



District Membership Enhancement Division
Recruiting and Retention



[“Recruit and Renew the Fun”](#)

PREPARING FOR A MALL SHOW/EVENTS

The following information is presented as suggestions of items Chapters may want to have available in one form or another to set up a Recruiting Booth at a Chapter Event.

Available National Items:

Upon telephonic request from the Chapter Director, National may provide 4-panel GWRRA Brochures, Trifold Tow Busters Brochures, color copies of any National Recruiting Programs in effect, GWRRA applications (including pre-addressed envelopes) and some Logos. Chapters should order these well in advance (Applications should be pre-signed by Referrer(s)).

Available District Assistance:

Upon request from the Chapter Director or Chapter R&R Coordinator, the District Recruiting & Retention Coordinators will provide assistance in the form of pre-planning consultation, copies of District Contest Notices, assistance in printing District-level information and attendance, when available, to physically assist in Recruiting efforts.

Suggested Items Chapters may consider creating and having available:

Copies of recent (past 3-months) Chapter Newsletters plus Picture Albums/Trophies
Copies of Chapter Annual Activities/Local Charity Events List
Copies of District Activities List
Copies of a Welcome Letter from the Chapter Director (map to Meeting location)
Copies of Business Cards from R&R Coordinators and Chapter Director
Flyers of the Chapter and other Chapters' upcoming large-scale Events
Loud Speaker and Large Signs/Glossy Motorcycle Photos decorating Booth
Large Bowl of wrapped candy, nuts, small toys; to attract kids with parents
A sign-in Sheet for future contact with serious inquirers
A small TV with built-in VCR for constant playing of Rider Ed Videos or other M/C videos
Some Give-Away items (example-Key Chains from local Honda shop, etc.)
Door Prizes (to be given away on the hour, etc.)
Glossy Pictures of Motorcycles in action, donated from local Honda Shop
List of Chapter and local Honda Shop Web Sites

It is suggested that a Recruiting Booth be situated where traffic is heaviest, set up to attract attention, and populated at all times with a knowledgeable, talkative, extrovert.

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