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Download Article Download Article Starting a motorcycle club can be a good way to share your passion for riding with other like-minded individuals and add a sense of adventure to your life. As the president and founding member of your new local MC, you hold all the cards when it comes to making decisions that determine the direction of the club, from crafting your name and image to recruiting your first members, coordinating group runs, and electing officials. Once you've filled out your ranks and gotten your club off the ground, you can even use your influence to throw fundraisers and other events that benefit your local community. 1 Decide on a general theme or purpose for your club. Be clear about your reasons for wanting to start a motorcycle club in the first place. Does it begin and end with your love of bikes, or does it have more to do with your longing for friendship and freedom? What's the main thing you hope to accomplish? Asking questions like these will help you begin forming a vision that you can use to guide the creation of your club.[1] Generally speaking, motorcycle clubs fall under one of two main categories: riding clubs, which are mostly concerned with riding, working on, and discussing motorcycles, and "MCs," which also embrace the more tribe-like aspects of cycle culture. If you're mostly interested in riding, you won't need to worry too much about building an image or establishing a hierarchy for your club. If you're leaning more towards the MC course, you'll want to keep these sorts considerations in mind going forward.[2] 2 Think about whether you'll accept all bikes or just a specific brand. Some clubs are adamant that their members all ride the same brand or style of bike—the H.O.G. (short for Harley Owners Group), for example, all ride Harley Davidson motorcycles. However, there's no rule that says this has to be the case. You have the freedom to accept anyone regardless of what they have between their legs. Ultimately, it comes down to your own preferences.[3] Opening your club to all bike owners will allow you to share the simple joy of riding with more people. If you're passionate about a particular brand of bikes, it might make more sense to restrict your membership to owners who are as loyal to that brand as you are. Advertisement 3 Come up with a fitting name that represents your club. Now that you've outlined your reasons for starting your club, put some thought into what you want to call it. Choose a name that exemplifies some part of your philosophy, image, or purpose. A name like "Blacktop Wizards," for instance, suggests impressive riding ability and a sense of style, while something like "Union County Cycle Club" will give non-members a more straightforward idea of who you are and what you do. Most MCs include the name of their town, county, city, or territory to advertise their place of origin and distinguish themselves from other similarly-named groups.[4] Avoid naming your club anything that sounds overly violent, intimidating, or offensive. Unsavory-sounding labels could give your club an undeserved bad reputation or even attract the attention of local law enforcement. 4 Draft a mission statement to help your club stand out. If you live near a major city, chances are there's already at least one other MC operating in the area. Crafting a detailed mission statement will give you the opportunity to express your intentions for your club and explain what sets it apart from others. Try to convey a sense of the values and ideals that came to mind when you first had a notion to start your club.[5] Your mission statement might start with a sentence like: "United Riders of Kalamazoo were founded with a single mission in mind: to heed the call of the open road and resurrect the ideals of freedom, adventure, and independence that make owning a cycle so thrilling in the first place." Writing your mission statement can also help you further solidify your vision for your club. Tip: If you're not sure where to start, try distilling your message down to one or two key words or phrases—recreation, brotherhood, community service, etc. 5 Create a logo and other visual elements to identify your club. Flex your creative muscle by sketching out an emblem (or "colors") that symbolizes what your club stands for. If you have graphic design skills or know someone who does, take the time to piece together a high-quality rendering. Another option is to commission a professional artist to produce a logo for you based on an original idea. That way, you can make sure that the design has a polished, legitimate look.[6] If your club is going to be known as "The Grotto Gearheads," your logo might depict two bolt-shaped 'G's being tightened by a wrench, or something edgier, like a skull and two crossed pistons. Your club's colors will be a visual representation of everything you do. You can use it to put your stamp on all materials produced by your club, including custom clothing and gear, newsletters, business cards, and social media profiles. 6 Consider registering your club as a non-profit organization in your state. Applying for recognition as a non-profit is often as easy as filling out a few pieces of paperwork, submitting a business plan or objective proposal, and providing the names of your main committee members. If your request is granted, your club will qualify for liability insurance, solicitation licenses, sales tax exemption and other legal benefits.[7] A copy of your mission statement should meet the criteria for a business plan or proposal. In the United States, the Internal Revenue Service (IRS) is the governing body that oversees requests for non-profit status.[8] Advertisement 1 Make registration forms to hand out to prospective members. Have anyone who wants to join your club fill out a special application. This form should include all of the relevant information about the interested party, including their name, age, occupation, address, and the type of bike they own. A hopeful recruit's registration form should tell you everything you need to know about them up front.[9] Collect and review each application yourself to decide who to let in, or delegate the task to another trusted friend or club member. If you have any other requirements for joining, such as membership in a church or the absence of a criminal record, be sure to mention them in your registration forms as well. 2 Reserve first membership rights to your close friends and family. If you have loved ones who also ride and want to be a part of larger community, see if they would be interested in joining your club while it's in its infancy. The members of motorcycle clubs often end up becoming as close as family, so it only makes sense to do your actual family and friends the honor of extending them the first invitations.