BCHW MEMBERSHIP DEVELOPMENT

INCREASING BCHW MEMBERSHIP

WHERE DO WE FIND OUR AUDIENCE (3)

Our prospective members gather at several locations. We must identify and tap into these locations to reach our audience. To effectively, and efficiently contact prospective members, and promote our many events, we should have a **database of contacts**. This can include but not be limited to: equestrians groups, stables, farriers, feed stores, tack stores, hay suppliers, veterinarians, **participants at past events**, etc. This database can be used for finding prospective members and promoting events such as fundraisers.

Which of the following locations and events do you currently use to find new members and which would you like to use?

Trailheads and on the trail

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

Website

Facebook

BCHW Independent Members (list provided by BCHW)

Equestrian events

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

Seminars and workshops (chapter initiated)

Stables

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