



OFFICER POSITIONS

PREFACE

Our riders are fueled by passion and determination, and running a Chapter is no different. It takes a lot of teamwork and time, which is why we applaud your decision to become a Chapter officer. Without your hard work, this Chapter may not exist.

Together, you as officers make up the leadership that powers the direction of your local Chapter. As an officer, each individual is responsible for a certain task, depending on the position. Overall, everyone is accountable for overseeing the day to day operation of the Chapter, including website, advertising, and group activities. As leaders of the group, you are all responsible for making the best decisions for the Chapter.

Positions outlined on the next pages are not all inclusive or final. They are flexible and can change at any time at the sole discretion of Indian Motorcycle Riders Group® based on the needs of the local Chapter and talents of its members.

KEY OPERATING DATES

MARCH 31

- Yearly Chapter Application due to corporate (work with your dealership and the dealership District Regional Manager to complete)

MAY 15

- Tax Filing Deadline for nonprofits (Each Chapter is responsible for filing its own Chapter state and federal tax returns; Indian Motorcycle Riders Group® strongly recommends you consult a tax professional before filing the return.)



OFFICER POSITIONS CONTINUED

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SPONSORING DEALER

Local Chapters must be affiliated with an authorized local Indian Motorcycle® Dealer. This will aid your Chapter in finding a meeting location, driving membership interest, and aid in procuring marketing and apparel for your group.

DUTIES AND RESPONSIBILITIES

- Promote Indian Motorcycle Riders Group® and the local Indian Motorcycle Riders Group® Chapter to potential members and new bike purchasers
- Follow the “Charter” and all Indian Motorcycle Riders Group® operating policies
- Ensure that the local Chapter follows the “Charter” and all Indian Motorcycle® operating policies
- Monitor and verify conformity to the then current brand standards of Indian Motorcycle® Office Position
- Sign and return the Yearly Chapter Application by **March 31st**
- Ensure that the Chapter complies with all corporate state and federal tax and annual filing requirements
- Approve all major Chapter publications prior to their release
- Contact your District Regional Manager and Indian Motorcycle Riders Group® prior to dissolving or liquidating a Chapter
- Pre-approve all methods of raising funds and charity events

OPTIONAL PARTICIPATION

- Assume the duties of any officer role
- Establish the process for electing / appointing Chapter officers and setting the length of term
- Rescind Chapter sponsorship
- Establish and collect Chapter dues consistent with the goals of the Charter
- Suspension or revocation of local Chapter membership
- Offer discounts at your dealership for participation in Chapter events



OFFICER POSITIONS CONTINUED

PRESIDENT

DUTIES AND RESPONSIBILITIES

- Enforce the “Charter” and operating policies along with sponsoring dealer
- Overall responsibility for Chapter operation, administration, and implementation of Indian Motorcycle® policies
- Ensure that the Chapter complies with all corporate state and federal tax and annual filing requirements
- Preside at all Chapter meetings
- Plan and coordinate chapter meetings to ensure well planned and worthwhile agendas
- Monitor and motivate other Chapter officers
- Promote Chapter to all potential members
- Implement and follow all risk management requirements set by Chapter Insurance
- Verify that all brand standards are met and followed
- Ensure that Chapter merchandise orders are ordered from the approved vendor only
- Informs members of any news from Indian Motorcycle®’s corporate office
- Attend Indian Motorcycle Riders Group® calls or meetings, when asked

VICE PRESIDENT

DUTIES AND RESPONSIBILITIES

- Act on behalf of the President on all Chapter business during the absence of the President
- Ensure that the President is adhering to the “Charter” and its operating policies
- Assist President in ensuring that all trademark and brand guidelines are being met
- Assist President as needed
- Aid in collection and review of documents for the Yearly Chapter Application



OFFICER POSITIONS CONTINUED

SECRETARY

DUTIES AND RESPONSIBILITIES

- Oversee administrative duties
- Record Chapter minutes
- Helps Membership Director in maintaining the group membership and service rosters and ensuring that Chapters have current Indian Motorcycle Riders Group® memberships
- Submit any forms / reports to Indian Motorcycle Riders Group® office
- Organize and maintain Chapter records for insurance and injury release / waiver forms
- Comply with any annual state filing requirements
- Submit meeting minutes for the Yearly Chapter Application
- Submit goals for upcoming year for the Yearly Chapter Application

