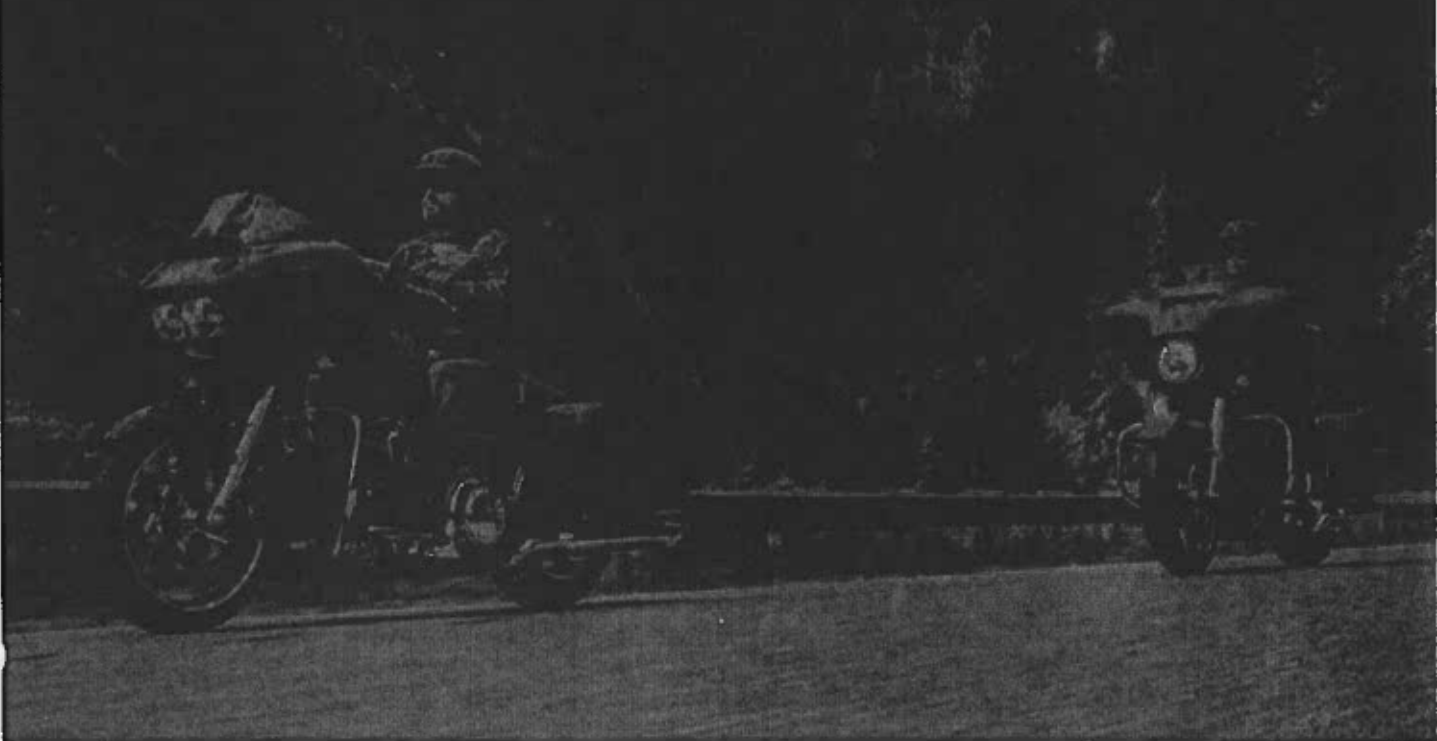




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**H.O.G. MANAGER PLAYBOOK**

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# TABLE OF CONTENTS

## PURPOSE

- WHY A H.O.G.® PLAYBOOK? 2

## HARLEY OWNERS GROUP®

- A BRIEF HISTORY 3  
OUR MISSION 3  
GROWING H.O.G.® 3  
DID YOU KNOW? 4

## THE H.O.G.® MANAGER

- LEADERSHIP 5  
ROLE 5  
RESPONSIBILITIES 5

## H.O.G.® CHAPTERS

- OVERVIEW 6  
BENEFITS 6

## H.O.G.® CHAPTER REQUIREMENTS

- CHARTERING 7  
INSURANCE 7  
MULTI-CHAPTER OPTION  
AND APPROVAL 7

## H.O.G.® CHAPTER EVALUATIONS

- HEALTH 8  
FINANCIAL 9  
MARKETING 10

## PROMOTING YOUR DEALERSHIP

- ANNUAL PLANNING WORKSHEET 11  
PREPARING YOUR STAFF 12  
EXECUTING YOUR PROGRAM 14

## MARKETING TOOLKIT

- DMF ASSETS 16  
GETTING THE WORD OUT 16

## TRACKING SUCCESS

- FOLLOW-UP 20  
SCORING YOUR RESULTS 21

## APPENDIX

- SUPPORT 22



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# PURPOSE

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## WHY A H.O.G. PLAYBOOK?

No matter what your relationship is with your local H.O.G.® Chapter, this playbook was created to help you evaluate your current status and determine your dealership's opportunities.

As you likely know, there are plenty of H.O.G.® resource materials already in existence, but no central playbook to tie all the pieces together. That's what this guide seeks to do. This Playbook was designed to provide your store with step-by-step guidance to planning, executing and measuring the results of your efforts. By following the steps provided and documenting your actions along the way, you will quickly discover what works and what doesn't work for your dealership.

