BCHW MEMBERSHIP DEVELOPMENT

ELEVATE PUBLIC AWARENESS

OF BCHW AND ITS MISSION

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, we should have a **database of contacts**. This database can be used for promoting BCH in general and also promoting membership and events such as fundraisers.

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

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 (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)