

MAKING THE MOST OF YOUR CHAPTER

- ★ All chapters or clubs, even the International Organization must grow in order to stay solvent. The truth is, older members may drop out while some others may become disinterested in participating. New members are needed in order to maintain a vibrant and energetic organization. New ideas for activities are appreciated and usually come from newer members or at least members that have an interest in doing something different.
- ★ Growth probably means a sharing of leadership responsibilities. If the work load is spread among members the chances of burn out are diminished.
- ★ More members also means a bigger group to share in the fun of being organized.

GROWTH IS NOT AUTOMATIC

- ★ Business cards are relatively inexpensive, and with today's computer technology, even more so. Members should carry their own or carry the generic card supplied each AVA member upon renewal, or from the website. A space is provided for the member's name, phone, or email. The cards can be handed out when meeting other riders. Club or chapter information such as meeting time and dates, may be mentioned on the card.
- ★ Get support from the local dealers. Visit the local dealers and invite them to attend your meetings. Let them know they are important to the chapter. The dealer may be willing to display a poster, distribute business cards, inform you of a new Voyager owner, help you organize a general maintenance work day at his facility, one in which he offers advice and minimal assistance while you do the work on your Voyager. He may also be willing to give the chapter members a discount (usually in percentage) for parts, accessories, service, or any or all of them. In return, you could offer to publish a free ad in your newsletters, offer the dealer free membership, or other items or services to benefit the dealer or both of you.
- ★ Set up a mall show. Most malls are usually looking for organizations to display in a section of the mall. Invite other clubs to participate. Have a judging by viewers and make awards (you may be able to get local businesses to sponsor the show trophies or awards). Tie everything in with a charity and you can't miss. Lots of folks will be interested in seeing your display and maybe become interested in your chapter or in owning a Voyager. Let the mall advertise, but don't forget your own public service announcements through the local newspapers, radio, or possibly TV spots. That is usually a free service under Community Activities.
- ★ Get involved in community projects. Since everyone is from the general area or sometimes region, the community projects may work best if they are moved around different communities. Plan to participate in various parades. Sign up for an Adopt-A-Highway litter pickup. Participate in a MSF auto windshield cleaning day program. Participate in a toy run for charity.
- ★ Assist in riding instruction. Contact the Motorcycle Safety Foundation to determine if your club can offer assistance for a beginner or advanced riding course. Contact Elizabeth Weaver, Motorcycle Safety Foundation, 2 Jenner Street, Suite 150, Irvine, CA 92718-3812. The MSF can direct you to organizations that are involved in safety instruction in your area.
- ★ Conduct a bicycle safety course and inspection. Contact the local police department for information concerning such a program. If a program is already in existence, offer to help.

Offer an immediate bonus for joining. Inform your prospective members what they will receive for joining. Offer the second year free for the first year's membership, or a free club patch, etc. It may not be necessary to collect any dues, just collect donations during meeting or have other fund raising events instead of dues such as a food stand at the local festivals or celebrations.

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★ Hold member–recruitment drives. Make a contest of it, with awards for those bringing in the most people. As mentioned before, maybe your local dealer or any number of dealers in your area or region may be willing to help out by providing names and addresses of Voyager or other bike owners, or, maybe distributing sheets, pamphlets, or membership applications to any Voyager buyers they sell to. Use your imagination.

REMEMBER: Pass all the ideas through your chapter leadership and finally the chapter members. If the chapter is not behind the idea, it has little chance of succeeding.

Most of the above information (with some editing particular to the AVA) was published previously by the American Motorcyclist Association, 13515 Yarmouth Dr., Pickerington, Ohio 43147 Phone: 614-856-1900