With 30-plus years of H.O.G.® history, this Playbook will also provide an overview and directional path for all existing H.O.G.® materials and programs such as the:

- H.O.G.® Chapter Charter
- Used Bike H.O.G.® Membership Program
- World Ride promotion and participation

### THIS PLAYBOOK IS INTENDED TO:

- Align H.O.G.® Managers, dealer staff and H.O.G.® Chapter
- Provide step-by-step guidance for the H.O.G.® Manager and marketing staff
- Provide dealerships and H.O.G.® Managers with a uniform communication process
- Provide H.O.G.® Managers with strategies to better interact with your H.O.G.® Chapter
- Demonstrate dealer benefits, from launching a new Chapter to revitalizing an existing Chapter
- Provide H.O.G.® Managers with guidance on establishing, promoting, operating, maintaining and growing your Chapter
- Provide suggestions to keep H.O.G.® Members engaged
- Help simplify dealer activations and increase participation with your H.O.G.® Chapter
- Condense and highlight the primary benefits



# HARLEY OWNERS GROUP<sup>®</sup>

## A BRIEF HISTORY

Shortly after the Harley-Davidson Motor Company completed the buy back from AMF in 1982, the management team began exploring new ways to deepen the connection between Harley-Davidson and its customers.

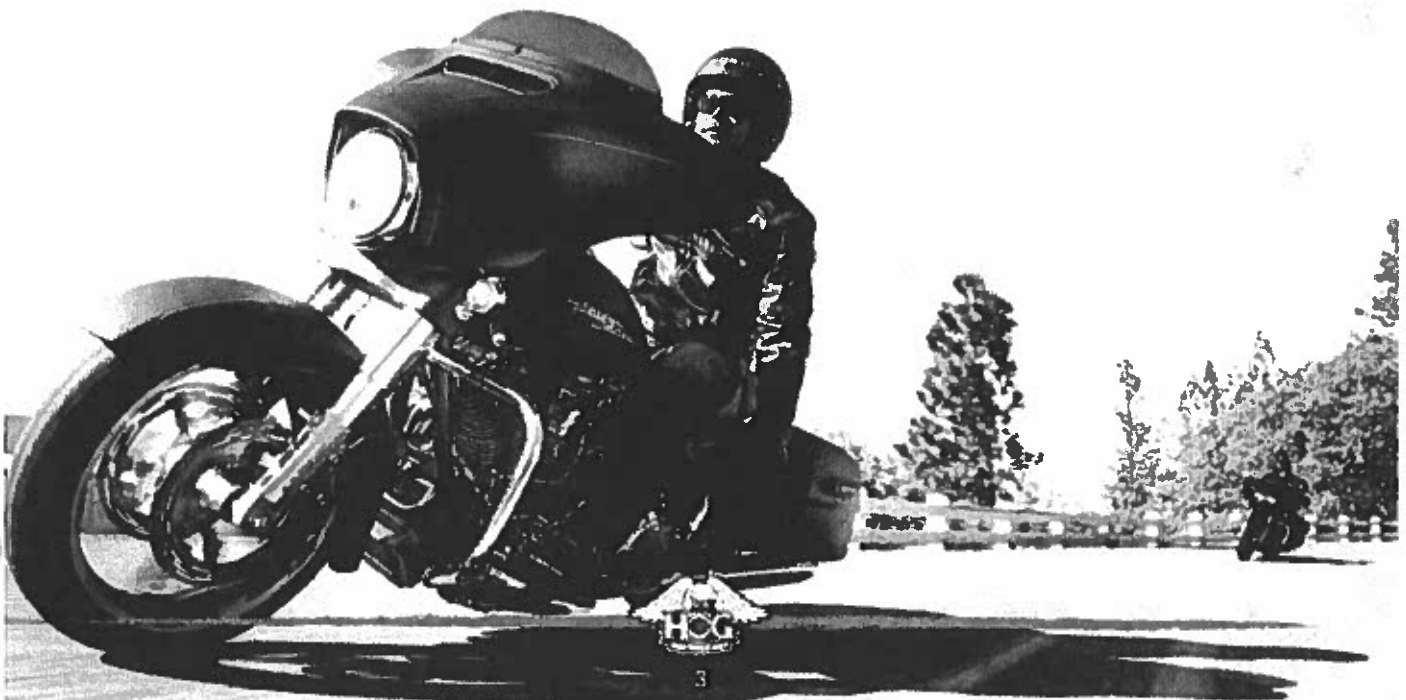
The Harley Owners Group<sup>®</sup> organization was created at the beginning of 1983, and within two years, the first H.O.G.<sup>®</sup> Chapters were formed to not only connect riders to the Motor Company, but also connect them to dealers at the local level. Today, there are more than 1,400 H.O.G.<sup>®</sup> Chapters and nearly a million members worldwide.

## OUR MISSION

H.O.G.<sup>®</sup> Chapters provide opportunities for Harley-Davidson<sup>®</sup> motorcycle owners to come together with other like-minded people. H.O.G.'s goal in the beginning is the same as it is now — To Ride & Have Fun. Everything a Chapter does should be geared toward that one goal. While Chapters may engage in other activities such as fund-raising, its main purpose is to unite members in riding Harley-Davidson<sup>®</sup> motorcycles.

## GROWING H.O.G.<sup>®</sup>

While H.O.G.<sup>®</sup> Chapters have grown significantly since its beginning, much more growth is possible. Case studies and pilot research has shown that many dealerships are in need of additional support in improving and modernizing their local Chapter.

