



GUIDELINES

WHAT IS A CHAPTER GATHERING?

It is the means whereby GWRRA has **FUN**, grows, teaches, educates, informs and establishes a basis for GWRRA's very existence. The Chapter gathering is the most important aspect of what we strive the hardest to accomplish; educating our Members in ways of safety, skill, knowledge and the FUN OF GWRRA.

If we, as Officers, recognize and acknowledge these responsibilities to our Members, we understand the importance and the difficulty of obtaining our goals as represented in our motto, "FRIENDS FOR FUN, SAFETY AND KNOWLEDGE." In paraphrasing an adage, "You can take Members to water, but you can't make them drink." We understand, in a volunteer, hobby environment, the difficulty in even getting our Members TO the water, much less getting them to take a drink. We have found the only way to get them involved (so we can provide the "water") is to provide a positive, FUN and worthwhile environment. We call this a Chapter gathering.

Properly done, a Chapter gathering is the perfect medium to carry out our prime responsibility to our Members. It provides them a place to come to gain fun, friends, knowledge and camaraderie. It provides us the opportunity to "sugar coat" the pills of safety so we can teach our "family" the tools and skills that will enable them to live longer and to better enjoy their chosen hobby —Motorcycling.

Our immediate goal is to entice our Members to come to a monthly activity with their "family." **We do this by making our Chapter gatherings FUN!** We make it a relaxed, non-political, non-religious, friendly place where there are No Strangers just good food, interesting people and educational programs. This is not as difficult as it sounds, but it is very basic to accomplishing another of our missions: EDUCATE! If we can motivate our Members to attend a Chapter gathering, our job is half done. We must then insure that the gathering is so good, so interesting, so entertaining, so rewarding and so much **FUN** that they will return every month. They will also "talk it up" with their friends, thereby helping GWRRA receive the positive publicity that goes a long way in attracting new Members into our "family."

Good, **FUN** Chapter gatherings cannot be overemphasized. They are the backbone of a successful Chapter. Good luck, and may all your efforts be amply rewarded.

HOW A NEW GWRRA CHAPTER IS ORGANIZED

The Proactive Approach to Chapter Formation

Overview:

Healthy, active Chapters are GWRRA's best tools to retain and help the membership grow. As Members and Officers, we are motivated to helping the Organization grow. It seems obvious that fostering Chapters in new and needed areas will benefit the membership and the Organization. Everyone wins!!!!

A successful method that has been tried and proven to work is the Proactive Approach. With the Proactive Approach, we do not wait for a person to contact us; we offer them an opportunity to form a Chapter. This approach reminds me of the movie, where it was said "If you build it, they will come." We are not building the Chapter but are giving all our GWRRA Members the opportunity to build their own Chapter.

This approach takes a lot of work on the part of the Membership Enhancement Coordinators and the District Directors. They must work together to target areas for new Chapters. Following, you will find a step-by-step version of what it takes to foster a new Chapter using the Proactive Approach.

Process Flow

PHASE 1: Finding the Target Area

- The District Membership Enhancement Coordinators use the Area Report Listing and/or Gold Book to target an area that can support a new Chapter or additional Chapter in a heavily populated area. A rule of thumb is that people should not have to travel more than 40 miles or an hour over surfaced streets to attend a Chapter gathering. Easy access promotes participation. The target area may slightly overlap an existing Chapter; it is okay to offer an alternative (the goal is to reach the Members in the opposite direction).

- The District Membership Enhancement Coordinators may use a state map to mark all existing Chapters (where they *gather*, not where the Chapter Director lives) and the cities where we have GWRRA Members. This is a time-consuming process but a crucial part of targeting an area for a new Chapter.
- The District Membership Enhancement Coordinator then checks the number of Members in an area outside a 40-mile radius of an existing Chapter. If we have 10 Members or more, we have a **Target Area**. (Ten Members would include couples or individuals, i.e. a husband and wife would count as two Members).
- The District Membership Enhancement Coordinator will coordinate all the information and present it to the District Director for approval. After getting the District Director's approval, the Membership Enhancement Coordinator moves into the next phase of the process.

PHASE 2: Send out "Letter of Intent" and "Survey Form"

- The District Membership Enhancement Coordinator will generate a complete list of all Members in the area and send a "**letter of intent** (<http://med.gwrra.org/guides/Proactive%20Approach.pdf>) The letter explains what we are offering the Members in the area. A "**survey form**" (<http://med.gwrra.org/guides/Proactive%20Approach.pdf>) will be sent with the letter, which asks for a response via telephone, letter or email by a specific date to verify interest.
- The District Membership Enhancement Coordinator collects responses, coordinates information (yes or no answers), and reports this information to the District Director. Together the District Director and the District Membership Enhancement Coordinator determine if the level of interest warrants further action. If the response is not favorable, a letter should be sent to all respondents thanking them for the response and stating another attempt may be made at a later date. If the response is favorable, the first informational meeting should be arranged.

PHASE 3: Set up the First Meeting

- The District Membership Enhancement Coordinator, if not familiar with the area, may call on the District Director, staff or someone who gave a favorable response to the letter for assistance in finding a suitable location for an informational meeting. The meeting place should have a room that will hold at least 20 people.
- The District Director must approve the time and location of the meeting and appoint a facilitator for the informational meeting. The facilitator for the meeting may be the District Director, a Member of the District Director's staff, nearby Chapter Director, or an Ambassador. The facilitator must be familiar with Chapter structure and activities to make the group want to join in. The District COY would be a good choice for the facilitator. It is always a good idea to contact nearby Chapters to attend to show support and organization strength.
- The District Membership Enhancement Coordinator sends everyone on the list a letter to notify them of the first informational meeting (<http://med.gwrra.org/guides/Proactive%20Approach.pdf>). As time approaches, telephone calls (if feasible) are a good touch, or email everyone that returned email addresses and give them a friendly reminder of the meeting.

