BCHW MEMBERSHIP DEVELOPMENT

RETAINING CURRENT BCH MEMBERSHIP

WHAT RESISTANCE TO MEMBERSHIP

DO WE NEED TO OVERCOME (4)

What are the reasons people give for not renewing their membership?

When we talk to, or provide literature to, people about BCH we must be prepared to answer their questions about BCH and address their reasons for not renewing their membership. Some of these may be valid and need to be corrected while others may be a misunderstanding. In either case we want to be able to discuss their concerns.

Which of the following reasons for not renewing their BCH membership have you encountered and how can we address them?

I do not get any benefits out of belonging

Socially not comfortable

Need a sense of belonging

Chapter dynamics

Meeting content and format

Poorly run meetings and events

I do not have the time to participate and are concerned about the commitment

I do not like going to meetings

I do not like group rides

I do not have a horse (or trailer)

I am not physically able or do not want to do the trail work

I feel guilty about not participating in work parties

Cost of membership