BCHW MEMBERSHIP DEVELOPMENT

ELEVATE PUBLIC AWARENESS

OF BCHW AND ITS MISSION

WHAT MARKETING MATERIALS DO WE HAVE (6)

Physical tolls we have to draw attention to and describe BCH

To inform the general public about BCH we must first gain their attention then tell them about BCH. Besides doing this verbally we have many physical tools we can use which support our message. Materials must be designed and crated in a format that can be realistically updated on a timely basis. Out of date material can be harmful to the message.

Which of the following materials do you currently use or would like to use in the future?

MATERIALS TO GAIN THEIR ATTENTION:

Posters (display at retail stores and other appropriate places)

BCH Trail Signs – “maintaining or working on this trail”

Banners

Displays (use at events)

BCH clothing and other identifiers

Giveaways that have BCH logo on them

Pictures of work parties, rides or other events

BCHW calendars

Decals (trucks and trailers)

Trailers (identified as BCH)

MATERIALS TO PROVIDE INFORMATION:

Maps showing locations of chapters (see BCHW website)

Brochures – about BCHW

Brochures – about the chapter

Business cards

Calendar of events

Newsletters (chapter, state, national)

Videos (BCHW Accomplishments, LNT, BCH History, etc.)

Scripts (elevator speech about BCH)

Information about trail etiquette, LNT, safety, public land and wildlife information (at display booth)

Articles in publications on general equestrian issues with BCH byline

**BE SURE TO INCLUDE THE FOLLOWING INFORMALITON:**

Contact information

Website address

Facebook address

Meeting information

Upcoming event (i.e. fundraiser)