PHASE 4: First Informational Meeting

- The first meeting is crucial. Make everyone feel welcome. Thank everyone for taking their time to attend the meeting. Provide a sign-in sheet for all attendees. (<http://med.gwrra.org/guides/Proactive%20Approach.pdf>)
- The facilitator should get everyone talking by asking them to give their name, city, bike information, or anything else that will help put everyone at ease with the other attendees.

- Topics of conversation should include Chapter fun, activities, staff requirements and positions, newsletters, funds, and **even more fun activities**. Fully-informed people are more likely to get excited about a new idea.
- Always welcome questions. Questions usually lead to the person who will be interested in becoming Chapter Director. Give a copy of “What is Expected of a Chapter Director” (<http://med.gwrra.org/guides/Proactive%20Approach.pdf>) to anyone that has an interest in becoming a Chapter Director.
- A favorable response and attendance will prompt the announcement of the second meeting to be held in one month. The facilitator may even try to organize a ride (dinner or short trip) before the next meeting.
- Make sure everything has a positive note. Everyone should be thanked again for attending. **Never** make the statement “I wish we had a bigger turnout,” since that statement is a real slap in the face to those that took the time to attend.
- A statement needs to be made that the District will support up to three meetings. By that time, someone will have to step forward to become Chapter Director and take over the monthly gatherings. “The Chapter belongs to the Participants, not the District.”

PHASE 5: Set up Second Meeting

- The District Membership Enhancement Coordinator reports the outcome of meeting to District Director, then sends out a letter to everyone on the list giving results of first meeting and inviting them to the second meeting (<http://med.gwrra.org/guides/Proactive%20Approach.pdf>) Same actions are taken for the third meeting.

FOOTNOTE: Goals of the Meetings

The goals of the three meetings are to be informational in nature, providing information regarding GWRRA Chapter formation and Chapter life. The group will become a Chapter before they know it. Don't be afraid to repeat information at each meeting to educate new attendees. All that is left is a Chapter Director to pull it all together, and it must be the right person to make it all work. It is the responsibility of the District Director to appoint the Chapter Director. Anyone showing interest should be noted for the District Director to contact. No one should be told they have the position until appointed by the District Director and approved by the Region Director.

The Proactive Approach is a proven method of fostering new Chapters. If you have areas with GWRRA Members and no Chapters, give this a try. It is a “Win-Win” proposition: the new Chapter and Participants, the District, Region and GWRRA Organization.

CHAPTER CHARTER...CHARTERING PERIOD... CHARTER “MEMBERS”

At your Chapter “Kick-Off” gathering, you should be presented with your Certificate of Chartership. You may also receive your Badge of Office at this gathering.

These items provide visual proof to all present that a Chartered Chapter of the Gold Wing Road Riders Association now exists within your assigned geographical area, and that you are authorized by GWRRA to begin to organize the Chapter with those willing Members and prospective Members. For the next ninety (90) days, all those GWRRA Members who help get the Chapter up and running will be Charter “Members” by virtue of their work and participation. This applies even to those Members who may actually reside outside your assigned geographical area. (All of us are Members of ALL Chapters.)

This 90-day period (or a similar time period that you choose) is your Chartering Period, and all those Members who choose to become Chapter “Members” with their participation in Chapter activities are considered “Charter Members” of this new Chapter. They are eligible to receive a special U-shaped

rocker to wear under their 4" GWRRA logo patch with the words, "Charter Member" on it. No more will be issued after the initial stated period. Your District Director will assist you in acquiring these Charter Member rockers which are given free from the Home Office.

CHAPTER BOUNDARIES... CHAPTER "MEMBERSHIP" AND "PARTICIPATION"

There are some important distinctions to keep in mind when conceptualizing and discussing geographical boundaries and Chapter Memberships...

CHAPTER BOUNDARIES, refer to identifiable geographic perimeters; District lines, identify the District Directors geographic area of "prime" responsibility; zip codes, for convenience sake, identify the Chapter Directors geographic area of "prime" responsibility.

CHAPTER MEMBERSHIP, on the other hand, is non-existent. A Chapter is composed of PEOPLE, not some surveyed, plot of land. We make every attempt NOT to dwell on an individual's "Home Chapter." Our Members and guests make their own decisions as to the Chapters they wish to support... they belong to every Chapter that exists within the GWRRA.

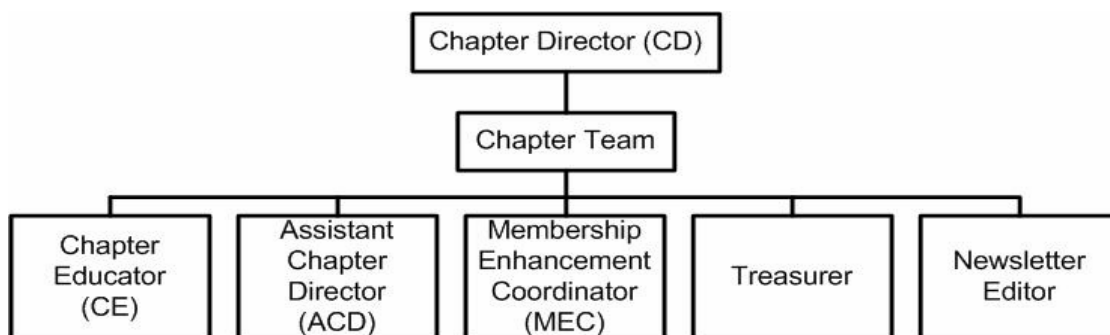
CHAPTER MEMBER is a designation that, unfortunately, is often misunderstood. GWRRA has Members. Chapters do not. CHAPTER PARTICIPANTS is the preferred term to use when speaking of Members that attend Chapter gatherings and participate in Chapter functions.

