BCHW MEMBERSHIP DEVELOPMENT

AUGMENT ATTENDANCE AT CHAPTER EVENTS

HOW DO WE REACH OUT TO PROSPECTIVE ATTENDEES (7)

Things we can do to make contact with prospective attendees

All of the following methods are available depending on the type of event being promoted. Costs can be reduced by developing a working relationships with the media. Promotional advertising can be exchanged for promoting the media at the event and other chapter publications and events.

Which of the following methods of reaching out to our audience do you currently use or would like to use in the future?

* Meeting announcements
* Be inclusive at the meetings in planning
* Events calendar
* Emails
* Calls
* Snail mail
* Attend other events
* Presentations to other groups
* Fliers provided to equestrian services (i.e. farrier, etc.)
* Newsletters
* Newspaper ads
* Local throwaways ads
* Northwest Horse Source magazine
* Trailhead News
* Other BCH chapter’s newsletters
* Radio public service announcements
* Website
* Facebook