BCHW MEMBERSHIP DEVELOPMENT

ELEVATE PUBLIC AWARENESS

OF BCHW AND ITS MISSION

WHAT IS OUR MESSAGE (5)

Our primary message is our mission. In short this is “BCH works to preserve and enhance the rights of responsible horsemen to use horses and mules on public land. We do this in three ways: education, advocacy and moving dirt (trail and trailhead maintenance). “

We further want to emphasize the cooperation, and being a good working partner, with other recreational groups, trail advocates, environmental interests land managers and policy makers.

In talking about our mission it should not be lost that we have fun doing it, learn new skills and receive a great deal of satisfaction for having served our community.

Which of the following activities do you emphasize when talking about BCH and which would you like to use?

Volunteer hours

Financial support for trails (i.e. fundraisers, dues, grant participation, etc.)

Education

* Leave No Trace
* Trail miles built and maintained
* Trail etiquette
* Safety
* Chainsaw and cross cut saw certification

Land management advisory committees

Advocating with congress and legislators

Communicating important information about trails (access, condition, maintenance, location, etc.)

Providing a resource for networking