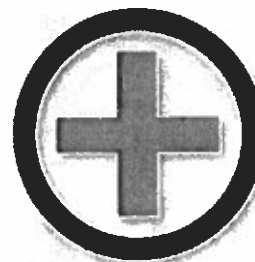


# HARLEY OWNERS GROUP<sup>®</sup>

## DID YOU KNOW?

**33% OF NEW H-D<sup>®</sup> MOTORCYCLE PURCHASES  
WORLDWIDE ARE BY H.O.G.<sup>®</sup> MEMBERS.**

### H.O.G.<sup>®</sup> MEMBER PERFORMANCE



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# THE H.O.G.® MANAGER

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## LEADERSHIP

The role of the H.O.G.® Manager is a crucial one; you are the face of the dealership to our very best customers. This relationship should not be taken lightly, and, if handled poorly, it can negatively affect the financial well-being of the dealership.

## ROLE

Being the H.O.G.® Manager for the dealership's H.O.G.® Chapter(s) includes responsibility for managing all aspects of Chapter operations in accordance with the *Charter for H.O.G.® Chapters*. This may include, but is not limited to, **facilitating officer selection, events, rides, charity work, as well as being present at H.O.G.® functions and meetings**. In addition, this person is expected to educate the dealership personnel about H.O.G.® and its importance to the dealership.

## RESPONSIBILITIES

### WORK WITH H.O.G.® CHAPTER AS THE "DEALERSHIP LIAISON"

- Ensure Chapter is focused on Riding and Having Fun
- Ensure Chapter officers are ambassadors for the dealership and the Chapter goals are aligned with the dealership's success.
- Attend H.O.G.® Officer Meetings and Membership Meetings
- Review event contracts
- Coordinate staff and volunteers for events (if needed)
- Incorporate H.O.G.® events and participation into dealership event calendar
- Attend and promote H.O.G.® events
- Provide H.O.G.® updates at dealership staff meetings
- Ensure dealership motorcycle sales and delivery process leverage and promote H.O.G.®
- Ensure service team promotes H.O.G.® Mileage Program
- Ensure new customers are welcomed into the family and how to best engage with their H.O.G.® benefits
- Ensure Chapter and dealership processes include a personal invitation for new customers to join the Chapter
- Educate Chapter Officers on resources available to them on *hog.com* including the Chapter Charter, Chapter Handbook, Chapter Officer News, and Release Forms
- Ensure that Chapter Officers maintain the member list on *hog.com* and verify H.O.G.® membership



# H.O.G. CHAPTERS

## OVERVIEW

A H.O.G.® Chapter provides an opportunity for Harley-Davidson owners to come together with other like-minded people and enjoy riding with friends. The goal of H.O.G.® Chapters is to

# “RIDE AND HAVE FUN.”

Everything a Chapter does should be geared toward that one goal. While Chapters may, at the discretion of the sponsoring dealer, engage in other activities such as fund raising, its main purpose is to unite members in riding Harley-Davidson® motorcycles.

The relationship between a Harley-Davidson sponsoring dealership and a H.O.G.® Chapter is an exciting partnership that when treated correctly on both sides can lead to infinite possibilities. This guide will provide you with the information, guidelines and tools to enable the relationship to prosper.

Without the sponsoring dealership's approval a Chapter cannot exist. Without customers, the dealership will not exist.

The H.O.G.® Chapter is part of the sponsoring dealership. Within the guidelines outlined in the *Charter for H.O.G.® Chapters* (found on [H-Dnet.com](http://H-Dnet.com): Department > H.O.G.®) the sponsoring dealer has complete authority over the Chapter, including how the Chapter is run, the events the Chapter participates in, and who is a member and/or officer of the Chapter.

This highly collaborative relationship provides many benefits to the dealers, Chapters and their respective members – one that never should be taken for granted.

DEALER BENEFITS	CHAPTER MEMBER BENEFITS
STRONGER CUSTOMER RELATIONSHIPS = LOYALTY	MORE REASONS TO RIDE
DEALERSHIP DOOR SWINGS	CAMARADERIE & CONNECTION WITH A GLOBAL FAMILY OF H-D' RIDERS
WORD OF MOUTH MARKETING	DEALERSHIP VIP STATUS – FIRST TO KNOW
MORE CUSTOMERS RIDING MORE MILES	PART OF THE DEALERSHIP “FAMILY”



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# H.O.G.® CHAPTER REQUIREMENTS

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## CHARTERING

Chapter affiliation with H.O.G.® is based on a co-signed agreement between the Sponsoring Dealer and Harley-Davidson Motor Company.

## INSURANCE

Harley-Davidson provides liability insurance for H.O.G.® Chapters. Coverage limits, requirements and limitations are listed in section F of the Chapter Handbook. The current policy for non-pre-approved events will remain unchanged. Certain events and activities may require additional insurance or may simply be not covered by the provided insurance. This information can also be found in the Chapter Handbook. The Chapter Manager should fully understand the insurance details and the process for securing additional insurance.

## MULTI-CHAPTER OPTION AND APPROVAL

Within specific parameters, a dealership may sponsor more than one H.O.G.® Chapter. To do so the additional Chapter must be approved by North American Sales District Manager (D.M.), Dealer Development (D.D.), and H.O.G.®. The D.M. will work with the individual dealership to determine if an additional Chapter is necessary and workable within the Dealer Assigned Territory (D.A.T.). The D.M. will then make a recommendation to D.D. and H.O.G.®.

Additional Chapters will only be approved for opportunities where the geography of the D.A.T. renders it difficult for a sizable group of riders to participate in the dealership's existing Chapter or to sponsor a displaced Chapter as a result of a dealer location closing. In both cases, the additional Chapter must operate well within the D.A.T. of the sponsoring dealership.

