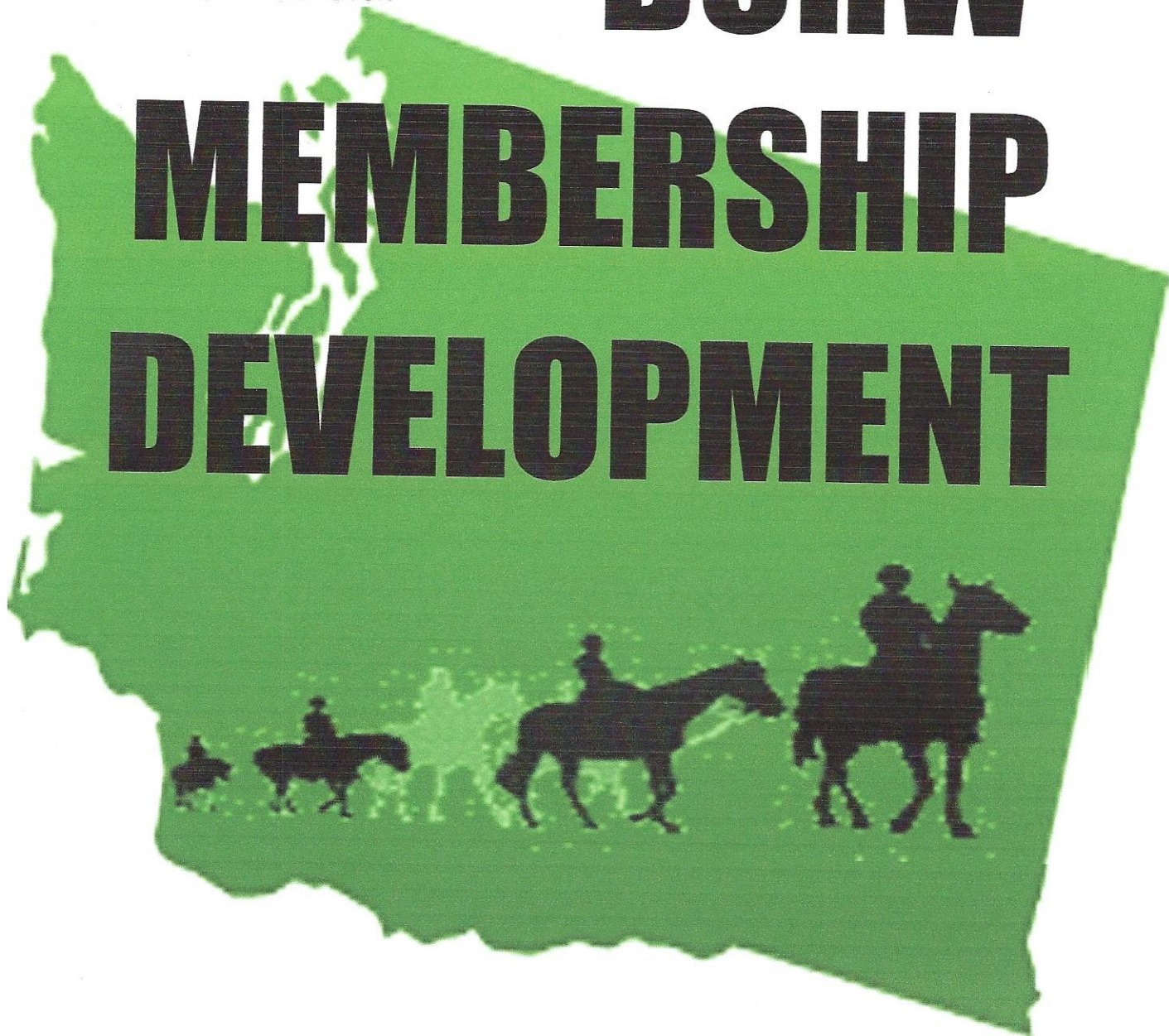




BCHW

**MEMBERSHIP
DEVELOPMENT**



Membership Development Committee
Ken Carmichael, Chairman
Scott Lee
Jannine Allen

BCHW MEMBERSHIP DEVELOPMENT

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BCHW

MEMBERSHIP

DEVELOPMENT

First of all **THANK YOU** to all of the BCHW members who have contributed your ideas and support for the following information. By sharing our ideas we all benefit.

