

THE MEMBER ENHANCEMENT DIVISION covers these main areas:

- 1. Member Recruiting and Retention Program**
- 2. Couple of the Year Program**
- 3. Public Relations**
- 4. Special Interest Groups**
- 5. Fun**

MEMBER RECUITING AND RETENTION PROGRAM:

You ask why we always need new members. The "Membership Recruiting and Retention" program is the life blood of our organization and without new members GWRRA would not be an organization. Within GWRRA there are many incentive programs from the National to the District level, like free memberships, a chance to win a new Gold Wing, or a chance to have you get into a rally free.

NEW MEMBERS: At your first Chapter B3 gathering or activity, we will get you a new member information packet containing:

Please contact your Chapter B-3 MEC Coordinator if you would like an information packet for a friend.

- 1. Welcome letter from Chapter B3 CD and B3 MEC**
- 2. From National GWRRA**
 - (a) The Best Benefits to be found--So much more than motorcycles!**
 - (b) GWRRA application**
 - (c) Rescue Plus enrollment**
 - (d) Postage paid envelope (to AZ)**
 - (e) Wing World magazine**
- 3. "Things to Remember"**
- 4. What is?**
- 5. Photos and names of staff**
- 6. Chapter B-3 Member information card**
- 7. Current newsletter (handout)**

TRI B WINGS MEMBERS ask your Chapter B-3 MEC Coordinators for complimentary courtesy cards and applications to GWRRA and Rescue Plus to pass out to prospective new members. Also the B-3 Members Photo Phone List (for current members only).

COUPLE AND INDIVIDUAL OF THE YEAR PROGRAM

The most visible part of the Membership Enhancement Division is the "Couple of the Year (COY) Program" and "Individual of Year (IOY) Program". Beginning at the Chapter level, this is a method of honoring couples and individuals for their commitment to the ideals of the GWRRA. After serving as the Chapter Couple they can attend their Ohio District's selection process. Later the District Couples may attend the Region's selection process and eventually the Region D Couple can move on to the International Couple of the Year selection process at Wing Ding. District of Ohio "Couple of the Year," along with our COY Coordinators, encourages all the Chapters to honor your fellow Couples and participant in the "Couple of the Year Program.