



# Gold Wing Touring Association

## GWTA Recruitment The Kirksey Way!!!

R - Reach Out. Don't be afraid to approach a stranger and introduce yourself. If you see an interest in motorcycling, they may be your next GWTA member.

E - Enthusiasm. You have to be enthused to get someone else enthused! This is very important.

C - Caring. Don't just approach from a member hunting standpoint. Show you care about the person and want them to know the many benefits of membership.

R - Refrain. Refrain from "bad-mouthing" other persons or organizations.

U - Utilize. Utilize the materials and hand-outs that you have at your disposal to introduce people to the GWTA.

I - Invite. Invite them to GWTA functions with an emphasis on everyone is welcome.

T - Tell. Tell them about chapters in the area or nearby, and try to establish a contact person.

M - Make sure. Make sure you get their name, address, phone number and email to follow-up with.

E - Encourage. Encourage the new member to start recruiting immediately by explaining the great rewards.

N - Never. Never fail to tell the prospective member that GWTA is Member Owned and Member Run.

T - Take applications. Take applications with you in your briefcase, purse, in all vehicles and on your bike.