Starting an additional Chapter is not an option to address issues with group dynamics or cliques.

A H.O.G.® Chapter Manager must be identified within the dealership before an additional Chapter request will be considered.





# H.O.G.® CHAPTER EVALUATIONS

## HEALTH EVALUATION

Before you begin to set goals for your dealership or begin to recruit new members, you must first evaluate the health of your current H.O.G.® Chapter to determine your next steps. We created a simple 12-question worksheet below. Circle your answer for each question and tally up the points at the end. Your total number will provide you with direction on the next steps to follow. Pay close attention to the negative numbers under the "cons," they should be subtracted.

PROS	NEVER	SOMETIMES	ALWAYS
1. H.O.G.® Members are active within my store.	0	3	5
2. H.O.G.® Members positively engage with my staff.	0	3	5
3. H.O.G.® Members act as my dealership ambassador.	0	3	5
4. H.O.G.® Members help with dealership events.	0	3	5
5. H.O.G.® Members help with H.O.G.® recruitment.	0	3	5
6. My dealership hosts dedicated H.O.G.® events.	0	3	5
<b>SUBTOTAL FOR ROWS 1-6</b>			

CONS	NEVER	SOMETIMES	ALWAYS
7. My H.O.G.® Members continuously ask for discounts.	0	3	5
8. My H.O.G.® Members display a sense of entitlement.	0	3	5
9. My H.O.G.® Chapter has less than 20 active members.	0	3	5
10. My current H.O.G.® officers are not in line with my dealership's objectives.	0	3	5
11. My H.O.G.® Chapter has lost focus on the main intent to 'have fun and ride'.	0	3	5
12. My H.O.G.® Chapter does not easily welcome new members into the group.	0	3	5
<b>SUBTOTAL FOR ROWS 7-12</b>			

### GRAND TOTAL

#### POINTS

**Less than 15**

**15 - 25**

**More than 25**

#### NEXT STEPS

Do not proceed with Playbook / Contact your District Manager.

Proceed with caution / Build group at steady pace

Proceed to Financial Evaluation on next page.

*"If you circled 'always' on any of the questions listed under 'cons,' be sure to reference the Playbook for specific tips and suggestions to help with those individual issues."*



# H.O.G.<sup>®</sup> CHAPTER EVALUATIONS

## FINANCIAL EVALUATION

Now that you've established your H.O.G.<sup>®</sup> Chapter Health, the next step is to create important benchmarks for your H.O.G.<sup>®</sup> Chapter. This will allow your dealership, H.O.G.<sup>®</sup> Manager and marketing staff see first hand the impact they are making. Once you have a clear picture of your current status, you can properly set goals to achieve desired success level.

**CURRENT H.O.G.<sup>®</sup> MEMEBERS** *This will be beneficial to see the amount of local Chapter members you have, active vs. non-active and take the steps to see why they are not active in your group.*

Current # of Local H.O.G.<sup>®</sup> Chapter Members

Current # of Active H.O.G.<sup>®</sup> Chapter Members

**DEALERSHIP'S YEARLY BIKE GOALS** *This will be beneficial for H.O.G.<sup>®</sup> Managers to see how many potential new members they can aim for based on the dealership's new and used bike targets.*

NFW:

USED

**POTENTIAL ANNUAL DEPARTMENT SALES** *By completing this brief exercise you can see the benefits an active H.O.G.<sup>®</sup> Chapter can have on your dealership sales and better align your H.O.G.<sup>®</sup> Manager with dealership's successes. We have entered department averages below but feel free to use your own data if available.*

