BCHW MEMBERSHIP DEVELOPMENT

AUGMENT ATTENDANCE AT CHAPTER EVENTS

WHO IS OUR AUDIENCE (2)

Who do we want to reach?

BCH is responsible for putting on a variety of events. Our audience depends on the type of event we are sponsoring. In some cases we plan membership events anticipating some public participation, such as education and rides.

When planning an event we want to include those that will participate in putting on the event. This can include people in such positions as: instructors, registration, parking, prizes, site preparation, membership, food and pre-planning. All of these people increase participation at the event.

Which of the following are you currently contacting when promoting attendance at an event and which are ones that you want to include in your efforts to increase attendance?

MEMBERSHIP:

* Current
* Past
* Prospective
* Independents

PUBLIC:

* Equestrian
* Recreational
* General