

MEMBERSHIP ENHANCEMENT DIVISION



GWRRR



RECRUITING AND RETENTION TOOLS

The Membership Enhancement Division has several tools available for Directors and Membership Enhancement Coordinators to assist with Recruiting and Retention. These tools will help with the growth of your Region, District and Chapters.

AREA REPORT LIST – The Area Report consist of two reports. 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 with Recruiting and Retention by identifying GWRRA Members who may not be aware of or participating in a Chapter. The full report may also be used to assist in the assigning or reassigning of zip codes and to identify where new Chapters are needed.

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. This list was revised in January 2009 and changes the method used to report Expiring Memberships and Expired Memberships. In addition, three new columns were added to the right side of the report in each category to provide a place to record contact information. Once contacts have

been made and recorded at the Chapter level, for each of the four list, the entire list should be emailed back to the Region Membership Enhancement Coordinator with a copy to the Region Director, District Director, District Membership_Enhancement Coordinator and Chapter Director. Each Region Membership Enhancement Coordinator should compile the information and submit a report to the Membership Enhancement Division Director for review. This information will be used by the Membership Enhancement Division Director and the Executive Director, to evaluate why Members are not renewing their Memberships. This information can be used by the National Staff to modify existing programs, implement new programs, or provide additional benefits that will aid in the Retention of every Member.

NEW MEMBER LIST - The Chapter Directors and Membership Enhancement Coordinators 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.

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.

EXPIRED MEMBERSHIP LIST – This list provides the names of Members whose Membership has been expired for two (2) months. These Members need to be personally contacted immediately to remind them that their Membership has expired. If these Expired Members indicate that they are not going to renew their Membership in GWRRA the reason should be requested so it can be reported to the Membership Enhancement Division Director.

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. If a District Director wishes to assign a zip code from the Unassigned Zip Code List to a Chapter, he/she must contact the Home Office to have the assignment made. A District Director is the only person authorized to assign zip code from the Unassigned Zip Code List.

Utilization of these tools by Chapter Directors and Membership Enhancement Coordinators, by making personal contacts, can make a difference whether Members renew their Memberships or whether Prospective Members join GWRRA. 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) may have access to these lists.

“We are Listening, What is your Solution?”

**Ed and Linda Johnson
Directors
GWRRA Membership Enhancement Division**