

## The Top 10 Reasons Why Your Chapter Needs a Couple of the Year

*(These suggestions were compiled after many discussions in Couple of the Year seminars over a 3-year period and then were prioritized by seminar participants. They are presented in their order of importance as determined by those members.)*

- 1) Selecting a Chapter Couple of the Year is a way your Chapter can "give back" to a couple who has worked hard for the Chapter and deserves recognition. Being Chapter Couple of the Year should be viewed as an honor and not a job.
- 2) Visitation with other Chapters by the Chapter Couple of the Year can increase inter-chapter activities and improve relationships with other Chapters.
- 3) Chapter spirit can increase when Chapter participants show support and demonstrate their pride for their Chapter Couple of the Year.
- 4) Selection as Chapter Couple of the Year often leads to personal growth for the couple, and they usually take on other Chapter leadership positions.
- 5) The Chapter Couple of the Year can bring more awareness within the community about our association which ultimately leads to new members. Wearing a shirt or vest with their Couple of the Year designation often causes others to ask about the title. News articles about them and public appearances by them can also bring awareness.
- 6) Through participation in the District Selection Process, a Chapter Couple of the Year can help gain recognition for your Chapter within the district.
- 7) As your Chapter Couple of the Year visits other Chapters, Couples of the Year from those other Chapters will, in turn, visit your Chapter and probably bring others with them. Increased visitation translates into several positive things including increased revenue for your Chapter through 50/50 sales or other means.
- 8) Your Chapter Couple of the Year can promote your Chapter's upcoming events as they visit other Chapters.
- 9) Chapter Couples of the Year can, and often do, provide support to their Chapter through Recruiting and Retention efforts such as contacting potential members and those about-to-expire. It's a natural activity since the honored couple is likely to be enthusiastic about GWRRA and their Chapter, and eager to "spread the word."
- 10) With the excitement and enthusiasm usually exhibited by Chapter Couples of the Year, they often are found serving as cheerleaders for the Chapter Team and can be important in maintaining strong Chapter morale.