

# CHAPTER OF THE YEAR PROGRAM

The Chapter of the Year Award and Honorable Mention Awards were created to acknowledge the extraordinary efforts and performance of local chapter leaders and members. The growth and continued success of GWRRA is dependent on the thoughtful planning and implementation of important local initiatives.

All “charter paid” GWRRA chapters worldwide are eligible to participate in the GWRRA Chapter of the Year Award and Honorable Mention Awards, providing the qualifications have been met.

Each District shall select a Chapter of the Year that demonstrates the greatest combined achievement in the below listed criteria – point category.

Each Region will select one outstanding Chapter that will be compared to other Region chapters at Wing Ding.

The Chapter of the Year Award will be presented to one regional chapter that demonstrates the greatest combined achievement in the criteria listed below.

## Criteria - Qualifications

Each chapter will be eligible for this prestigious award, providing the chapter has met the basic qualifications and has paid the annual charter fee.

- The Chapter staff shall consist of at least
  - Chapter Director
  - Assistant Chapter Director
  - Chapter Treasurer
  - Chapter Rider Educator
  - Membership Enhancement Coordinator
- The Chapter newsletter is mailed or provided, at no fee, to chapter participants at least monthly.
- The Chapter meets monthly at an appropriate site for the purpose of establishing Friends for Fun, Safety and Knowledge.
- The Chapter Financial report will be submitted annually to the appointing District Director.
- The Chapter, as a whole, shall recruit a minimum of three (3) new memberships prior to December 31, of the calendar year.

## Criteria – Point Categories

The District Directors and District Chapter of the Year Coordinator will determine if the chapter has met the basic qualifications above and shall select the most outstanding chapter based upon the below listed categories.

- The Chapter Director submits, prior to January 31, an annual Chapter Event Schedule (ride schedule) to its members and the District Chapter of the Year Coordinator. The event schedule should include interesting and fun activities throughout the year.
  - Point Value.....1 – 2 monthly events **5 points**
  - Point Value.....3 or more monthly events **10 points**

- Membership Recruitment and Retention: This section recognizes the recruitment and retention efforts of the entire chapter. Points are bestowed for recruiting new members and persistent efforts in retaining existing members (e.g. membership recruitment initiatives / campaigns, member outreach programs, etc)
  - Chapter membership
    - 1 - 3% increase = 1 point**
    - 4 – 5% increase = 2 points**
  - Number of chapter members as of January 1
  - Number of chapter members as of December 31
  - Chapter has planned recruiting activity (e.g. mall shows, Honda dealers) and appears on Chapter Ride Schedule. **2 points**
  - Chapter has a written action plan for the purpose of retaining existing chapter members. Action plan submitted to District Director prior to January 31 for the calendar year. **2 points**
  
- Rider Education Programs
  - Number of chapter members enrolled, as a % of total members, in the Levels Program at the end of each calendar year.
    - Level I – **One point** for 5 – 10% of members enrolled
    - Level II – **Two points** for 11 – 15% of members enrolled
    - Level III – **Three points** for 16 – 25% of members enrolled
    - Level IV – **Four points** for 26% or more of members enrolled.

It is suggested the Chapter Rider Educator track this information and submit the results to the Chapter Director.
  
- The chapter selects a Chapter Couple of the Year **2 points**
- The Chapter Director attends Leadership Training programs such as Horizons or Instructor Development and submits a copy of the LTD Training Record Card **2 points**
  
- The Chapters that have a web site containing the minimum required information prior to the end of the calendar year. **2 points**
  - The GWRRA logo, and the words “Gold Wing Road Riders Association” or the acronym “GWRRA” should be included as part of the web page.
  - Region, District, chapter designations, plus city and district will serve to identify the web page for those visiting the site.
  - A link to the National home page and link to the District and Region would be beneficial for the visitor.

- Extraordinary Chapter Events or Activity **1 point for each activity with a maximum of 25 points.**
  - Based upon the input from the Chapter Director to the District Director, list the outstanding chapter events or activity the chapter hosted or participated in during the year. Examples; Charitable rides or donations, Chapter awards received during the year, guest speakers at chapter gatherings, Fun activities including campouts, festive parties, chapter visitations, bike shows, cruise – in’s ,etc.
  - Don’t be modest.....We want to know all the great activities the chapter accomplished.
  
- Chapter of the Year Award / Recognition  
**To be determined later.**
  
- Recommended Guidelines
  - Each District and Region will need a Chapter of the Year Coordinator as this program must have undivided attention.
  - The Assistant District Directors will need clear instructions to administer this program and feedback forwarded to the District Chapter of the Year Coordinator / District Director / Region Director.
  - After the close of a calendar year. Each District Chapter of the Year Coordinator will select their respective Chapter using the above point system and submit the necessary information to the District Director. The Region Chapter of the Year Coordinator will then select the Region Chapter of the Year and submit all the pertinent information and point sheets to the National Chapter of the Year Coordinator.
  - A National Committee will be formed to review the Chapter entries and select the “Chapter of the Year” for GWRRA.