BCHW MEMBERSHIP DEVELOPMENT

INCREASING BCH MEMBERSHIP

WHO IS OUR AUDIENCE (2)

Who do we want to reach?

BCH members are of all ages and backgrounds. We are looking for people with a variety of skills, talents, interests and abilities. Some may not be aware of BCH, what we do or that they have a common interest with BCH.

Our first step in attracting new members is to identify the audience that we need to address. Which of the following are you currently contacting and which are ones that you want to include in your search for new members?

Current trail riders

Equestrians currently involved in other equestrian activities

Leaders of such groups as 4-H

Family and friends of current members

Juniors

Young adults

Parents of youth involved with horses

Empty nesters where kids have moved on

Retirees

People concerned about the condition and access to public land

Independent BCH members who are not familiar with your chapter