The **GOAL** of the **Membership Development Committee (MDC)** is to identify and document the benefits of BCH membership and develop marketing materials and methods to attract and retain members by using chapter resources and talent.

The MDC provides the guidance, ideas and materials but depends on the chapters to implement the activity. We want to work with the chapters and expect that there will be follow-up, mentoring, adjustments and documenting of the chapter's progress. We encourage chapters to add your ideas to that of the MDC and set chapter membership goals.

To accomplish the above goal 5 objectives have been developed. They are addressed in this manual as individual standalone modules. They are:

- Increase prospective member first visit traffic
- Enhance retention, through both second visit and annual renewal
- Augment attendance at chapter events
- Elevate public awareness of BCHW and its mission
- Develop leadership in the chapters and BCHW

We recognize that to have a strong and healthy BCHW we must have strong chapters and increase BCHW membership. We must also have active members, have a "publicity" program and effective leadership. This is why these elements are included in Membership Development.

Chapters are encouraged to study each of the above modules and select those elements that you can implement based on your resources. As with any successful project there must be a leader who makes the project their own and the organization's leadership must back the project (and its leader) with thought, word and deed. **A chapter member should be appointed to take the lead on developing and managing the Chapter Membership Program.** This does not need to be the person who processes membership applications.

Throughout this program we emphasize the importance of our message resonating with our audience and aligning with their goals and priorities. Our message must be vibrant, moving and current to excite our audience about BCH. BCH members must be knowledgeable and show enthusiasm when talking about BCH.

LET'S INCREASE AND ENHANCE THE BCH MEMBERSHIP TOGETHER

MODULE 1

INCREASING BCHW MEMBERSHIP THROUGH NEW MEMBERS ⁽¹⁾

Prepared by the BCHW Membership Development Committee

Our goal here is to reach out to individuals who have never joined BCH and may not be familiar with our organization. Our objective is to get their attention and have them attend an initial function, preferably a chapter meeting.

We do this by showing them what BCH has to offer in such a manner that it resonates with them and aligns with their goals and priorities. We want our prospective members to see the value of membership so that they are excited about joining BCH. 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 BCHW. Fortunately there are many approaches and the chapters can select the methods that best suit your market and chapter resources. The key is that BCHW is not an empty warehouse, we have a great product that provides many rewards to membership. We just need to make people aware of the product in a positive and inviting way.

BCH members must be knowledgeable about BCH, what it does and why, then show enthusiasm about BCH when meeting with individuals and groups. The State Director must communicate BCHW information to the chapter.

OUR APPROACH:

- Who is our Audience
- Where do we find our audience
- What resistance to membership do we need to overcome
- What does BCH offer
- What marketing materials do we have
- How do we reach out to prospective members

BCHW MEMBERSHIP DEVELOPMENT
INCREASING BCH MEMBERSHIP

WHO IS OUR AUDIENCE ⁽²⁾

Who do we want to reach?

BCH members are of all ages and backgrounds. We are looking for people with a variety of skills, talents, interests and abilities. Some may not be aware of BCH, what we do or that they have a common interest with BCH.

Our first step in attracting new members is to identify the audience that we need to address. Which of the following are you currently contacting and which are ones that you want to include in your search for new members?

Current trail riders

Equestrians currently involved in other equestrian activities

Leaders of such groups as 4-H

Family and friends of current members

Juniors

Young adults

Parents of youth involved with horses

Empty nesters where kids have moved on

Retirees

People concerned about the condition and access to public land

Independent BCH members who are not familiar with your chapter

BCHW MEMBERSHIP DEVELOPMENT
INCREASING BCHW MEMBERSHIP

WHERE DO WE FIND OUR AUDIENCE ⁽³⁾

Our prospective members gather at several locations. We must identify and tap into these locations to reach our audience. To effectively, and efficiently contact prospective members, and promote our many events, we should have a **database of contacts**. This can include but not be limited to: equestrians groups, stables, farriers, feed stores, tack stores, hay suppliers, veterinarians, **participants at past events**, etc. This database can be used for finding prospective members and promoting events such as fundraisers.

Which of the following locations and events do you currently use to find new members and which would you like to use?

