



POCKET GUIDE



H.O.G. LEADERSHIP

Focus on Riding and Having Fun

Dealer Alignment

Servant Leadership

Be the Example

Work Together

Have FUN

Inspire Others to Lead





H-D VALUED BEHAVIORS

FAIR

Are you balanced?

Do you see both sides?

Are you listening as much as you are talking?

HONEST

Are you sincere?

Do you admit your mistakes?

CREATIVE

Are you thinking outside the box?

Do you try new strategies?

POSITIVE

Are you constructive?

Do you work toward solutions?

Do you focus on "We Can?"



RIDING AND

Provide a social connection

Focus on FRESH, NEW, and MORE

Remove barriers

Use your resources



ENGAGEMENT LEVELS

Harley-Davidson offers four ways for owners and non-owners to engage with the H-D community and brand.

TOP-TIER LEVEL
Harley Owners Group – Where you are right now!

Other ways for riders to interact with the brand, if not in H.O.G.:

H-D APP



CHAPTER OFFICER RESOURCES



H.O.G. Website

Access the Chapter officer resources on the H.O.G. website.





CHAPTER OFFICER RESOURCES



Member Resources

Frequently used forms
Chapter Handbook and Charter



Manage Members

Create membership reports
Find/add members



CHAPTER OFFICER RESOURCES



Manage Profile

Ensure the email address is current.

Opt in to receive communications from Harley-Davidson.

(Note: If a member unsubscribes to the H.O.G. e-newsletter, he or she will not receive any communications from Harley-Davidson or H.O.G., including membership news, renewal information, and more.)

The Chapter Officer Role is assigned to you by the dealer.



RIDE 365 PROGRAM

MILEAGE CHALLENGES

Lifetime

Annual

Chapter Challenge

DESTINATION CHALLENGES

50 Rides, One Nation

10 Rides for '24

Dealership Check-in



RIDE 365 PROGRAM

Mileage Readings

The mileage on the odometer is entered into the system.

The first mileage reading at the beginning of your riding season will start at "0" (zero) for the Annual and Chapter Challenges.

Annual and Chapter Challenges Align with the Calendar

Requires a minimum of two Mileage Readings each year (one at the beginning of the riding season and one at the end).

DO NOT assume the dealer automatically enters mileage during service visits, at delivery of a new bike, or at the beginning of the calendar year. It is the member's responsibility to initiate the mileage reading process.



RIDE 365 PROGRAM



Program Reporting



RIDE 365 PROGRAM



Personal Webpage

- See your progress
- Confirm mileage readings
- Help your members learn how to access their personal web pages so they can track their mileage





H.O.G. RALLIES





CHAPTER ACTION PLANS

Be specific

- Include dates
- Assign roles and responsibilities
- Align with dealer leadership
- Check in with each other regularly
- Determine how are you doing against your metrics and goals



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