BCHW MEMBERSHIP DEVELOPMENT

RETAINING CURRENT BCH MEMBERSHIP

WHERE DO WE FIND OUR AUDIENCE (3)

Our prospective audience is people we already know. They have been a guest or member. They may have joined the chapter by mail and never attended a meeting but they at least know who we are. We are a far sight further ahead than cold calling and talking to someone who does not know us. These people may not be active in the BCH chapter but they are probably participating in social media and actively participating in other equestrian activities. So we may find them at other venues.

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

**BCH MEETINGS AND EVENTS**

**MEMBERSHIP LIST (CURRENT AND PAST MEMBERS)**

**GUEST LISTS FROM PAST MEETINGS**

* Website
* Facebook
* Trailheads and on the trail
* Equestrian events
* Stables
* Community events (i.e. parades, rodeos, play days, fairs)