Trailheads and on the trail

Educational institutions (i.e. high schools, colleges, trade schools)

Website

Facebook

BCHW Independent Members (list provided by BCHW Treasurer)

Equestrian events

Community events (i.e. parades, rodeos, play days, fairs)

Seminars and workshops (chapter initiated)

Stables

Equestrian groups (i.e. youth, breeds, ranch roping, team penning, 4-H, mounted shooters, endurance riding, mounted search and rescue, etc.)

BCHW MEMBERSHIP DEVELOPMENT
INCREASING BCHW MEMBERSHIP

WHAT RESISTANCE TO MEMBERSHIP
DO WE NEED TO OVERCOME ⁽⁴⁾

What are the reasons people give for not joining BCH?

When we talk to, or provide literature to, people about BCH we must be prepared to answer their questions about BCH and address their reasons for not joining. Some of these may be valid and need to be corrected while others may be a misunderstanding. In either case we want to be able to discuss their concerns.

Which of the following reasons for not joining BCH have you encountered and how can we address them?

I do not know much, or anything, about BCH

I do not see how joining the group will benefit me

I am not sure how I would fit into the group given what I hear about you

I am not a "back country horseman" so the group does not meet my needs

I am a day rider and do not do overnight camps so the group does not meet my needs

I do not like group rides

I do not have the time to participate and am concerned about the commitment

I am very independent and not a joiner

I do not like going to meetings

I do not know anyone in the group

I do not have a horse (or trailer)

I am not physically able or do not want to do trail work

I feel guilty about not participating in work parties

Cost of membership

BCHW MEMBERSHIP DEVELOPMENT
INCREASING BCHW MEMBERSHIP

WHAT DOES BCH OFFER ⁽⁵⁾

Why should a person join BCH?

First and foremost we must address what their perceived needs are. We must always ask "What are you looking for?" If we are to encourage prospective members to join BCH we must be able to clearly and effectively communicate the benefits to them of BCH. There are many tools we may use but we must be able to enthusiastically express our support.

Which of the following benefits of BCH membership are you sharing with prospective members and which ones can we start sharing?

MISSION:

In brief; to preserve and enhance the rights of responsible horsemen to use horses and mules on public land. The opportunity to participate and contribute to the mission in one or more of the following ways:

- Education
- Advocacy
- Work parties
- Supporting activities

PERSONAL INTEREST:

Experience friendly, open environment welcoming new members and their input

Meet people, develop friendships and belong to a group with similar interests

Diversity of chapter membership allows members to ride and camp with others who have similar aspirations and a whole range of experiences

Additional social events (i.e. potlucks, rendezvous, etc.)

Rides, and campouts of varying lengths, locations & experiences, led by knowledgeable people – confidence of safe experience

Retail store discounts

Life Flight Network membership discount

Equestrian insurance through BCHA

Liability insurance for actions at BCH events

Enjoy riding trails that you have personally maintained

Pride in using your skills to help keep trails open for recreational use

Develop new skills

Use personal skills in a productive way

Stay fit

CONTINUED...

INFORMATION:

Stay informed about events and decisions affecting equestrian access to public land
Have a voice in decisions that affect your access and amenities on public land
Networking with people for information (farriers, trainers, suppliers, vets, events)
Learn about new places to ride with information about trails and trailheads

COMMUNITY SERVICE:

Opportunity to give back to the community and public lands
Opportunity to help others

EDUCATION:

Exposure to information and ideas from chapter, state and national members
Leave No Trace
Trail etiquette
Trail safety
First aid
Survival skills
Packing
Chainsaw and cross cut saw certification
Back country skills
Trailhead camping with a horse
Dutch oven cooking
Pasture management
Horse training and management
Trailer maintenance
ETC.

BCHW MEMBERSHIP DEVELOPMENT
INCREASING BCHW MEMBERSHIP

WHAT MARKETING MATERIALS DO WE HAVE ⁽⁶⁾

Physical tools we have to draw attention to and describe BCH

To attract new members we must first gain their attention and then tell them about BCH with excitement and enthusiasm. Besides doing this verbally we have many physical tools we can use which support our message. Materials must be designed and created 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
Give-aways that have BCH logo on them
BCHW Calendar

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, events, public land and wildlife information (at display booth)

BE SURE TO INCLUDE THE FOLLOWING INFORMALITON:

Contact information
Website address
Facebook address
Meeting information
Upcoming event (i.e. fundraiser)
OBTAIN THEIR CONTACT INFORMATION IF POSSIBLE FOR FOLLOW-UP

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 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)
- Other BCH chapters – share information and promotional material

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
- 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

MODULE 2

RETENTION OF BCHW MEMBERSHIP THROUGH SECOND MEETING VISIT AND ANNUAL RENEWAL ⁽¹⁾

Prepared by the BCHW Membership Development Committee

Our goal here is to reach out to guests that have attended a meeting and those members who need to renew their membership. Our objective is to have them join or renew their membership.