Average GM Purchase: \$1,127 X

Local Chapter Members = \$

Average P&A Purchase: \$1,308 X

Local Chapter Members = \$

Average Service Purchase: \$1,200 X

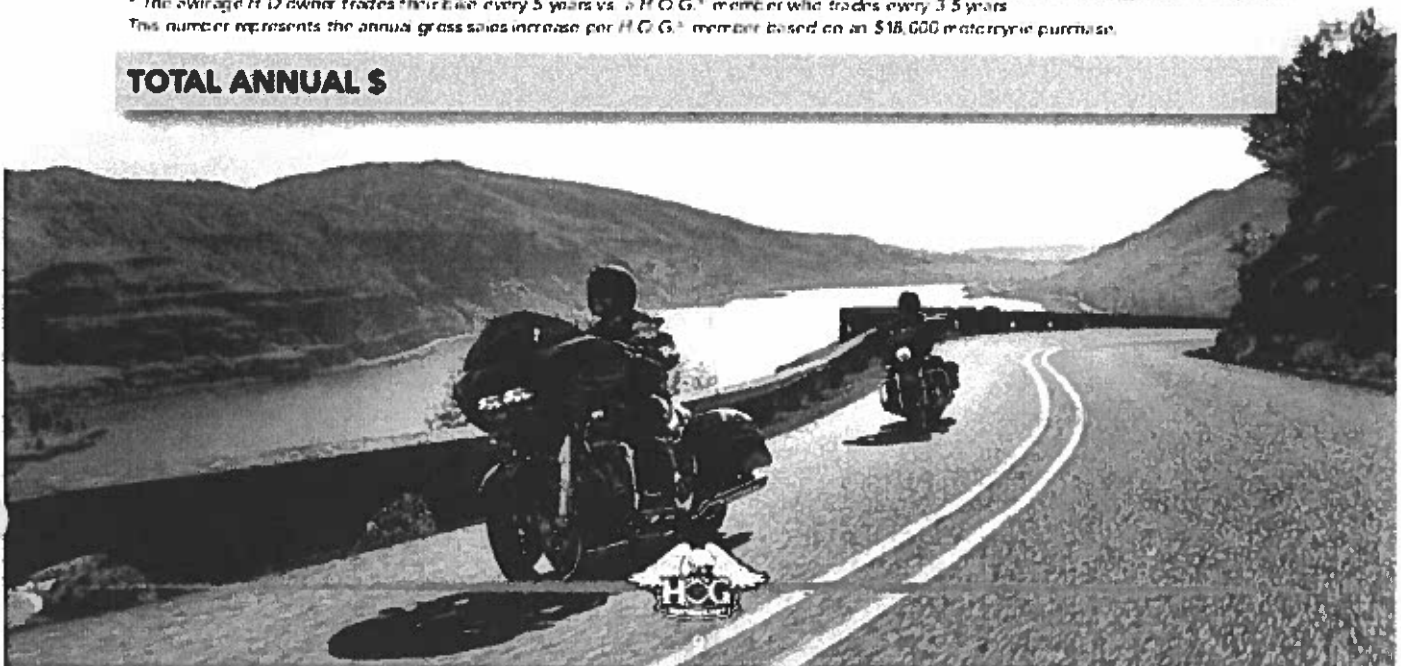
Local Chapter Members = \$

Average Vehicle Purchase: \$1,028<sup>gross</sup> X

Local Chapter Members = \$

\* The average H.O.G. owner trades their bike every 5 years vs. a H.O.G.<sup>®</sup> member who trades every 3.5 years. This number represents the annual gross sales increase per H.O.G.<sup>®</sup> member based on an \$18,000 motorcycle purchase.

**TOTAL ANNUAL \$**



# H.O.G.® CHAPTER EVALUATIONS

## MARKETING EVALUATION

Now that you've seen what potential sales could equate to within each department, next you'll perform an evaluation to gauge what sort of marketing activity is present at your dealership.

### DO YOU CURRENTLY PROMOTE H.O.G.® MARKETING MESSAGES?

*If yes, which marketing channels are currently being utilized and how frequently?*

- |   |           |
|---|-----------|
| <input type="checkbox"/> E-newsletter               | Frequency |
| <input type="checkbox"/> Dealer Website             | Frequency |
| <input type="checkbox"/> Social Media               | Frequency |
| <input type="checkbox"/> In-Store                   | Frequency |
| <input type="checkbox"/> Print Advertising          | Frequency |
| <input type="checkbox"/> H.O.G.® Recruitment Events | Frequency |



# PROMOTING YOUR DEALERSHIP

## ANNUAL PLANNING WORKSHEET

Attend H.O.G.<sup>®</sup> Officer Training on \_\_\_\_/\_\_\_\_/\_\_\_\_ (More details on page 13 of this playbook.)

Obtain \_\_\_\_\_ new local H.O.G.<sup>®</sup> Chapter Members

Retain \_\_\_\_\_ % of new bike owners to local H.O.G.<sup>®</sup> Chapter

### ESTABLISH MONTHLY BUDGETS FOR H.O.G.<sup>®</sup> Events, Parties, Rides, Literature, Giveaways, etc.

January \$	July \$
February \$	August \$
March \$	September \$
April \$	October \$
May \$	November \$
June \$	December \$

### OBJECTIVES

- Establish a H.O.G.<sup>®</sup> calendar of events (Be sure to coordinate with other dealership events to avoid overlapping.)
- Host \_\_\_\_\_ H.O.G.<sup>®</sup> events at dealership
- Host \_\_\_\_\_ H.O.G.<sup>®</sup> rides from dealership
- Host \_\_\_\_\_ # of H.O.G.<sup>®</sup> recruitment events
- Host \_\_\_\_\_ # of members only events
- Attend \_\_\_\_\_ # of off-site bike night events
- Have 100% of new bike owners fill out a Customer Satisfaction Survey
- H.O.G.<sup>®</sup> Chapter Members participate in \_\_\_\_\_ # of dealer events per year (non H.O.G. related)
- GM/Dealer Principal to attend local H.O.G.<sup>®</sup> meetings
- Encourage staff to join my local Chapter and have active participation

\*We recommend you host at least two H.O.G.<sup>®</sup> events per quarter.



# PROMOTING YOUR DEALERSHIP

## PREPARING YOUR STAFF

Keeping H.O.G.<sup>®</sup> Managers and front line staff up to date on the latest information and best practices is imperative. A well informed, educated team is crucial for the success of any program.



### BEST PRACTICES

- Ensure all dealership staff has basic knowledge of H.O.G.<sup>®</sup> and its benefits, both in dealership and nationally.
- Ensure that Managers, F&I and front line staff have a deeper understanding of H.O.G.<sup>®</sup> – the evolution of H.O.G.<sup>®</sup> and the common misconceptions.
- Create a H.O.G.<sup>®</sup> welcome kit and have sales staff use it before, during or after the sales process. Include the H.O.G.<sup>®</sup> Membership Guide, a letter from your dealer's local Chapter and a registration form. Consider enhancing the kit by including things like:
  - Flyer of upcoming local H.O.G.<sup>®</sup> events and activities
  - Copy of your local H.O.G.<sup>®</sup> newsletter
  - List of current H.O.G.<sup>®</sup> Officers
- The *H.O.G.<sup>®</sup> Membership Guide* (in packs of 50) can be ordered for FREE through the P&A system with part number 999006-HG.
- Have H.O.G.<sup>®</sup> members speak once a quarter at your staff meetings to promote all H.O.G.<sup>®</sup> activities.

