COMMITTEE REPORTS: September 14, 2026

International Committee - No updates

Marketing Committee

Strategic Goals Supported: Membership and Financial Stability

Initiatives

- Media Crew: We're restructuring the Media Crew program based on what is working in practice and encouraging ride volunteers and participants to create Reels and tag or collaborate with AERC's social media accounts. This approach simplifies coordination, increases authentic ride-based content, and improves reach through social media collaboration.
- Spring Mileage Challenge: Generated $5,880 gross revenue with 132 sign-ups. At least one new member joined AERC specifically to participate in the challenge. A total of 114 riders collectively logged more than 15,264 miles. 86 riders (75%) reached the 100-mile goal, and 41 riders logged 150 miles or more.
- Fall Mileage Challenge: Preparing to launch "Miles to Milestones" theme, connecting conditioning miles to ride attendance goals to AERC's annual awards and recognition programs. The challenge milestones will also highlight Charleston, South Carolina, and the 2027 AERC Convention.
- Presentation Deck: It's in the works.
- Member Survey: Survey results will help inform ongoing marketing strategy, particularly communications, member engagement, outreach, and social media efforts. Survey feedback identified marketing, social media, and outreach as areas of continued interest for members.

Collaboration

- Plan to meet with the Membership Committee Chair after October 5 to discuss the respective roles of the Marketing and Membership Committees and identify opportunities for collaboration on recruitment, retention, engagement, and outreach.

Financial Stability

- Continue prioritizing cost-effective and scalable marketing initiatives, including leveraging existing ride volunteers, member-generated content, and digital platforms.

Respectfully submitted by Giulia Orth

National Championship Committee - No updates since midyear meeting

Trails/Land Management Committee: No updates since midyear meeting