



Gold Wing Road Riders Association

Membership Enhancement Coordinator Position Description



Purpose

The Membership Enhancement Coordinators main purpose is the retention of Members. Coordinators will also work with Directors at each level to promote FUN activities for the Members. They will work with the Directors to educate the Membership on the many benefits of being a GWRRRA Member (i.e. Gold Book, Wing World, Rescue Program, etc...) and make sure all the New and Prospective Members are contacted on a monthly basis when the Area Report List is sent out from the Home Office.

Chapter Level

Responsibilities:

- Develop and maintain a Membership listing for the Chapter from the Gathering sign-in sheet and provide support for the Chapter Director.
- Be responsible for the sign-in sheet at Chapter Gatherings making sure everyone signs in and checking Membership expiration dates.
- Work with the Chapter Director and Team to promote Chapter activities and FUN events for the Members.
- Work with Membership data from Area Report (New Members, Prospective Members, Expiring and Expired Memberships, and Unassigned Zip Codes).
- Contact New and Prospective Members via telephone, email, mail or in person.
- Complete the Contact Data columns for contacts made with New and Prospective Members.
 - Complete and return the list by email to District Membership Enhancement Coordinator.
 - Send a copy to the Chapter Director, District Director, Region Director, and the Region Membership Enhancement Coordinator.
- Review Full Area Report list received in January and July for Members in the area who may not be attending Chapter Gatherings and may need to be contacted.
- Serve as liaison to the District Membership Enhancement Coordinator making sure the District Membership Enhancement Coordinator is made aware of any changes to the Chapter Membership Enhancement Coordinator information (new Coordinator, email address, etc...).
- Promote changes positively to help keep politics away from the Membership.
- Be a mentor to New Members (explain the benefits of GWRRRA, the terminology, Chapter Life, etc...).
- Promote involvement within the Membership and encourage everyone to become involved.
- Gather and/or write articles for Chapter Newsletter.
- May be asked to serve on the Couple of the Year selection committee.
- May be asked to serve as the Chapter of the Year Coordinator.

Recommended Skills:

- OCP completion recommended
- Be comfortable meeting and greeting new people
- Be detail-oriented
- Be able to handle multiple priorities
- Be able to work independently

- Be able to work well with others (TEAM Oriented)
- Be able to communicate clearly and positively both verbally and Written
- Have a desire to learn
- Be open to suggestions
- Have a positive attitude
- Have access to a computer, email and fax
- Have a working knowledge of computer programs (Excel, Word, etc...)
- Ability to meet deadlines and goals
- Have good organizational skills

District Level

Responsibilities:

- With the concurrence of the Chapter Director, appoint a Membership Enhancement Coordinator for each Chapter within the District and submit the required Officer Appointment documents.
- Serve as the District Couple of the Year Coordinator or work in conjunction with the District Director to designate someone to serve as the Coordinator.
- Serve as the District Chapter of the Year Coordinator or work in conjunction with the District Director to designate someone to serve as the Coordinator.
- Work with the District Director and Team to promote District activities and Fun Events for the Members.
- Develop and maintain a database of Chapter Membership Enhancement Coordinator for use when sending out the Area Report List each month and provide support for the District Director. Send a copy of this data to the Region Membership Enhancement Coordinator. Keep the Region Membership Enhancement Coordinator up-to-date with any changes to the Chapter Membership Enhancement Coordinator information (new Coordinator, email address, etc.).
- Work with District Membership data (New Members, Prospective Members, Expiring and Expired Memberships, and Unassigned Zip Code list) and distribute it to all individual Chapter Membership Enhancement Coordinator and Chapter Directors.
- The entire District Area Report List should be sent to all Chapters within the District. 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. 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.
- If you have New Members, Prospective Members, Expired or Expiring Memberships on the list that are in another Region or District, forward this information to the correct Region or District Membership Enhancement Coordinator who will contact this Member.
- Review the Chapter Area Report contact data information received from the Chapter Membership Enhancement Coordinator and make recommendations to the Region Membership Enhancement Coordinator as needed.
- Review Unassigned Zip Code information to:
 - Identify Zip Codes that should be assigned to a Chapter
 - Make recommendations for Zip Code assignments to the District Director (only District Directors can make/change Zip Code assignments)
 - Identify areas for new Chapters
 - Make recommendations for possible new Chapters to the District Director

- Be a mentor to new Chapter Membership Enhancement Coordinator. Explain the benefits of GWRRA, the terminology, Chapter Life, how to promote FUN activities at the Chapter level and explain how to work with the Area Report List that is sent to them monthly.
- Conduct Seminars
- Promote involvement within the Membership, encouraging everyone to become involved.
- Serve as liaison to the Region Membership Enhancement Coordinator.
- Promote changes positively to help keep politics away from the Membership.
- Work with the District Team and Chapter Team's to promote all membership activities in the District.
- Setup and coordinate a Recruiting booth at the District Convention or Events
- Gather and/or write articles for District Newsletter.

Recommended Skills:

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- Be able to handle multiple priorities
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- Have a working knowledge of computer programs (Excel, Word, etc...)
- Ability to meet deadlines and goals
- Have good organizational skills

Region Level

Responsibilities:

- With the concurrence of the Region Director appoint a Membership Enhancement Coordinator for each District within the Region and submit the required Officer Appointment documents.
- Serve as the Region Couple of the Year Coordinator or work in conjunction with the Region Director to designate someone to serve as the Coordinator.
- Serve as the Region Chapter of the Year Coordinator or work in conjunction with the Region Director to designate someone to serve as the Coordinator.
- Work with the Region Team to promote Region and District activities and FUN Events to the Members.
- Develop and maintain a database of District Membership Enhancement Coordinator and Chapter Membership Enhancement Coordinator and provide support to the Region Director. When this list is compiled, send a copy to the Membership Enhancement Program Director.
- Work with Region membership data (New Members, Prospective Members, Expiring and Expired Memberships, and Unassigned Zip Code list) and distribute information to District Membership Enhancement Coordinator and District Directors within the Region.
- Review Chapter Area Report contact data information received from the Districts and submit a report to the Membership Enhancement Program Directors each month concerning the contacts made.

- Be a mentor to new District MEMBERSHIP ENHANCEMENT Coordinators and explain the benefits of GWRRA, the terminology, and how to promote FUN activities within the Districts and explain how to work with the Area Report List that is sent to them.
- Conduct Seminars.
- Serve as liaison to the Membership Enhancement Program Director.
- Promote changes positively to help keep the politics away from the Membership.
- Promote involvement within the Membership and encourage everyone to become involved.
- Setup and coordinate a Recruiting booth at the Region Convention or Events
- Gather and/or write articles for Region Newsletter.

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