An important concept that Officers must always reMember is that our Membership is NOT under obligation, real or imagined, to attend or participate with any individual Chapter. On the contrary, it is the responsibility of each Chapter Director to present as attractive a package as they can muster to encourage participation. That is the key. Make them an offer they cannot refuse! Part of your success as a leader is measured by the Chapter attendance at your events.

CHAPTER ORGANIZATION DIAGRAM

In order to organize your Chapter, you need some organization plans. This diagram was designed to help you get organized. There are some "job descriptions" included to better explain it. The lines connecting the "boxes" containing the job titles means that a channel of good communication and a close working relationship is needed there. You can use as much, or as little, as fits your Chapter needs at any given time. It can be adapted to a Chapter with a handful of Members or only a few. As your Chapter grows, you will find the need to share more of the "Fun" with others. This diagram may be used as a road map. It can lead you to where you want to go by helping organize your Chapter in a systematic and progressive manner.

Regardless of which parts you wish to adopt, the final goal is to have a well-organized and coordinated Chapter where everyone shares the fun. When all Members have the opportunity to get involved, they become happy participants! It will take great skill to get all participants involved in the Chapter. Maximize involvement, and you maximize participation!



SUGGESTED CHAPTER POSITIONS

CHAPTER DIRECTOR (CD)

- A. Serves as Staff Member to the DD
- B. Assumes organizational and advisory control of the Chapter.
- C. Arranges for a place to hold Chapter gatherings and staff meetings.
- D. Appoints Members to serve as Staff except for the Chapter Educator who is appointed by the District Educator with concurrence from the Chapter Director.
- E. Correlates activities and programs through the Staff.
- F. Acts as an information link between Members and the District.
- G. Sees that a newsletter is sent either via email or U.S. Mail to all interested participants, other CDs in the District, the DD, RD and the GWRRA Home Office in Phoenix at least every 30 days.
- H. Makes an annual report to the DD on activities and an annual report on finances.

ASSISTANT CHAPTER DIRECTOR (ACD)

- A. Assists the CD in his effort to bring about a well-coordinated, fun, active Chapter.
- B. Works with Staff Members.
- C. Assumes CD's duties in his absence.
- D. Becomes prepared to assume the Chapter Director position.

CHAPTER EDUCATOR (CE)

- A. Promotes GWRRA's Rider Education Program to all Chapter participants.
- B. Relays information to all Chapter participants from District Educator.
- C. Works closely with the Chapter Director with direct reporting responsibilities to the District Educator.
- D. Provides an article for the monthly Newsletter.
- E. Submits monthly reports as required.
- F. Refer to the Rider Education Handbook for additional duties and responsibilities.

SECRETARY—TREASURER (Cannot be related to CD or Assistant CD)

- A. Makes notes on items requiring follow-up for the CD at gatherings and staff meetings.
- B. Keeps a record of finances and makes available to all interested parties at all Chapter gatherings.
- C. Writes checks for expenses at the direction of the CD
- D. Assists CD in establishing prudent, reasonable and fair fiscal policies.
- E. Submits Annual Financial Report to District Director by December 31st upon review of Chapter Director.

CORRESPONDENCE SECRETARY

- A. Correlates and keeps current an activity calendar.
- B. Maintains a current mailing list.
- C. Assists Members with paperwork.
- D. Sees that GWRRA literature and a sign-in sheet is at all gatherings.
- E. Assists the Newsletter Editor.

NEWSLETTER EDITOR

- A. Compiles and edits the Chapter Newsletter and distributes, at least monthly, to all interested parties.
- B. Receives articles from the CD, Staff Members and participants.
- C. Works with the Correspondence Secretary for information on mailing list, Chapter activity calendar, help with mailings, etc.

MEMBERSHIP ENHANCEMENT COORDINATOR

- A. Develop and maintain a Membership listing for the Chapter from the sign-in sheet and provide support for the Chapter Director.

- B. Be responsible for the sign-in sheet at Chapter gatherings making sure everyone signs in and checking Member's expiration dates.
- C. Work with membership data from Area Report (New Members, Prospective Members, Expiring Members and Unassigned Zip Codes).
- D. Contact New Members, Prospective Members and Expiring Members, via mail, email or telephone. Contact any Member who was absent from a Chapter gathering and find out why. Were they ill? Are they unhappy with the Chapter? Maybe they were just out of town at the time. Let them know that you care and they were missed.
- E. Review Full Area Report list received in January and June for Members in the area who may not be attending Chapter gatherings and may need to be contacted.
- F. 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 Coordinators information (new Coordinator, email address, etc.).
- G. Promote changes positively to help keep politics away from the membership.
- H. Be a mentor to new Members (explain the benefits of GWRRA, the terminology, Chapter Life, etc.).
- I. Promote involvement from the membership – Encouraging everyone to become involved.
- J. Gather and/or write articles for Chapter Newsletter.
- K. Work with the Chapter Director and staff to promote Chapter activities and FUN events for the Members.
- L. May be asked to serve on the Couple of the Year selection committee.

HOSTS AND WELCOME COMMITTEE

- A. Welcomes Members, prospective Members and visitors.
- B. Records visitors and introduces visitors at gatherings and other events.
- C. Contacts new Members, Prospective Members and expiring Members, via mail, email or telephone. Contacts any Member who was absent from a Chapter gathering to find out why. Were they ill? Are they unhappy with the Chapter? Maybe they were just out of town at the time. Let them know they were missed.