We do this by showing them what BCH has to offer in such a manner that it resonates with them and aligns with their goals and priorities. We want our guests, and current and past members, to see the value of membership so that they are excited about belonging to BCH. 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 BCHW. Fortunately there are many approaches and the chapters can select the methods that best suit your market and chapter resources. The key is that BCHW is not an empty warehouse, we have a great product that provides many rewards to membership. We just need to make people aware of the product in a positive and inviting way.

BCH members must be knowledgeable about BCH, what it does and why, then show enthusiasm about BCH when meeting with individuals and groups. The State Director must communicate BCHW information to the chapter.

OUR APPROACH:

- Who is our audience
- Where do we find our audience
- What resistance to membership do we need to overcome
- What does BCH offer
- What marketing materials do we have
- How do we reach out to guests and current and past members

BCHW MEMBERSHIP DEVELOPMENT
RETAINING CURRENT BCH MEMBERSHIP

WHO IS OUR AUDIENCE ⁽²⁾

Who do we want to reach?

BCH members are of all ages and backgrounds. They have a variety of skills, talents, interests and abilities. We need to show that BCH is interested in them and provides meaningful fulfillment for what they are looking for.

Our first step in retaining members is to identify the audience that we need to address. In this module we are addressing those individuals as guests as well as all current and past chapter members.

Which of the following are you currently contacting and which are ones that you want to include in your effort to retain members?

Guests that have attended one or more meetings

Members that are members in name only and do not attend meetings

Members that occasionally attend meetings and other chapter events

Members that attend regularly but do not take an active part in activities

Members that take an active role in maintaining the chapter

Members that have discontinued their chapter membership

BCHW MEMBERSHIP DEVELOPMENT
RETAINING CURRENT BCH MEMBERSHIP

WHERE DO WE FIND OUR AUDIENCE ⁽³⁾

Our prospective audience is people we already know. They have been a guest or member. They may have joined the chapter by mail and never attended a meeting but they at least know who we are. We are a far sight further ahead than cold calling and talking to someone who does not know us. These people may not be active in the BCH chapter but they are probably participating in social media and actively participating in other equestrian activities. So we may find them at other venues.

Which of the following locations and events do you currently use to find renewing members and which would you like to use?

BCH MEETINGS AND EVENTS

MEMBERSHIP LIST (CURRENT AND PAST MEMBERS)

Website
Facebook

Trailheads and on the trail
Equestrian events
Stables
Community events (i.e. parades, rodeos, play days, fairs)

BCHW MEMBERSHIP DEVELOPMENT
RETAINING CURRENT BCH MEMBERSHIP

WHAT RESISTANCE TO MEMBERSHIP
DO WE NEED TO OVERCOME ⁽⁴⁾

What are the reasons people give for not renewing their membership?

When we talk to, or provide literature to, people about BCH we must be prepared to answer their questions about BCH and address their reasons for not renewing their membership. Some of these may be valid and need to be corrected while others may be a misunderstanding. In either case we want to be able to discuss their concerns.

Which of the following reasons for not renewing their BCH membership have you encountered and how can we address them?

I do not get any benefits out of belonging
Socially not comfortable
Need a sense of belonging

Chapter dynamics
Meeting content and format
Poorly run meetings and events

I do not have the time to participate and are concerned about the commitment
I do not like going to meetings
I do not like group rides
I do not have a horse (or trailer)

I am not physically able or do not want to do the trail work
I feel guilty about not participating in work parties

Cost of membership

BCHW MEMBERSHIP DEVELOPMENT RETAINING CURRENT BCH MEMBERSHIP

WHAT DOES BCH OFFER ⁽⁵⁾

Why should a person renew their membership?

First and foremost we must address what their perceived needs are. We must always ask "What are you looking for?" If we are to encourage members to renew their BCH membership, and guests to join, we must be able to clearly and effectively communicate the benefits to them of BCH. There are many tools we may use but first we must be able to enthusiastically express our support. Sometimes we may assume that because they have been to a meeting, are a current member or even a past member they are aware of all the benefits, or even just the ones that they desire. This may be true. However, it may be necessary to remind them, or even give them the same detail of information that you would a new prospective member. Here we must be careful to not make them feel uninformed.

