MODULE 5

AUGMENT ATTENDANCE

AT CHAPTER EVENTS (1)

Prepared by the BCHW Membership Development Committee

Increase participation at chapter meetings and events

Our goal here is to reach out to individuals who can participate at chapter events, both members and non-members. Our objective is to get their attention and have them attend.

There are many alternatives for people when they are deciding how to spend their time. So getting them to attend BCH events starts with developing, planning and managing events that align with the member and/or public’s goals and priorities and are well run.

Chapters are responsible for putting on a variety of events. We can divide them into two major categories. Which of the following events do you sponsor, or would like to develop?

MEMBER EVENTS:

Membership meeting

Board meeting

Planning meeting

Advocacy

Work party

Education

Social

Ride

PUBLIC EVENTS:

Fundraiser

Introduction to BCH

Work party

Education

Ride

We want our prospective attendees to see the value of BCH events so that they are excited about coming. The marketing plan must be tuned to the audience, vibrant, moving and current.

We realize that not all chapters and markets are the same and that there is no “one size fits all” for marketing meetings and events. Fortunately there are many approaches and the chapters can select the methods that best suit their market and chapter resources.

OUR APPROACH:

* Who is our Audience
* Where do we find our audience
* What resistance to participation do we need to overcome
* What does the event offer
* What marketing materials do we have
* How do we reach out to prospective attendees