ACTIVITY COORDINATOR

- A. Plans monthly activities as suggested by the membership.
- B. Works with the Ride Coordinator when planning outings or events involving riding in groups.

RIDE COORDINATOR

- A. Instructs, informs and assists Road Captains, Group Leaders and other participants in group riding.
- B. Plans and directs group rides to (and sometimes from) the destination point.
- C. Selects Road Captains, Group Leaders, etc., for a given ride. Finalizes the route to be taken, the rest stops and other things for a safe and enjoyable ride.
- D. Submits an article to the Newsletter Editor to keep everyone current on group riding activities.

PHONE TREE COORDINATOR

- A. Sets up and maintains a phone tree among the Members.
- B. Works with the Activity Coordinator to put out information and reminders to the membership of special activities and gatherings.

TECHNICAL COORDINATOR

- A. Plans and develops programs to inform Members of proper Gold Wing maintenance, new products, tips, etc.

SPECIAL EVENTS COORDINATOR

- A. Directs the planning and implementation of special events such as poker runs, pie runs, fun runs, etc.

RECOGNITION AND SPECIAL AWARDS COORDINATOR

- A. Locates and recommends pins, trophies, awards, etc., which can be used at events.
- B. Maximizes recognition efforts for as many Members as possible.

WAYS & MEANS COORDINATOR

- A. Conducts 50/50 drawings, door prize drawings at Chapter gatherings, etc.

CHAPTER HISTORIAN

- A. Produces a running documentation of Chapter events and happenings by use of a photo album or scrapbook.
- B. Encourages Chapter Members to share photos, written articles, etc.

WEBMASTER

- A. Responsible for designing, developing, marketing and maintaining the website.
- B. Change and manipulate comments on the website.

CHOOSING YOUR STAFF

Okay, your KICK-OFF gathering is behind you. You have a list of names, phone numbers and addresses of all who attended (See page I-13). These Members are your Chapter “participants” (if they choose to continue participation in your Chapter).

You will need to evaluate each participant now, looking for potential Staff Members. This staff will help the Chapter grow with your guidance, counsel and direction.

ReMember, the Assistant Chapter Director appointment will be recommended by you but approved by your District Director. Also, the Chapter Educator is appointed by the District Educator with your concurrence. Since the office of the Educator is not tied to the tenure (or “time in office”) of the office of the Director, if a Chapter Educator is already appointed they will remain in this position on your staff. However, no Chapter Educator will be “forced” onto a Chapter Director. The Chapter Director should work with the District Educator to resolve any issues. Beyond this, you as the Chapter Director can appoint as many Members to serve as staff as you can persuade. This process should not be rushed. Look for those you feel have special skills and talents that will really make the Chapter operate smoothly. It is easier to leave a position open than to appoint the wrong person for the job.

The Chapter Treasurer cannot be a family member of the Chapter Director or Assistant Chapter Director. Outside of Treasurer and your Chapter Educator, you are unrestricted in your choice of Chapter staff.

You will need to set a time and place for your Staff Meetings. This is where your Chapter “business” is taken care of, leaving your regular monthly gathering free for its purpose of informing, socializing, entertaining and fun. Although a Staff Meeting is a meeting that you and your staff are prepared to make plans for your Chapter Family, a written agenda should be followed. It should be as “informal” as possible, avoiding the club format of “business meetings.” Can any Member attend a Chapter Staff Meeting? Yes, but it should be diplomatically discouraged. This is a meeting that you, as the Chapter Director, have called in order to have business time with your Staff Members. If a Member still wishes to participate in the meeting, they may want to consider accepting a Staff position. Meet as often as you need for smooth Chapter operations, but don’t meet just for the sake of meeting.

When the Chapter Director resigns or is released by the District Director, all the Chapter staff, with the exception of the Rider Educator, technically “dissolves.” Staff only hold their appointments as long as the Chapter Director holds his.

When a new Chapter Director is appointed, they may appoint a new Staff. To insure a smooth transition, the previous Staff Members should agree to function with the new Chapter Directors for the period of time it takes to re-staff. If previous Staff Members want to hold the same positions, then the new Chapter Director must confirm this and agree to a new term of service.

It is suggested that an Assistant Chapter Director who does not want to step into the Chapter Director position at the end of the Chapter Director’s tenure, be appointed as a Coordinator. This premise is very important to the overall succession process and should be followed without fail.

THE ASSISTANT CHAPTER DIRECTOR (ACD)

The status and role of the Assistant Chapter Director is very important to the Chapter. They must receive final approval from the District Director. This gives the Assistant Chapter Director official Officer status.

You and your District Director should do a lot of discussing about prospective Assistant Chapter Directors. The choice should be made with the thought in mind that the Assistant Chapter Director may be the next Chapter Director. Anyone accepting the role of Assistant Chapter Director should be willing to step into the Chapter Director position upon completion of the Chapter Director's tenure.

Your Assistant Chapter Director should be heavily depended upon and considered almost as you would a "partner" in the operation of the Chapter. Your Assistant can do many things that you would normally do, including conducting gatherings and, if need be, Staff Meetings in your absence.

The Chapter Director has final approval on all decisions relating to the operation of the Chapter, and if your Chapter staff is functioning as it should, then you will become more like an administrator to the Chapter, giving directions to coordinate a smoothly operating Chapter where everyone feels a part.

In fact, your job, as Chapter Director should consist mostly of educating, informing, training, coordinating and directing the Chapter through the Assistant Chapter Director(s) (yes, you can have more than one Assistant Chapter Director in a large Chapter) and Chapter staff.

