BCHW MEMBERSHIP DEVELOPMENT

INCREASING BCHW MEMBERSHIP

WHAT RESISTANCE TO MEMBERSHIP

DO WE NEED TO OVERCOME (4)

What are the reasons people give for not joining BCH?

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 joining. 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 joining BCH have you encountered and how can we address them?

I do not know much, or anything, about BCH

I do not see how joining the group will benefit me

I am not sure how I would fit into the group given what I hear about you

I am not a “back country horseman” so the group does not meet my needs

I am a day rider and do not do overnight camps so the group does not meet my needs

I do not like group rides

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

I am very independent and not a joiner

I do not like going to meetings

I do not know anyone in the group

I do not have a horse (or trailer)

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

I feel guilty about not participating in work parties

Cost of membership