### STAFF MEMBER TIPS

- Treat local H.O.G.<sup>®</sup> Members like valued customers
- Like all customers, H.O.G.<sup>®</sup> Members are looking to purchase merchandise. Chapters and their members come into dealerships as valued customers and expect good service.
- Staff should reach out to GM or Dealer Principal directly if they feel constantly manipulated by a member for discounts or better pricing.
  - **Dealers need to stand strong on policies to avoid a slippery slope situation**
- Understand that Chapters want a sense of autonomy, and choose the right level of involvement.
- Acknowledge the leadership and focus on building a relationship with that person.
- Be conscious of the potential competitive nature of some chapter members, and make sure not to show favoritism.
  - Either support all members equally, or none at all
  - **If any advantages are given (discounts, etc), one has to be equalitarian or risk disturbing the balance**



# PROMOTING YOUR DEALERSHIP

## PREPARING YOUR STAFF

### H.O.G.<sup>®</sup> OFFICER TRAINING (HOT)

H.O.G.<sup>®</sup> Managers are encouraged to attend H.O.G.<sup>®</sup> Officer Training (HOT) at least every other year. HOT gives Chapter officers and dealers the opportunity to connect with people as passionate as they are and gives you the tools to pass on the passion for the ride through Chapter leadership. You'll interact with H.O.G.<sup>®</sup> experts, other H.O.G.<sup>®</sup> Managers, Harley-Davidson representatives, dealer staff and fellow Officers from around the country. Registration is first come first served. Register early! The current schedule can always be found:

*H-Dnet.com > Departments > H.O.G.<sup>®</sup>*

### HOT TOOLKIT

If you are not able to attend a HOT session, find time to review the HOT Training pdf located on *hog.com* under *Chapters / Officer Training*.

### H.O.G.<sup>®</sup> MEMBERSHIP GUIDE

Additional copies can be ordered for free, by using part number, 999006-HG. These guides provide a great opportunity for your vehicle sales staff to sell the benefits of H.O.G.<sup>®</sup> as part of the vehicle sales and delivery process. An electronic version is available on *H-Dnet.com* at: *Departments / H.O.G.<sup>®</sup> / H.O.G.<sup>®</sup> Membership Information*

### HARLEY-DAVIDSON UNIVERSITY<sup>™</sup> (HDU) H.O.G.<sup>®</sup> OVERVIEW COURSE

This online course provides an overview of H.O.G.<sup>®</sup> including its history, the benefits to the customer and dealership, and practical tools and resources for dealership staff.

HDCX-O 107 H.O.G.<sup>®</sup> Overview  
(Online Course 1510)

You can access HDU Online through your toolbox. See your h-dnet Security Administrator for assistance if the tool is not available.

### H.O.G.<sup>®</sup> CHAPTER CHARTER & H.O.G.<sup>®</sup> CHAPTER HANDBOOK

This handbook reinforces that you, the sponsoring dealer, have the authorization to operate your Chapter, utilize H.O.G.<sup>®</sup> trademarks and serves as an operations guide for H.O.G.<sup>®</sup> Chapters.

The newly updated Chapter Handbook is to be used in conjunction with the Chapter Charter. Based on your feedback, it has been simplified to focus on the basics and make H.O.G.<sup>®</sup> appear less rule-focused and more focused on riding, seeking adventure and connecting with other passionate H-D<sup>®</sup> riders and dealers. Your H.O.G.<sup>®</sup> Manager and Chapter Officers should review the Charter and handbook.

The Chapter Charter and Handbook are available on *hog.com* for Chapter Officers and on *H-Dnet.com* at: *Departments / H.O.G.<sup>®</sup> / H.O.G.<sup>®</sup> Manager Resources*.

### HOG.COM

This is an excellent source for:

- Chapter Officer News and newsletter articles
- Training information
- H.O.G.<sup>®</sup> Logos
- Chapter Charter
- Chapter Handbook

The H.O.G.<sup>®</sup> Rally Handbook is also available to Rally committee members.



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# PROMOTING YOUR DEALERSHIP

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## EXECUTING YOUR PROGRAM

Having the right mix of "member only" events and recruitment events is key to the growth and sustainability of any Chapter. This section will help you choose the appropriate on and off-site events.

### BUILDING DEALERSHIP LOYALTY

- Institute a rewards program that allows members to obtain points for volunteering at events, mentoring new riders, participating at H.O.G.<sup>®</sup> functions, new member recruitment, etc.
- Promote new or soon-to-be-discontinued products at Chapter meetings and events.

### CREATING A RIDING CULTURE

- Being a H.O.G.<sup>®</sup> member is about being a Harley<sup>®</sup> motorcycle rider. Recognize that as a key element in any event that is put on.
- Use "Ride and Have Fun" as the litmus test for H.O.G.<sup>®</sup> events. If an event doesn't include members getting together, having fun, or going for a ride, then why is it being done?

### RECOGNIZING THEIR EFFORT

- Recognize accomplishments. Give credit to volunteers who helped make an event a success.
- Institute a "recognition" board that tallies member rewards points and recognizes members who have gone above and beyond.
- Dealership can show their support by matching the dollar amount raised at one of the H.O.G.<sup>®</sup> Chapter's fundraising events.
- Dealerships could pay for the event food and supplies for the H.O.G.<sup>®</sup> Chapter to sell at a dealer event to raise money for their local Chapter.

