BCHW MEMBERSHIP DEVELOPMENT

AUGMENT ATTENDANCE AT CHAPTER EVENTS

WHAT RESISTANCE TO PARTICIPATION

DO WE NEED TO OVERCOME (4)

What are the reasons people give for not attending

The reasons people have for not participating will depend on the type of event. When we talk to, or provide literature to, people about a meeting or event we must be prepared to answer their questions and address their reasons for not participating. 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 attending a meeting or event have you encountered and how can we address them?

Time (priority)

Conflict with other activities

Cost

I get nothing out of coming to the meeting

I am socially uncomfortable

I need a sense of belonging

Chapter dynamics

Meeting content and format

Poorly run meetings and events

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

Location – too far away

Need more lead-time

Not my type of event

Not interested in the topic

Do not understand my commitment

Do not understand what will take place

Do not understand the importance of the event

Do not understand the importance of my participation

Do not know what input I will provide