go to some new places you don't typically visit; a little internet research will usually yield some interesting ride destinations. (This may have the added benefit of drawing out some Members who haven't ridden for awhile because they're tired of going to Big Boy's BBQ.) Check with other Chapters in your area to see where their rides take them!
  - Plan a variety of rides, to accommodate the different needs of your Members. Some are "iron butts" and like long rides with few stops; others may need to stop hourly and don't wish to ride for long distances. Bear in mind the needs of your Members; some may need frequent stops for health reasons – or simply to warm up or cool off.