MODULE 2

ELEVATE PUBLIC AWARENESS

OF BCHW AND ITS MISSION (1)

Prepared by the BCHW Membership Development Committee

Our goal here is to reach out to the public who typically are not familiar with BCH and its mission. Our objective is to put a positive light on equestrians in general and BCH in particular. The general public may or may not be familiar with equestrians and equestrians may or may not have a positive image. We do not always have to be promoting membership or a specific event. At this point we are simply telling our audience we are here and this is who we are.

It is sometimes necessary to counteract some negative impact of public opinion caused by misguided equestrians. Trail etiquette and Leave No Trace information are good tools. We can highlight the many good things that we do and the impact this has on the land and relationships with other land users.

General publicity about BCH is an important part of increasing our membership. It is easier to start a conversation about BCH if the individual, or group, that you are talking with already has heard of BCH and has a positive impression of the group.

We contact the public by showing them what BCH has to offer in such a manner that it resonates with them and aligns with their goals and priorities. These will vary between individuals and groups that we contact. We want the public to see the value of BCH so that they are excited about us and our mission. The marketing plan must be tuned to the audience, vibrant, moving and current.

We realize that not all chapters and markets are the same and that there is no “one size fits all” for marketing BCHW. Fortunately there are many approaches and the chapters can select the methods that best suit your market and chapter resources. We just need to make people aware of BCH in a positive and inviting way.

BCH members must be knowledgeable about BCH, what it does and why, then show enthusiasm about BCH when meeting with individuals and groups. The State Director must communicate BCHW information to the chapter**. A chapter member should be appointed to take the lead on developing and managing the Chapter Publicity Program.**

OUR APPROACH:

* Who is our audience
* Where do we find our audience
* What resistance to information do we need to overcome
* What does BCH offer
* What marketing materials do we have
* How do we reach out to the public