TREASURER

DUTIES AND RESPONSIBILITIES

- Maintain the group's financial accounts
- Pay all expenses
- Provide financial reports to the group monthly
- Manage all charitable contributions and distribution of contributions
- Maintain running comparison of yearly Chapter finances
- Submits annual financial statement to Indian Motorcycle® with the Yearly Chapter Application

ACTIVITIES DIRECTOR

DUTIES AND RESPONSIBILITIES

- Plan activities for the Chapter as the Chapter sees fit and appeals to Chapter members
- Oversee administrative planning, logistics, and other duties of events
- Recruit and manage volunteers
- Ensure all insurance forms and liability waivers are current and prerequisites for conducting the events are met
- Manage the collection of waiver release forms at events and make sure each participant signs one
- Submit calendar of last year's events with Yearly Chapter Application
- Submit plan for upcoming year's events with Yearly Chapter Application





OFFICER POSITIONS CONTINUED

MARKETING DIRECTOR

DUTIES AND RESPONSIBILITIES

- Market events to group members and any individual interested
- Ensure that all communication pieces and Chapter business are being communicated with members
- Maintain brand integrity and brand standards
- Order any marketing materials that are needed
- Order any apparel that the Chapter requires from dealer
- Get dealer and Indian Motorcycle Riders Group® approval of all marketing and apparel pieces that are not ordered from officer resources
- Assist Activities Director as needed in planning and executing events
- Submit copies of all advertisements run within your Chapter with Yearly Chapter Application
- Submit advertising plan for upcoming year with Yearly Chapter Application

SAFETY DIRECTOR

DUTIES AND RESPONSIBILITIES

- Must attend and pass the Motorcycle Safety Foundation® course or equivalent every 24 months (Basic Riders Course 2)
- Train Road Directors and Officers
- Ensure that the Road Director is following all safety guidelines
- Organize groups to take MSF classes, use provided MSF® Group Riding Courses and execute a minimum of two trainings per year for members
- Make MSF information available to members, reorder branded materials through the officer resources
- Teach members proper safety instructions and hand signals and a minimum of 4 meetings per year
- Help collect signed waiver release forms for ride events



OFFICER POSITIONS CONTINUED

ROAD DIRECTOR

DUTIES AND RESPONSIBILITIES

- Must attend and pass the Motorcycle Safety Foundation® course or equivalent every 24 months (Basic Riders Course 2)
- Plan ride routes for Chapter ride events
- Guide Chapter rides
- Continual focus on rider safety
- Give a pre-ride overview: road conditions, safety, planned stops, etc.

ROAD OFFICER

DUTIES AND RESPONSIBILITIES

- Must attend and pass the Motorcycle Safety Foundation course or equivalent
- Works with Road Director to execute Chapter ride events
- Assist with Chapter rides

PHOTOGRAPHER

DUTIES AND RESPONSIBILITIES

- Take photos at Chapter events
- Edit photos
- Submit photos to Indian Motorcycle® (Note: Upon ShareFile submission to Indian Motorcycle®, all photos become the property of Indian Motorcycle®, and may be used by Indian Motorcycle® in perpetuity in its sole and absolute discretion.)
- Upload photos to social sites, websites, or where needed
- Send 2 photos from each activity to Indian Motorcycle Riders Group® office with Yearly Chapter Application unless photos are provided after events on the ShareFile folder throughout the year



OFFICER POSITIONS CONTINUED

MEMBERSHIP DIRECTOR

DUTIES AND RESPONSIBILITIES

- Ensure new members have Indian Motorcycle Riders Group® memberships
- Process new membership applications
- Welcome and interact with new members to Chapter meetings and events
- Call / send a welcome note to all new members who attended events / Chapter meetings
- Submit member list of active members with Yearly Chapter Application
- Submit recruitment plan with Yearly Chapter Application
- Maintain the member list online in the officer dashboard

EDITOR

DUTIES AND RESPONSIBILITIES

- Write, edit, and disperse any Chapter publications
- Show publications to dealer for approval prior to use
- Submit any material needing to go online to Web Director
- Send copies of 3-5 publications to Indian Motorcycle Riders Group® with Yearly Chapter Application

WEB DIRECTOR

DUTIES AND RESPONSIBILITIES

- Edit and update Chapter website and social media sites
- Ensure website contains relevant information and is updated
- Follows Internet guidelines in the "Charter," along with brand standards
- Present any web content to the sponsoring dealer for approval prior to posting, if needed