

Glad You Asked!

Q. I noticed our district and chapter do not have Membership Enhancement Coordinator positions filled. What is the responsibility of a District or Chapter MEC, in case I want to volunteer?

A. Let's look at the big picture first. GWRRA's motto is "Friends for Fun, Safety, and Knowledge." Anyone would guess that the "Safety" is achieved through Rider Education Program. Most people would correctly guess that the "Knowledge" is obtained through the Leadership Training Program. That leaves the "Fun" portion, which falls under Membership Enhancement. Depending on how involved the MEC wants to be and how much help s/he has, the MEC could coordinate rides (through the Ride Coordinator), Special Events (working with a team), Chapter or District Fund Raisers and/or Conventions (rallies), drive the Couple of the Year, Individual of the Year, and Chapter of the Year Programs, and anything else that the Chapter or District does for FUN. It is, however, common for the aforementioned activities to be coordinated through various volunteers with oversight and input by the District or Chapter Director. It simply depends on the size of the team and the capabilities and willingness of the individuals involved, as well as the willingness of the Director to delegate these things.

The most critical duties of the Chapter MEC, and the duties that should be prioritized, deal with GWRRA membership, and include, but are not limited to:

- **Maintaining a "Chapter Roster" consisting of all the names of people that have ever participated in any Chapter function (and passing it on to the Chapter when stepping down!)**
- **Contacting new members and interested parties in the area (Area Run List is obtained monthly from the District MEC)**
- **Contacting members that miss a gathering or two, to ensure they are O.K.**
- **Establish a plan for recruiting non-members, and can include hanger tags, business cards to be left on parked GW seats, mall shows, relationship/agreement with local Honda shop(s), etc.**
- **Reminding members to renew when membership is approaching expiry (data obtained monthly as stated above)**
- **Contacting members that do not renew to determine what can be done better to minimize future non-renewals, and possibly even getting the member back!**
- **Establishing a "Phone Tree" as needed for urgent communication (Newsletters are once per month, and website and e-mail don't guarantee timely receipt of information)**

At the District level, the MEC obtains the District ARL (Area Run List) from Region, breaks it down by Chapter, and sends each Chapter their ARL. The District MEC also appoints Chapter MECs (with Chapter Director Concurrence!). Another duty of the District MEC is to monitor GWRRA members that are "unassigned" which means that they are typically too far from any Chapter to be considered a participant of that Chapter. If there becomes a large number of GWRRA members in an area not supported by a current Chapter, the District MEC points this out to the District Director, who with his/her Core Team, determines if there should be an attempt to start a Chapter in that area. Finally, the District MEC supports the Chapter MECs by answering questions, and providing training and guidance to help them achieve their objectives.