BCHW MEMBERSHIP DEVELOPMENT

INCREASING BCHW MEMBERSHIP

HOW DO WE REACH OUT TO PROSPECTIVE MEMBERS (7)

Things we can do to make contact with prospective members

Once we have identified our prospective members, where they are, what resistance we may encounter, what BCH membership offers and have the materials we need then we must make contact. There are several ways to do this with individuals and in groups. All of our communication should resonate with them and align with their goals and priorities. We want our prospective members to see the value of membership so that they are excited about joining BCH.

Our contacts can be direct by talking to individuals about BCH. They can also be indirect in which we are talking, or writing, about a related subject (i.e. trail etiquette) and reference BCH.

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

**Greet people you meet on the trail and at trailheads**

**Word of mouth – talk to your friends, even non-equestrians (they have family and friends)**

**Follow-up with previous contacts**

Develop partnerships with:

* Land managers – participate at meetings and be on committees
* Equestrian businesses – constantly identify yourself as a BCH member
* Equestrian groups – share information and promotional material
* Groups with similar interests and/or goals ( i.e. Washington Trails Association, Pacific Crest Trail Association)

Social media:

* Facebook
* Website
* YouTube
* Links with other websites – friends groups, equestrian groups, businesses

Publications and media:

* Northwest Horse Source Magazine – write articles
* Local newspapers – write articles
* Local throwaways – write articles
* Leave BCH information at trailheads
* Radio stations
* Snail mail

Visibility in the community:

* Host events – fundraisers, etc.
* Participate in local events (fairs, parades, sport shows, etc.)
* Presentations to other equestrian groups on related subjects AND BCH
* Presentations to local community groups (chamber of commerce, service clubs, etc.)
* Colleges/trade schools/high schools – offer to be a speaker

Independent BCH members – make them aware of a local chapter and benefits