



AMA State Chapter Program

Purpose Statement

To connect AMA members in each state with the goal of developing a community of riders, promoting AMA membership and engaging in government advocacy at the state and local levels.

Primary Goals

- Build a group of active volunteers in each state
- Expand recreational opportunities for State Chapter members to meet and ride together
- Provide frequent and relevant information with a state and local focus
- Provide educational seminars (Road Captain, etc.)
- Educate members through the EAGLES program and in-person activity
 - Prepare members to lead other volunteers
 - Train a team of members within each state to confidently advocate for motorcyclists' rights (to other riders and to elected officials) in coordination with the AMA Government Relations Department
- Appoint leadership within each state

AMA State Chapter Coordinator

AMA State Chapter Coordinators are lead volunteers in each state who work with AMA staff, AMA-chartered organizers and individual members to determine the best recreational riding and advocacy interests for the state.

The coordinator will work to build a group of engaged volunteers in each state, as well as expand recreational opportunities for members to meet and ride together.

Currently, a few states are still looking for coordinators who are enthusiastic about the AMA's mission to promote the motorcycle lifestyle and protect the future of motorcycling.

A few key skills we are looking for in our volunteers:

- Passionate about the AMA's mission
- Enjoys speaking to and/or with groups
- Organized, reliable and professional
- Provides frequent and relevant information of happenings within their state

- Rides off-road, dual sport, adventure or street bike for fun
- Interested in engaging with government and community officials
- Willingness to learn

The coordinators will report to Heather Wilson, AMA Director of Member Activity

Qualifications

- Must be an active AMA member for at least 3 years
- Must have lived in the state for at least 1 year
- Complete or be working to complete AMA EAGLES training
- Must submit an application and be approved

Time Commitment

- Flexible, based on engagement with members in state or number of issues facing motorcyclists within the state
- On average, 2-8 hours per month

Expectations

- Represent the AMA's mission and interests, setting aside personal opinion/interests
- Serve as a liaison to the AMA
 - communicate with AMA staff, AMA-chartered organizers and individual members
- Recognize challenges and threats to motorcycling and consult with AMA staff
- Distribute information and identify opportunities for AMA volunteers to make an impact in motorcycling and greater community
- Organize in-person or virtual meetings/events with members in state, as appropriate
- Interact with AMA organizers, as necessary
- Meet with, supervise and engage other AMA volunteers
- In coordination with the AMA Government Relations Department, meet with agencies and elected officials to represent the association and the best interests of motorcycling at the state and local level
- Seek out relevant information and resources from the AMA Government Relations Department when working on advocacy issues
- Monitor/moderate AMA State Chapter Facebook page for your state
- Respond to emails in a timely manner
- Travel to events/meetings within state, as necessary
- Participate in onboarding process to further understand the AMA and the role
- Sign volunteer manual in agreement of expectations
- Complete monthly reports (google form) to AMA staff
- Attend quarterly virtual meetings with fellow state chapter coordinators and AMA staff

- Keep records for your chapter, including contacts you interact with in position
 - Pass files to new coordinator when you're no longer in position

Support from AMA

In coordination with the AMA Member Activity Department, coordinators will receive:

- Monthly check-ins and ability to ask questions anytime
- Training/workshop opportunities
- Assistance with connecting with members in their state
- Access to resources, such as the event database, organizer database or AMA news via press releases
- Supplies for in-person events to promote the AMA

In coordination with the AMA Government Relations Department, coordinators will receive:

- Legislative information and analysis
- Introductions to other state motorcycle rights organizations (SMRO)/leaders
- Guidance on addressing advocacy issues

Term Limits

- Coordinators will serve for two years from start date.
- Coordinators wishing to continue after two years must submit request and be approved to continue the role.