### TRULY PARTICIPATE WITH YOUR CHAPTER

- Encourage volunteers/participation in your events.
- Involve chapter members with dealer events such as Garage Party,<sup>™</sup> Motorcycle Boot Camp events and Demo Days.
- Invite a H.O.G.<sup>®</sup> member to the Riding Academy graduation to congratulate new graduates and invite them to an upcoming H.O.G.<sup>®</sup> chapter event.
- Have General Manager or Dealer Principal go on rides and attend monthly H.O.G.<sup>®</sup> meetings, special events and holiday parties.
- Encourage staff members to join the Chapter and participate in events and rides.



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# EXECUTING YOUR PROGRAM

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## VALUE H.O.G.®

- Offer special event nights exclusive to Chapter Members.
- Host preview events that allows H.O.G.® members to be the first to view new products, demo the new motorcycle at model launches.
- Engage with your H.O.G.® Members by requesting their feedback on new products and gear. Survey them to show that you value their opinions and feedback.

## INTRODUCING YOUR CHAPTER TO THE NEW RIDER

- Consider instituting a "buddy program" for new members. This would pair up an existing H.O.G.® Member with a new member and personally invite them to rides and events.
- Actively encourage diversity within your H.O.G.® Chapter.
- Encourage new owners to visit [www.hog.com](http://www.hog.com) to explore the H.O.G.® community.

## PLANNING THE YEAR AHEAD

- Raising money for charity is not a primary purpose of Chapters. Recommend no more than two charity fundraisers per year.
- Target a good mix of events that appeals to multiple audiences:
  - Dealer rides (short and long)
  - On-site events
  - Off-site events
  - H.O.G.® Only Workshops and Seminars
  - H.O.G.® Preview Events
  - H.O.G.® Breakfasts and BBO's
  - World Ride
  - H.O.G.® Recruitment
  - VIP/Charity Events/Fundraisers
  - Motorcycle Boot Camps
  - Garage Party™
  - Local Bike Night

Reference the H.O.G.® Chapter Handbook for additional event activations and ideas as well as tips for volunteer management, insurance coverage, event production policy which covers logo use, etc.





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# MARKETING TOOLKIT

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## DME ASSETS

There is an entire suite of H.O.G.<sup>®</sup> specific marketing assets available on the DME. Whether you are planning a recruitment event or VIP event for members only, use these assets to help promote the H.O.G.<sup>®</sup> riding group to your current and future customers. Be sure to utilize the H.O.G.<sup>®</sup> assets that are included in the quarterly Seasonal Retail Integration toolkits as well.

Download DME assets here:

**TOOLKITS > CONSUMER EXP. & EVENTS > Assets > Everything H.O.G. Related**

*(Pull new H.O.G.<sup>®</sup> assets from supplied HDMC 3010-HOGPlaybook-US-SPREADS PDF on DME)*

## GETTING THE WORD OUT

This section outlines the importance of communicating H.O.G.<sup>®</sup> activities in the retail environment, on-line, at off-site events and through relevant advertising channels. Make plans to follow these basic best practices to achieve the right level for each marketing channel.

### WEBSITE

- H.O.G.<sup>®</sup> Manager should ensure that your dealership website have a permanent H.O.G.<sup>®</sup> section visible on it at all times.
- H.O.G.<sup>®</sup> Manager should ensure your dealer website clicks through to a dedicated landing page with more information about your local Chapter. Make sure you have other relevant information like: how to join, past H.O.G.<sup>®</sup> event photos, who to contact for more information, etc.
- H.O.G.<sup>®</sup> Managers should work with their marketing staff to create ads to post to their website's homepage or work with their marketing staff and website provider on setting up a dedicated page on their website.
- Chapter and H.O.G.<sup>®</sup> Manager should work together to incorporate a page on your website that showcases your H.O.G.<sup>®</sup> officers with photos and short bios on each.
- Be sure your Chapter enrollment form and release is easily accessible on your website.
- Be sure your Marketing Manager is posting your local H.O.G.<sup>®</sup> events to your dealer calendar of events and H-D.com events calendar.



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# MARKETING TOOLKIT

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## E-NEWSLETTER

- Ensure that dealers are coordinating with their marketing staff so that a H.O.G.<sup>®</sup> "riding group" or "organization" message is being sent out at least once a month.
- Make sure you're including a good mix of general H.O.G.<sup>®</sup> events as well as recruitment specific messaging.
- Consider sending out an e-newsletter after each event, highlighting the money that was raised from a charity fundraiser, photos from the event, photos of your latest recruits, etc.
- Consider segmenting your e-newsletters and sending out a personal messages to recent bike owners inviting them to the next H.O.G.<sup>®</sup> ride.
- Send out an e-blast specific to H.O.G.<sup>®</sup> Members inviting them to a VIP event or private viewing of new products.
- Give them an insider look on new technologies. Provide information related to new product, etc., via Chapter newsletter articles to H.O.G.<sup>®</sup> Members only.
- If your dealership does not already do so, be sure to segment your H.O.G.<sup>®</sup> Chapter e-newsletter database list so that you can send H.O.G.<sup>®</sup> Chapter specific messages to members only.



# MARKETING TOOLKIT

## SOCIAL MEDIA

- Ensure that all new bike owners (New Chapter members) photos are being posted to Facebook and Twitter. Post H.O.G.<sup>®</sup> event photos to Facebook and Twitter so non-members can see all of the fun events they are missing out on and non-active members will be excited and re-energized to participate.
- Post a few photos from each event vs. all photos. Try to show diversity in people and motorcycles.
- Work with marketing staff to ensure you keep posts under 90 characters when possible and always attach compelling images with each post.
- Use Instagram and a filter that makes your photos stand out and post them directly on Facebook.
- Post photos of all your staff preparations for events, H.O.G.<sup>®</sup> activities and rides. If you want to be more creative, use photos to tell a story by creating a Pinterest account and then inform your Facebook fans to check it out your "photo essay" on pinterest.
- Post event photos of members and tag them. This is a great way for them to see themselves. By tagging them, your dealership will be seen by non-members when your customer shares the photo you took.

