BCHW MEMBERSHIP DEVELOPMENT

AUGMENT ATTENDANCE AT CHAPTER EVENTS

WHERE DO WE FIND OUR AUDIENCE (3)

Our prospective audience gathers at several locations. We must identify and tap into these locations to reach them. To effectively, and efficiently contact the public, and promote BCH events, we should have a **database of contacts**. This database can be used for promoting BCH events, BCH in general and also promoting membership.

Which of the following locations and events do you currently use to contact event participants and which would you like to use?

**CHAPTER MEETINGS**

Other BCH chapters

Media sources (NWHS, local newspapers, throwaways and radio)

Website

Facebook

Community events (i.e. parades, rodeos, play days, fairs)

Educational institutions (i.e. high schools, colleges, trade schools)

Retail stores (equestrian)

Equestrian businesses (i.e. Vets, farriers, trainers, etc.)

Stables

Equestrian groups (i.e. youth, breeds, ranch roping, team penning, 4-H, mounted shooters, endurance riding, mounted search and rescue, etc.)

Non-equestrian groups (bike, hiker, environmental, WTA)

Retail stores (non-equestrian)

Trailheads and on the trail

Equestrian events

Seminars and workshops (chapter initiated)