BCHW MEMBERSHIP DEVELOPMENT

ELEVATE PUBLIC AWARENESS

OF BCHW AND ITS MISSION

WHO IS OUR AUDIENCE (2)

Who do we want to reach?

Our audience is anyone we may encounter on the trail or be in a position to influence the future for equestrians. This means anyone in the general public for everyone has an opportunity to vote and influence legislation. We must also consider those that are in a position to help BCH through financial assistance, media coverage and government officials. Unfortunately we must also consider those possibilities where someone, or group, is in a position to have a serious negative impact on equestrians. With such a broad audience it will often be necessary to target a specific segment of our audience and narrow our message to align with their goals and priorities.

Our first step in contacting the public 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 local publicity?

General public

Service organizations (i.e. Rotary, Kiwanis, chamber of commerce, etc.)

Current trail riders

Equestrian groups and their leaders

Hikers

Bikers

Environmental advocates

Recreational advocates

Trail advocates

Equestrian services (farriers, vets, stables, retail stores, etc.)

Land managers (private, county, state and national)

Government leaders

Media (newspapers, radio, etc.)

Sponsors of events