[10] Make sure you only ask loved ones who are legally eligible to own and operate a motorcycle in your home state or territory. The best part about bringing in friends and family is that you already know them well, which means you won't have to worry about vetting them or pondering whether they'd be a good fit. 3 Put out an open invitation to other bike enthusiasts. To help get the word out, set up a Facebook, Twitter, or Instagram page where you can post club-related news and announcements. You could also try putting up flyers, posting on local message boards, or having your members spread the message to anyone else they can vouch for that might be willing to take part.[11] Distribute flyers and similar materials in places where bikers are known to congregate, such as motorcycle retailers, racetracks, rest stops, and bars. A more inclusive club format will be your best bet if your goal is simply to meet as many fellow cycle aficionados as possible. 4 Organize community meetings to attract prospects around you. Start offering basic riding or maintenance lessons to the people who live in your area. These types of meetings will give you a chance to meet and interact with individuals in an intimate setting before you make up your mind about whether or not to induct them into your club. They can also be a good way to gauge local interest in a formal club structure.[12] Depending on the laws where you live, you may need a special permit to hold a gathering in a public place or provide instruction to unlicensed individuals. 5 Apoint officials if you want your club to have a more official structure. Once you've begun adding members to your ranks, assign them various responsibilities based on their unique strengths and skill sets. If your club is big enough, consider holding interviews or elections to narrow down your candidates. A small local club may have a president (you), a vice president, and a road captain to lead group runs, while larger clubs who conduct internal business may also benefit from positions like secretary and treasurer.[13] Some other officials you might choose to have in your club include enforcer (a member tasked with ensuring that other members follow club bylaws), chaplain, medic, and "tailgunner," or emergency repair specialist.[14] Take into account the size, reach, and specific needs of your club when determining how many and what kind of positions to create. Tip: If you plan on having a uniform or custom accessories such as shirts or vests for your club, have special patches, pins, or tags made to signify each official's position. Advertisement 1 Establish a designated meeting place. At first, your meeting place will likely be your home, or perhaps your favorite bar or restaurant. As you continue to expand, however, you might consider buying or leasing a location to serve as an official clubhouse. There, you and your members can come together whenever you like to socialize, coordinate outings, and talk shop.[15] Privately-owned buildings, standalone garages, basements, and renovated barns could all make good clubhouses. Make sure your meeting place is somewhere central to all of your members, if possible. It may not always be convenient for them to come to you if they're traveling from an outlying area. 2 Schedule regular times to meet. At their core, all motorcycle clubs are social groups, which means getting together to ride and have a good time is what it's all about. Try to make time on a weekly, bi-weekly, or monthly basis to assemble for group runs and other events. Encourage as many members as possible to be present for club meetings. You might even make regular attendance a requirement for continued membership.[16] Of course, you don't have to ride every time you meet. You could also use your time to discuss club-related affairs, plan events, or simply hang out. Communicate with your members to schedule meetings for times and dates that accommodate their lives outside of the club. 3 Plan fundraisers to give back to your community. Community-building is a crucial aspect of many motorcycle clubs. To this end, putting on charitable events like exhibition races, food and toy drives, and donation-based raffles can be a good way to raise money for various causes. This in turn will help you make a connection with the people in your hometown and improve your standing and public image.[17] Reach out to local businesses who might be interested in sponsoring your event or providing services like catering or entertainment. If you strike up a solid working relationship, you could find yourself in a position to partner with them on bigger events in the future.[18] Even if your events don't generate a profit, they can still provide an opportunity to bring people together and strengthen community ties. Tip: Make sure you set up your events by the book. The last thing you want is to get shut down because your local law enforcement agencies think you're doing something illegal. Advertisement Ask a Question Advertisement Thanks Thanks Advertisement Thanks Thanks Advertisement Thanks for reading our article! If you'd like to learn more about starting a club, check out our in-depth interview with Pete Canalicchio. Co-authored by: Brand Strategist & Licensing Expert This article was co-authored by Pete Canalicchio. Pete Canalicchio is a Brand Strategist, Licensing Expert, and Founder of BrandAlive. With nearly 30 years of experience at companies such as Coca-Cola and Newell Brands, he specializes in helping brands find the most authentic parts of their story to build a brand strategy. Pete holds an MBA from the University of North Carolina at Chapel Hill and a BS in Physics from the United States Naval Academy. In 2006, he won an MVP Award from Newell Brands for his contributions to their Global Licensing department. He's also penned the award-winning book, Expand, Grow, Thrive. This article has been viewed 55,775 times. Co-authors: 9 Updated: March 10, 2025 Views: 55,775 Categories: Clubs Print Send fan mail to authors Thanks to all authors for creating a page that has been read 55,775 times. 