The more you make the Members feel an important part of the decision-making, the better operating, more enthusiastic, fun-to-be-in Chapter you will have.

So, use your Assistant Chapter Director as an extension of yourself. They should function in that capacity under your direction just as you function under the District Director's direction. If they are to be the next Chapter Director, you owe it to the Assistant Chapter Director and your Chapter participants, to provide all the training and experience possible.

The more you allow your Assistant to do for you, the more they are helping the Chapter. Give them all the responsibility they will take. You are going to put in many hours of hard work over the months and years ahead building a good Chapter. Some day you will place everything you built into the hands of another Chapter Director. Shouldn't they be the best-prepared hands you could train?

WORKING WITH YOUR DISTRICT DIRECTOR

One of the best friends you will have as a Chapter Director (CD) will be your District Director (DD). They are there to mentor, teach, train, encourage, and assist you, as well as to provide you with a shoulder when you need one. They know what information you may need at each level of Chapter development and can offer suggestions to help you.

One of the best ways you will receive help is through your District Staff meetings. You, as an Operations Officer in your District, are also a Member of the District Operations Staff. You will meet with your Director, and the other Chapter Directors in your District, usually two-to-four times a year. This depends on how many meetings your District Director feels are necessary for the best operation of GWRRA in that District.

By coming together in these meetings, you and your spouse will meet other Chapter Directors and their spouses in your District. You will find new friends with a common bond, and, under the direction of your District Director, you and the other Staff Members work together to coordinate an overall "program" for GWRRA development and activity within your District.

These meetings will provide you with information, training, a way to help solve problems and an opportunity for social contact with other Officers and their spouses in your District. It also allows you a place to input information to the District level. These meetings may well be the most important single series of events for the betterment of the Members in your District. Your District Director will keep you well informed as to when these meetings are scheduled and may also ask your assistance with certain presentations of material. ReMember, you are the representative for your Chapter, and it is your duty to not only learn but to bring the information back and teach.

NEWSLETTERS

Newsletters let Members and Officers know what's going on. No matter how plain or fancy, the central purpose of its existence is to be a communications medium for and to the Members.

Chapter participants cannot be charged an additional fee to receive a newsletter; nor should Members be solicited for a contribution to receive a Newsletter. Newsletter costs should be charged off

as an operating expense to the Chapter and paid for from the Chapter operating funds. It should be available to all interested Members.

The format you choose may undergo some experimenting, but the “heading” of the Newsletter must have the Chapter name, or initials and the GWRRA logo of our Association on it to indicate that it is a GWRRA Newsletter. Your Region, District and Chapter letter designation should also be visible, along with the month and year.

The Newsletter will provide you an opportunity to “talk” with the Members on a one-to-one basis and is **never** to be used as a platform for personal tirades or “politicking” for, or against, a particular cause. Information from National, Region and District should be included for the edification of the Members and to assist them in understanding the concept, goals and workings of GWRRA. Other contributions will come from folks like your Rider Educator with items on safety. Members and/or staff may submit interesting items about trips, experiences, anniversaries, etc. All Chapters within a District are encouraged to exchange complimentary Newsletters with copies sent to your District, Region and the Home Office in Phoenix.

Newsletters should be distributed at least monthly to all Chapter participants. Sometimes, Chapters “piggy-back” their information with a “sister-Chapter” or participate in a District publication for more efficient use of resources. This is acceptable.

We know many distribute Newsletters through email or on your websites; but we must also reMember there are those Members who do not have access to the Internet. Therefore, hard copies of Newsletters should be mailed to those Members.

Any income derived from selling advertising in Newsletters or Chapter publications should be reported as Unrelated Business Income. Please consult with your tax professional to determine how this will effect your tax filing requirements.

GUIDELINES FOR WEB PAGES

Most Chapters, Districts and Regions develop websites to share information regarding Membership Enhancement, Rider Education, activities, announcements, etc. This form of communication is the most common method today, and anyone worldwide has access to these sites. Therefore, to represent an association with GWRRA, it is recommended that these guidelines be used:

1. The GWRRA Logo, and the words “Gold Wing Road Riders Association” or the acronym, “GWRRA”, should be included as a part of the web page.
2. Region, District, Chapter designations, plus city and District will serve to identify the web page for those visiting the site.
3. It may be helpful to appoint a specific person as Webmaster, as a point of contact for inquiries and questions.
4. A link to the National GWRRA Home Page (<http://www.gwrra.org>) would be beneficial to those who may be surfing the web for information regarding Gold Wings/Valkyrie organizations.
5. We do not advertise for or link to competitors of GWRRA.
6. Some web pages identify Staff Members with direct email links to each Staff Member.

RELIGION

GWRRA is purposely designed to be free of religious persuasion and ceremony. This is not because the Association is opposed to religion but religion is, and should be, a personal choice. No Member should be compelled or forced by virtue of their attendance at a GWRRA function to participate in a religious ceremony that may be in conflict with their own beliefs. If for some reason it is determined that prayer is appropriate, make it a moment of silence so everyone in attendance can offer their thoughts in their own way. If worship services are offered at GWRRA functions, they should be announced in advance and denoted as “optional” on the event program and staged in a separate location for those who “want” to attend. This discussion pertains to all levels of GWRRA.

POLITICS

A GWRRA Chapter is designed to operate as a politically free, social unit of our Association. As Officers, it's our responsibility to maintain this social environment. If we have "voting," two things will happen. First, Chapter Members assume the responsibility which lies with the Chapter Director; and second, it starts the process that will lead the Chapter out of the GWRRA Chapter concept and back into the club format, resulting in the loss of GWRRA Chapterhood.