*\*Reference the HOT Toolkit located on hog.com for tips on social media best practice*

## SAMPLE SOCIAL MEDIA POSTS



"Our H.O.G.<sup>®</sup> Chapter does more than ride. Come to Anytown Harley-Davidson<sup>®</sup> organization on \_\_\_\_ day, month, date \_\_\_\_ at \_\_\_\_ time \_\_\_\_ and see for yourself."



"Looking for a riding buddy or a few dozen? See what the Harley Owner's Group<sup>®</sup> is all about. Head down to Anytown Harley-Davidson on \_\_\_\_ day, month, date \_\_\_\_ at \_\_\_\_ time \_\_\_\_ and meet the brothers and sisters you never knew you had."



"We're hosting a H.O.G.<sup>®</sup> recruiting event at Anytown Harley-Davidson on \_\_\_\_ day, month, date \_\_\_\_ at \_\_\_\_ time \_\_\_\_ What's keeping you from joining H.O.G.<sup>®</sup>?"



# MARKETING TOOLKIT

## OUTBOUND

- Personal phone calls go a long way. Call new members and personally invite them to your upcoming H.O.G.<sup>®</sup> events and rides.
- Pull a list of recent Harley-Davidson<sup>®</sup> Riding Academy Graduates and invite them to an upcoming H.O.G.<sup>®</sup> event.
- Consider having your H.O.G.<sup>®</sup> members help facilitate these calls to make them feel more welcome.

## DIRECT MAIL

- Work with your marketing staff to create a local H.O.G.<sup>®</sup> Chapter newsletter\* that gets mailed to all members (active and non-active). This will keep members up to date on current Chapter happenings and engage non-active members to participate.

\*Reference the HOT Toolkit located on hog.com for suggestion on newsletter topics



# TRACKING SUCCESS

## FOLLOW UP

Create an internal process for H.O.G.® member recruitment. Although you may already have a process in place, this section will reinforce the importance of making sure a follow-up process is established and executed consistently.

For most dealers, the H.O.G.® Manager (with the F&I manager as backup) is the person that provides the new bike owner with information about the H.O.G.® organization.

- Consider having a H.O.G.® representative present at every bike delivery to educate new bike owners on the features and benefits of being a national and local H.O.G.® Member.
- Consider having the H.O.G.® Manager or sales person walk the new owner over to your dedicated H.O.G.® information center to educate and excite them about becoming a Chapter Member.
- As mentioned in Step 3, create a "Welcome to the Club Kit" to hand out with all bike deliveries. Include a letter from the local Chapter and a registration form.
  - Consider enhancing the kit by including things like:
    - Flyer of upcoming local H.O.G.® events and activities
    - Copy of local H.O.G.® newsletter
    - List of current H.O.G.® Officers
- After the sale, pass new owner information to your Chapter for follow-up.
- Create a mentor system where you team up Chapter members with new owners.
  - Have H.O.G.® Managers make phone calls to new bike owners to personally invite them to the next H.O.G.® event or ride.
- Personally reach out to disenchanting H.O.G.® Members who do not re-up their memberships and request a one-on-one to discuss why they did not renew.
- Encourage new owners to visit [www.hog.com](http://www.hog.com) to explore the H.O.G.® community.
- After the sale and SWR of a new or used (if dealer is participating in the H.O.G.® Membership Used Bike Program) bike, a postcard, is sent by national H.O.G.® on behalf of your dealership, to each customer that states "Welcome to Harley Owners Group. Compliments of all of us at "Your Dealer" Harley-Davidson."
- This postcard includes more info that drives them to [hog.com](http://hog.com) and lets them know their membership package will arrive in 2-4 weeks. It ends with "Thank you for a purchasing a Harley-Davidson® motorcycle at our dealership and welcome to the family."



# SCORING YOUR RESULTS

Measurement is the key to everything – to both gauge the success of a program and to point out opportunities for future growth. Reference back to the goals that were set at the beginning of this playbook and see where enhancements can be made.

RESULTS	
Attended H.O.G. <sup>®</sup> Training on	/ /
Current # of H.O.G. <sup>®</sup> member's	as of / /
Obtained	new local H.O.G. <sup>®</sup> Members
Retained	% of new bike owners to local H.O.G. <sup>®</sup> Chapter Members
Yearly budget \$	Actual dollars spent \$
Hosted	H.O.G. <sup>®</sup> events at dealership
Hosted	H.O.G. <sup>®</sup> rides from dealership
Hosted	H.O.G. <sup>®</sup> recruitment events Hosted
	members only events
Attended	off-site bike night events
H.O.G. <sup>®</sup> Chapters Members participated in	dealer events
GM/Dealer Principal attended	H.O.G. <sup>®</sup> meetings
	# of staff joined local Chapter and actively participated

## NOTES

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# APPENDIX

## SUPPORT

### District Manager

*HDNet.com/Departments/H.O.G. - contact info is listed under "Your Dealership Representatives"*

### For questions regarding the Harley Owners Group<sup>®</sup>:

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### Harley Owners Group<sup>®</sup> Dealer Hotline:

P: 800-446-9464 - M-F 8am - 6pm (CT)



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