

# How the SNU has benefited WBCCI

May 2016

*Not all contributions are listed.*

## **As a Unit**

- Choosing to rebuild rather than fold. Among other benefits, this increased WBCCI membership in Northern Nevada
- Created a successful example for small unit management and growth that could be used by other struggling Units. The story of the SNU was written up in a Region 12 newsletter
- Submitted multiple articles for the Blue Beret. Authors include: Don Williams, Mike Orchard, Randy Grossmann, Erika Root, Diane Leipper & Melissa Wong.
- The SNU has provided photos for the Blue Beret. Several were used as a cover and another was used in the Unit news section.
- Created a membership application that was copied almost verbatim for use by another Unit.
- The example of the SNU has been used as inspiration in the formation of at least one new Unit.
- Provided the inspiration for the Merit Award, the Adopt-A- Dealer program, and the Media Guide.
- The SNU has shown consistent exemplary membership management which includes membership retention, recruitment and support. For instance, a report from the recent Region Rally in Minden states that as of October 2, 2015 the SNU is third in recruiting for the 2016 year with new and renewing members at 38% of last year
- Implemented various technological tools to support and assist communications with WBCCI. Most recent was the SNU, because it was one of the few Units with an existing PayPal account, being used to test the WBCCI PayPal system

## **Individual members**

- Many years of various SNU members serving on various committees for the International Rally
- Wrote a review of the 1998 International rally as a way to offer positive suggestions for improvements
- Three members served on the WBCCI 2007 Communications committee
- One member was an administrator on a 2010 WBCCI forum project
- A statement made by an SNU member about the Unit has been used as a promotional tool by WBCCI and Region 12, either directly or slightly modified.
- An SNU member is serving as the current membership chair for Region 12