If we don't do any "voting," what about the times when a decision needs to be made and you need input from your staff and the Members? How do you reach a decision if you don't call for a "vote?" There's a very simple way to do this. We survey our Staff and our Chapter participants for their opinions, ideas, desires and find the consensus of the group. You should get all the input and advice you can, weigh it with what you know about GWRRA procedure and policy, then make your decision. A decision that will give the Members what they want!

Most of the time, your decisions will be in agreement with the majority of your Staff and/or Members, but there will be times when you will need to explain why your decision can't be a certain way. This is where your leadership ability will really count. This is where you will really need to know and understand how GWRRA operates and be able to convey this information to your Members so they will understand your decision. Sometimes, decisions may be proper but not popular—explain well!

There will be times when you won't feel you have enough input to make a good decision. That is when you need to call your District Director. If necessary, they have the Region Director to depend on. Although the District or Region Directors may not always be able to solve a particular problem for you, they often can help find information to provide you with input that should help you resolve the issue.

This discussion of politics pertains to all levels of our Association.

FINANCES / IRS

Each Chapter Director, District Director and Regional Director must appoint a Treasurer. The Treasurer must be a Member and may not be a Director, Assistant Director, spouse of either or live in the same household.

GWRRA, Inc. holds a 501(c)4 "not-for-profit" status with the Internal Revenue Service which means it is not subject to corporate income tax on certain portions of our income. Its primary exempt purpose is devoted to social welfare such as education or recreational purposes. Donations to GWRRA may be a legitimate business expense, but they are not tax deductible contributions.

Regions, Districts, and Chapters have no exempt status of their own. They are recognized by the IRS as subordinates of GWRRA. As a subordinate to an exempt association, a Region, District, or Chapter is required to acquire a Federal Employer Identification Number (EIN). Use Form SS-4 to acquire the EIN (http://www.gwrra.org/oconnect/documents/l-17_Sample_IRS_Forms.pdf). **The Business Name should read Chapter xx-x, District xx or Region x. Since Chapter, Districts and Regions are affiliates of GWRRA, but are separate for tax purposes from GWRRA, do not use the name GWRRA on the application. After receiving the EIN, you must provide the number to the Home Office.** This number stays with the Chapter, District or Region. **When an Officer change occurs, only an address change is required on Form 8822 and NOT a new EIN.** Each subordinate must acquire their own EIN, but all subordinates should use GWRRA's Group Exemption Number (GEN) "7196" on all forms submitted to the IRS.

The Federal Code for 501(c)4 not for profit organizations states that subordinates with annual gross receipts of **more than \$25,000** are required to file Form 990 "Return of Organization Exempt From Income Tax." If Form 990 is mailed to you by the IRS, you must complete it and return it regardless of the amount of your gross receipts.

Subordinates with annual gross receipts of \$25,000 or less must electronically file the e-Postcard (Form 990-N) at <http://epostcard.form990.org/>.

Subordinates must also file an IRS Return using Form 990T (Exempt Organization Business Income Tax Return) if their annual gross Unrelated Business Income (UBI) is **greater than \$1,000**. Information on UBI can be obtained from IRS Publication 598, "Tax on Unrelated Business Income of Exempt Organizations." There are two points to keep in mind. 1) GWRRA is unique in that all Officers and staff volunteers are unpaid; and 2) most all functions are put on entirely by Members who are unpaid volunteers.

The income posted in the first four columns of the GWRRA Annual Financial Report are GWRRA Business Related Income. They are generally not UBI.

- Rallies
- Poker Runs (includes Dice Runs, Hobo Stew Runs, etc.)
- Official Product Sales (GWRRA-related items ie. Chapter jackets, hats, shirts, items with the logo on them, etc.)
- 50/50 Drawings

The income posted on the remainder of the Financial Report may or may not be UBI. First of all, the activity in which the funds were raised must be **Regularly Carried On** for the income to be UBI. Activities are considered Regularly Carried On if they show a frequency and continuity and are pursued in a manner similar to a comparable commercial activity of nonexempt organizations. Second, and very important, activities in which substantially all of the work is performed for the organization without compensation is exempt from the UBI definition. These two points exempt most Region, District and Chapter income from the UBI category.

Areas which seem to concern many of us are advertisements, vendor fees and rental fees for display space. Advertisements in Newsletters or rally books are generally not UBI if they are sold in a casual manner by Members who are not compensated in any way. Vendor fees and rental fees for display space are generally UBI.

It is recommended that a tax professional be consulted when a subordinate has gross receipts more than \$25,000 and/or unrelated business income greater than \$1,000.

It is very important that good clear records are kept, **RETAIN ALL RECEIPTS** and use the EIN on all correspondence with the IRS.

For further information, go to <http://www.gwrra.org/oconnect/documents/IRS.pdf>.

CHAPTER/OFFICER FINANCIAL STATEMENTS... CHECKING ACCOUNTS

GWRRA subordinates are responsible for the maintenance of operating funds and must keep accurate records of income and disbursements. Checking accounts must be non-interest bearing and should have at least three signatures on the Bank Card -- the Director, the Treasurer and the Director's appointing Officer. Two signatures are required on each check. If the parties are not in close proximity, each check written by any of the signatories on this account must have prior written approval from one other signatory, and this document is to be kept on file.

Each January, these records must be summarized on the annual Financial Statement (See section I for all forms). You, as the Officer, have the total responsibility of insuring that your financial statement, along with the Financial Report Cover Sheet, Equipment List and December bank statement, is submitted to your District Director, Region Director or the Home Office prior to January 31st of each year. All District and Region Officers have similar responsibilities. When a new Chapter Director is appointed to an existing Chapter, the Chapter Treasurer must close out the books and prepare a closing financial statement. A check should then be made payable to the depository institution selected by the new Chapter Director for the balance of the account, less any checks that have not been presented for payment.