1 "I like this article because it has the basic fundamentals for starting your own motorcycle club." Share your story Are you looking for information on how to start a motorcycle club? Tired of all the old clubs in your neighborhood? Then you have come to the right place. In this guide, you will learn all there is to know about motorcycle clubs, their history, and how to start one. The Of Motorcyle Club newses, give you accurate answers, however, you need to know the kind of motorcycle you want to start. Riding Club A riding club is a group of acquaintances and friends who get together from time to time, to socialize and ride their bikes. These clubs may consist of owners of a particular brand of motorcycles. As such, there are Harley Davidson riding clubs, BMW riding clubs, Honda CB riding clubs, and the like. That said, most riding clubs are usually open to guests and members from other clubs. Further, the clubs have links between members who might not have the same brand of a motorbike. This means that you can find riding clubs comprised of law enforcement officers, military veterans, and so on. Learning how to start a motorcycle club of this kind is pretty easy. All you have to do is start meeting and riding with others who have the same inclinations and love of bikes. You can also establish chapter bylaws and elect officers - although this is entirely optional. 2. Motorcycle Club This is the official type of motorcycle club. Otherwise denoted as an MC, it is also referred to as a 1%er club. Members usually wear club vests to identify themselves. The vests have 3-piece patches on the back, which is why an MC is also called a three piece patch MC. The top rocker (top part of the MC patch) has the name of the motorcycle club knit into it. The center contains the club's logo while the bottom rocker contains the name of the locality, state, or city where the chapter is found. Learning how to start a motorcycle club of this kind is quite different from starting a regular riding club. The MC is typically protective of its location. Further, there should be a dominant club that reigns supreme over other MCs. There will also be a national organization to provide cooperation and communication links between the different MCs. This organization is referred to the Confederation of Clubs (COC). To start an actual MC, therefore, you need to get in touch with the most dominant local club or the COC. They will ask why you want to start an MC. If you give a logical, understandable answer, they will allow you to start the club and provide you with the steps you would follow. However, if your answer isn't found to be satisfactory, you won't be allowed to start a new club. Do not, for any reason, fail to heed this advice. What You Will Need As mentioned above, learning how to start a motorcycle club will depend on whether you are looking to establish a riding club or an MC. In this guide, you will find steps for riding club formation. Remember, a club should offer something unique to its members. In the riding club or MC form, members should be able to meet, ride around, and have fun. Here's what you will need to start a riding club: Members Registration forms Bikes Riders Mission statement.Cause/organization to support Draft proposal Liability insurance Sales tax exemption Solicitation License Steps To Start A Motorcycle Club Here's how to start a motorcycle club: 1. Research The first step is to research your local motorcycle community. There should be other clubs in the area - with some having a strong reputation. Others will have been in the business much longer than you anticipated. The chances are that you will end up competing with any local community you find. This means that you should set a mission statement that will set your riding club apart from the others. As you do this, think about the ideas and values you wish your motorcycle club to represent, the types of members you intend to target, and the organizations and causes your new club will support. Your research should also uncover the following: The location of the club The dominant 1% club in the area If there is a COC (or another type of Motorcycle Rights Association) in the area If there are other non-1% clubs in the area The kind of motorcycle club you wish to start (service oriented, riding, or social club) How to get new members to join Requirements for joining the clubs Accept all brands or specific bike only clubs The number of members you would like to have How well you know the potential members of the club 2. Symbolize After your research has delivered the answers you were looking for, you should establish the unique symbol that will represent your mission statement and form the badge for your club. Needless to say, learning how to start a motorcycle club means that you should pick a symbol that is starkly different from any other motorcycle club. You certainly don't want to be confronted for copying. 3. Protection As far as possible, ensure that you do not get into competition with any other motorcycle club in the area. Instead, you should get in touch with the dominant club or MC and inform them about the initiatives of your own club. Be forthcoming and respectful while discussing your mission. 4. Form The Club Start forming the club by enrolling people who are familiar with you. Ideally, members should be comprised of riders who share your passion for motorbikes. You can also enlist new members by organizing community meetings where you will educate the local riding community about the new club, its mission, and what it stands for. To get the word out, consider using word of mouth advertising, creating newsletters, and posting flyers. 5. Apoint Officials Then, you should hold committee appointments where you will delegate officials for the new motorcycle club. These officials should include the following: A president A vice president A secretary A treasurer A road captain The officials will give your club structure. You can set up meetings at the home of one of the committee members or at any secure establishment everyone is comfortable visiting. 6. Registration The next step would be to register the new organization as a not-for-profit in your state. To register, you need a final draft of the documentation for the club. This draft will contain the club's Purpose Mission statement Names of committee members Titles of all committee members Submit the proposal for registration with the relevant government authority. Then, apply for liability insurance, sales tax exemption, and a solicitation license. 7. Organize After you've successfully learned how to start a motorcycle club, it has been registered and is fully active, you should use it to do good. Organize fundraisers that will build up some financial resources for the club. Then, invest these funds into branding the club and any other essential activity you set out in your mission statement. Final Verdict So, there you have it - a detailed guide on how to start a motorcycle club. Follow the steps above to establish your own especially if there is no local club in your area or if the existing riding and motorcycle clubs do not reflect who you are, what you stand for, or how you intend to use your riding skills/talent/passion.

