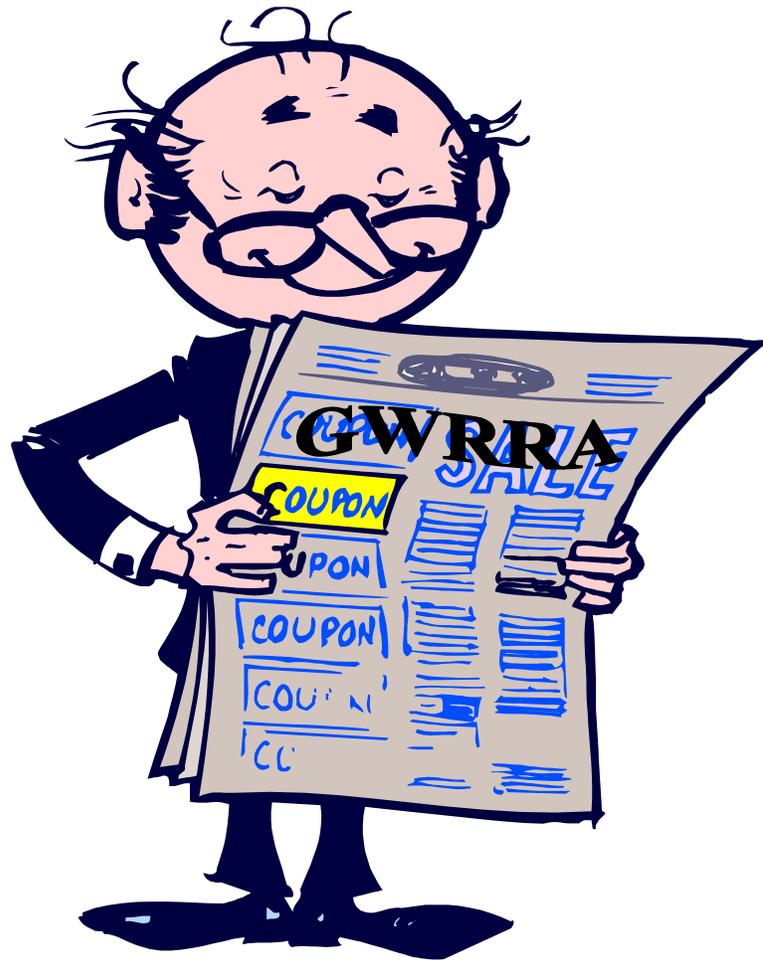


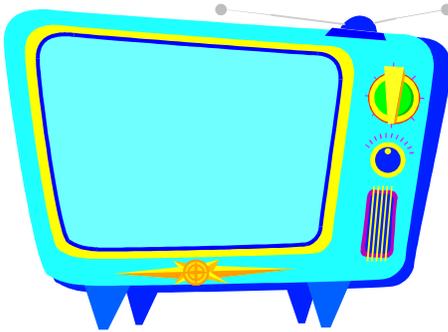
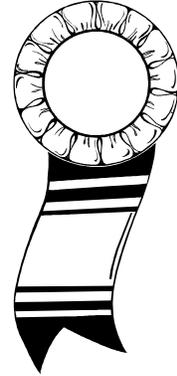
SECTION I



PUBLIC RELATIONS EVENTS

MALL SHOWS

Mall shows are one of the best places to display our motorcycles and talk to the public. Set up a table with GWRRA applications, motorcycle brochures, information about your Chapter. Make a display board to put on an easel filled with photographs of fun events that your Chapter has done. Have the patrons of the mall vote for the Best of Show bike. Give away plaques or ribbons to the top winners.



PUBLIC TELEVISION

Contact your local public television stations and sign up to work the telephones on a night when they are taking pledges. Have everyone who works wear Chapter colors and vests. They give you a fast training course and all you have to do is sit at the tables and answer telephones. The station in Dayton, Ohio also feeds you dinner before you start.

At every break in the telecasting, the announcer will tell who is working and they turn the cameras on you. It is great public relations and fun too!

CRUISE-IN

Talk to your fast food establishments and see if they will let you have a cruise-in. Try to get coverage in the local newspaper and make up a flyer to pass out to everyone you know. Some stores will let you post a flyer in their window. Contact local merchants to get doorprizes and tell them what GWRRA is all about. Invite other motorcycle organizations to join you and give plaques away for various categories.

POP TAB COLLECTION



The Ohio Chapters collect pop tabs to donate to the Ronald McDonald House. The tabs are recycled and the money is divided between all of the houses in Ohio based on the number of beds that they have. The Ronald McDonald Houses give out-of-town parents a place to stay when their children are staying in the hospital for an extended period of time. Each year the tab poundage gets bigger and bigger. The Chapters try to compete against each other to see who has the most tabs. When the tabs are turned in at the November CD meeting, the local press is present.

COMMUNITY PR EVENT



Check with your discount stores and strip shopping centers to see if they will let you set up a motorcycle display at the far end of their parking lot, preferably close to a main road. Line up the motorcycles, along with any flags you have. Put an article in the local newspaper telling people what you are doing and where you will be located. You will have a lot of curious motorcyclist's stop by. If you get any kind of computer printout from your District

showing all GWRRA members in your area, that is a good tool to use. Send letters to all of the people on that list who are not attending your Chapter. Tell them to come out and talk to you and see what you're all about. This public relations event is really good for finding new members.

COMMUNITY BLOOD DRIVE

Check with your local blood bank and make arrangements for your Chapter to donate blood to the center. Ohio has a program called "Cycling for Life" and all the Chapters get involved in donating blood. The blood centers around the state set up mobile units for the event.



BIKE-A-THON ESCORTS



Ohio Chapter K and Chapter T2 work with bicycling organizations at their Bike-A-Thon as escorts. Because of CB's, the motorcyclists constantly ride the course looking for any trouble and radio back if there is an emergency. The groups have T-shirts made ahead of time and some will put the Gold Wing Road Riders Assn. on the back of the shirt as a sponsor. They get radio press and will announce the sponsors also. They provide food to everyone and the event is usually finished by noon.



HIGHWAY CLEAN-UP

Contact your local road department and see if you can adopt a portion of the highway and keep it clean. They provide you with reflective vests, bags and tools to pick up litter. Some of the highway departments will erect a sign showing that your Chapter of GWRRA is responsible for clean up.

FOOTBALL TEAM ESCORTS

At the end of football season, the high school teams usually honor their graduating seniors. A Chapter in Ohio provides Gold Wings for the boys to ride on and they are each escorted onto the football field after their names are announced. It is really exciting for the boys. Be sure to fly American, State and Chapter flags on your bikes.



SPONSOR A LITTLE LEAGUE TEAM

Be sponsors for a Little League baseball or t-ball team. As sponsors, your Chapter provides the team with tee shirts that have GWRRA and your Chapter on them. You can also show support by attending their games. Be sure to ride your Gold Wings to the games if weather is permitting. As a special treat for the team, your members could take them for a motorcycle ride and then out to dinner. The parents could meet you at the restaurant after the team takes a long ride. The kids will love it and may be future Gold Wingers.