In addition to the financial statement and the aforementioned additional documentation, certain checking account information must be on file at the GWRRA International Headquarters in Phoenix. This information consists of the account number, bank name, and signatures and must be reconfirmed annually as well as when any change in information occurs. Like the Financial Statement, the checking account information needs to be submitted prior to January 31st each year.

Submitting this information is just as important as the Chartering fee discussed below and failure to properly supply this information will result in a confrontation with the IRS. ReMember, the Chapter Treasury belongs to the Chapter; and if for any reason the Chapter ceases its operation, the balance must be turned over to the appointing Officer upon request. Checks of this nature should be made

payable to the GWRRA District and the balance will be held in escrow for 90 days. After 90 days, the balance will be turned over to the GWRRA Home Office in Phoenix until the Chapter is reinstated.

For further information, go to http://www.gwrro.org/oconnect/documents/Checking_Accounts.pdf.

YEARLY CHAPTER CHARTERING FEE

The Chapter Chartering fee (currently \$50.00) is due annually by December 1. The Chartering fee is for items furnished by GWRRA which were outlined by your appointing Officer. These items include Charter Member rockers, Officer pins and patches. Most importantly, it covers an annual premium that protects the GWRRA Officer and a designated third party (mall, meeting place, co-sponsoring authority, etc.) with a two million-dollar liability insurance policy. Chapter Charter fees must be forwarded to your District Director. The District Director will collect all the Chapter Charter fees and forward one check to the Home Office. Failure to submit this fee will result in the Chapter being suspended and the Chapter forfeiting its Charter with GWRRA.

The liability insurance policy goes into effect immediately upon the approval of an Officership and the receipt of the annual Chartering fee. While the insurance offers comprehensive liability coverage, there may be an occasional request for evidence of insurance or a facility wants to be listed as an additional insured. The certificate can be found at <http://www.gwrro.org/oconnect/Officerresources>. If the facility wants to be listed as an additional insured, you must complete an Evidence of Insurance Request, which can be found at <http://www.gwrro.org/oconnect/Insurance Information>. Once the forms are complete, attach a check and send these to the Home Office. This certificate is NOT an additional policy of insurance coverage. You (and the facility) are covered whether or not a certificate is issued. The nominal fee is to offset the administrative charge incurred by our insurance carrier.

“CHARTERING” A GWRRA CHAPTER WITH OTHER MOTORCYCLE ASSOCIATIONS

The question may arise about “chartering” a GWRRA Chapter with another motorcycle association. Although that works well for the independent clubs, a GWRRA Chapter does not fit into that category. Our Chapters are not formed independent of GWRRA. We, as a Chapter, are a local extension of our National Association set up for the social enjoyment and participation of its Members. GWRRA Chapters receive the “Charter” to organize from our National Association. GWRRA causes the Chapters to begin, the Chapters do not cause GWRRA to begin. The Chapters are not just an extension of our Association, but a product of it. We are already “chartered” with GWRRA and, therefore, cannot charter with another Association.

THE DEVELOPMENT ANALYSIS

One of the most difficult tasks we have as professional volunteer leaders is determining how well we are doing our “jobs.” We all gain close friendships in the process of doing these “jobs” and that’s okay; but it becomes very difficult to get objective criticisms or learn more about our weaknesses and/or strengths. GWRRA to the rescue!

If we can isolate the Learning Process from the Friend Process, we will all get more “bang-for-our-educational-buck.” GWRRA truly believes that, as Officers, our first responsibility is to our Membership -- to serve them in the best way we know how. Our second responsibility is to ourselves. To be all we can. If we can learn to be the best, then the Membership will benefit, our spouses will benefit, our jobs will benefit, our friends will benefit. Truly a Win-Win!

So how can we accomplish this? By an unusual Progress Review. Enclosed herein is our attempt at listing all the different traits and job processes that we believe are necessary to be a good GWRRA Officer. It is your task to use this format to help yourself, and your peers to become better leaders. What makes GWRRA different with this process is that you have the opportunity to review your subordinates and your appointing Officer. Properly done, we all benefit and grow!

How does it work? New Officers (those with less than one year of tenure) will have the opportunity to review subordinates and their appointing Officer twice. Once, approximately five months into your tenure as an Officer and secondly, approximately ten months into your term as an Officer. For example, if you're a new District Director, make copies of the review form for each of your Chapter Directors and one for your Region Director. Ask the CDs to honestly complete the forms and mail them to the Region Director. He will closely scrutinize the forms, blacken out the names (and any other distinguishing identification) and return them to you, the DD. He will go over them with you, and both of you will mutually discuss objectively how to learn to be a better Officer and person. In the meantime while this is going on, you, the DD, will write a review of your RD, and send it to the Executive Director. He will protect your identification and use your information to objectively help your RD in understanding how to better help you do your job. Do this again around October 1st. Hopefully, you will better understand how to serve your subordinates and what they need from you to do their jobs well. And of course, if they're doing their jobs well, it will be easier and better for you, GWRRA and all our Members!

If you're an "Old Soldier" (more than one year of tenure) you only need to do this process once, around October 1st. Naturally, you don't have to wait until review time to communicate! We all hope (and expect) that you and all of us will stay in communication as often as needed, which in the beginning, is especially necessary! Enjoy the abilities of your peers!

The important thing about this review process is to learn to be all we can be. Don't fall into the trap of doing reviews as if the Reviewed is the Almighty himself. You know, perfect marks on everything! This is a tool to help you, and us, eliminate our weaknesses and improve our strengths. Long live GWRRA's strengths and good luck with your education process!

THE PHANTOM MEMBERS

(Sometimes called "Hitch-hikers")

After 30 years of successful growth, GWRRA has caused a peculiar phenomenon. We caused it by being TOO friendly! An explanation is in order. We have always understood that GWRRA's organization and its benefits are exclusively for its Members. However, our meetings, and many times our events, have always been for Members and their guests. Obviously, we do this to give potential Members a chance to look us over and, hopefully, they will join our family. Our friendliness also extends to former Members, much to our credit... again hoping they will re-join our family.

However, and this may be hard to believe, there seem to be some folks who see no reason to re-join us. Not because they don't like us, but because they have seen the FUN we have, is an "open door," and they don't feel that "Membership" is necessary to take advantage of these important benefits. We all know that two of our most important benefits are namely, the Chapter and the wealth of activities that constantly go on within GWRRA.

Some of these Phantom "Members" have friends who give them old copies of *Wing World* magazines and sometimes an old Gold Book for when they travel. Many dues-paying Members ask, "Aren't we being too kind?" Many wonder how some of these folks can see no reason to REALLY belong to GWRRA. They also wonder why a Phantom Member takes free what others are paying for.

Understand, we are not talking about our guests here, we're talking about those who once were part of us and now (for whatever reason) are not. Yet they continue to participate in the fellowship and friendship of something that was created for "Members Only". We know that many of our Officers do not believe they have this problem. If so, that is good for you, your participants and GWRRA. However, if you're like some, there could be as much as 33% of your Chapter that are phantoms. Be aware, that if this trend continues, your Chapter will eventually cease to be, and a Club will be born.

Here is our dilemma. We don't want to be "snobbish" or rude, but we need to help these folks understand the reasons and advantages of true Membership in our family. They need to understand the difference between Membership, friend or guest. Several Chapter Directors have dealt with their problem through the Phantom's wallet i.e. most Chapter events use "sign-in" sheets (<http://www.gwrra.org/oconnect/documents>). All participants show their GWRRA Membership Card. The expiration date can usually be verified. No card? That's okay, BUT coffee, pie, 50/50 tickets, etc. etc. Maybe you could have a surcharge for all "non-Members." Perhaps you could have a supply of paper name tags saying, "Hi - I'm XXXX, a visitor". This would serve two purposes: 1) identify the guest (or the former Member) for special get-acquainted-type actions or friend-making, and 2) help them understand how special Membership in GWRRA really is. We suggest allowing non-members to attend three gatherings before joining.

All our events already charge a different price for non-Members, if for no other reason, to identify the benefits of GWRRA Membership and because GWRRA activities are primarily for GWRRA Members. We're not suggesting that money is the answer or even the proper tactic. Some have used these methods with a certain degree of effectiveness. Obviously, there are other things that can be done to help us regain our Members. Maybe you will have to delve more deeply into why they have chosen to alienate themselves from us and see if there is something we can do to make them feel better about GWRRA. Many times you will find that miscommunication is the prime difficulty.

As already stated, if this is not a concern for you, then continue your path of success. If this is starting to be a problem, then be alert for these phantoms - be diplomatic - be kind. If necessary, you may have to limit their "activities" with us, but don't let these folks "steal" (so to speak) that which is only for our GWRRA family. If you need more ideas or have other concerns, talk it over with your appointing Officer or your staff. In any case, ALWAYS try to find the Win-Win answer.

MEMBERSHIP/AREA REPORTS

When a GWRRA Chapter is chartered or, as sometimes happens, its area is realigned, the Chapter Director and the District Director will determine and list all the zip codes that are included in the geographic area to be served by the Chapter. The District Director must send this listing to the Home Office.

This report, referred to as the Area Report, is NOT a list of Members who BELONG to the designated Chapter or a Chapter Roster. It is only a tool for the Chapter Director to use for contacting prospective Members, new Members, expiring and expired Members or for an initial mailing list.

It has previously been mentioned and deserves to be again...the Members of GWRRA BELONG TO ALL CHAPTERS!! "Your" Chapter was chartered as a convenience and benefit to the general membership who reside within a convenient distance of your gathering place.

Once the Chapter has been established, the Area Report becomes more important as a management tool and less as a "mailing list." In most instances, sign-in sheets become your primary indicator of "Chapter Participants" and, in turn, lead to more effective Chapter mailing lists. Please reMember that the Area Reports are proprietary and confidential to GWRRA and MUST only be used for the expressed business purpose of GWRRA. All Officers sign a Memorandum of Understanding when appointed to their position in which they agree to protect the confidentiality of GWRRA Membership listings and Membership information.

Only with a written request from the District Director, will we change or modify an existing zip code zone. It must be noted however, that everyone living in a particular zip code area would also be changed.

The Area Report is sent monthly to the Region Directors and the Region Membership Enhancement Coordinators who then divide up the report and forward it to the District Directors and District Membership Enhancement Coordinators. The District Directors or the District Membership Enhancement Coordinators divide the report up and send it to the Chapter Directors and the Chapter Membership Enhancement Coordinators. The monthly report includes a list of all new, prospective Members, expiring and expired Members for the period covered. The Area Report shows the status of Members, their joining and expiration dates and other information that is useful in recruiting, and retaining Members.

Hard Copy

Information specific to reading the Area Report and the Privacy Policy can be obtained at www.gwrro.org through the Officer's Link and go to Officer Resources to find "Understanding Your Area Report."

On-Line Links

Understanding Your Area Report < http://www.gwrro.org/Officers/articles/article_kar0702.html>

Privacy Policy < http://www.gwrra.org/Officers/articles/article_ppml0702.html >