Which of the following benefits of BCH membership are you sharing with members, and guests, and which ones can we start sharing?

MISSION:

In brief; to preserve and enhance the rights of responsible horsemen to use horses and mules on public land. The opportunity to participate and contribute to the mission in one or more of the following ways:

- Education
- Advocacy
- Work parties
- Supporting activities

PERSONAL INTEREST:

Experience friendly, open environment welcoming new members and their input

Meet people, develop friendships and belong to a group with similar interests

Diversity of chapter membership allows members to ride and camp with others who have similar aspirations and a whole range of experiences

Additional social events (i.e. potlucks, rendezvous, etc.)

Rides, and campouts of varying lengths, locations & experiences, led by knowledgeable people – confidence of safe experience

Retail store discounts

Life Flight Network membership discount

Equestrian insurance through BCHA

Liability insurance for actions at BCH events

CONTINUED...

Enjoy riding trails that you have personally maintained
Pride in using your skills to help keep trails open for recreational use
Develop new skills
Use personal skills in a productive way
Stay fit

INFORMATION:

Stay informed about events and decisions affecting equestrian access to public land
Have a voice in decisions that affect your access and amenities on public land
Networking with people for information (farriers, trainers, suppliers, vets, events)
Learn about new places to ride with information about trails and trailheads

COMMUNITY SERVICE:

Opportunity to give back to the community and public lands
Opportunity to help others

EDUCATION:

Exposure to information and ideas from chapter, state and national members
Leave No Trace
Trail etiquette
Trail safety
First aid
Survival skills
Packing
Chainsaw and cross cut saw certification
Back country skills
Trailhead camping with a horse
Dutch oven cooking
Pasture management
Horse training and management
Trailer maintenance
ETC.

BCHW MEMBERSHIP DEVELOPMENT
RETAINING CURRENT BCH MEMBERSHIP

WHAT MARKETING MATERIALS DO WE HAVE ⁽⁶⁾

Physical tools we have to draw attention to and describe BCH

To retain current members we must first gain their attention, and then remind them about the benefits of BCH membership with excitement and enthusiasm. Besides doing this verbally we have many physical tools we can use to support our message. Materials must be designed and created 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 PROVIDE INFORMATION:

Brochures – about BCHW

Brochures – about the chapter

Chapter Brag Book

Newsletters (chapter, state, national)

Meeting agenda

Materials table at meetings

Calendar of events

Membership list

Membership location map

Chapter leadership list

Membership minutes (board minutes if appropriate)

Membership financial information

Volunteer opportunity list

Volunteer opportunity descriptions

Skills and interest list of members

Membership manual (bylaws, standing rules, officers & committees, volunteer hours form, trail etiquette, safety, trail locations, LNT, discounts available, resource list, etc.)

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

Pictures

Scripts (elevator speech about BCH)

Library

Store

Decals (truck and trailer)

BCHW calendars

MATERIALS TO SUPPORT MEMBERSHIP:

Name tags at meetings (members and guests)

Membership table cards (if sitting at tables at meetings)

CONTINUED...

MATERIALS TO FINALIZE MEMBERSHIP:

Membership application

Welcoming letter

Email (and call)

Membership card

Business card

MATERIAL FOR MANAGEMENT:

Membership list (current and past)

List of local events

BE SURE TO INCLUDE THE FOLLOWING INFORMALITON:

Contact information

Website address

Facebook address

Meeting information

Upcoming event (i.e. fundraiser)

BCHW MEMBERSHIP DEVELOPMENT RETAINING CURRENT BCH MEMBERSHIP

HOW DO WE REACH OUT TO CURRENT MEMBERS ⁽⁷⁾

Things we can do to make contact with current members (and guests)

Once we have identified our audience, where they are, what resistance we may encounter 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 audience to see the value of membership so that they are excited about renewing their BCH membership.

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 our audience do you currently use or would like to use in the future?

FOLLOW-UP WITH PREVIOUS CONTACTS

RENEWAL ONE ON ONE:

- Phone call
- Email
- Snail mail
- Use of pre-completed application form provided by BCHW

RENEWAL AT THE MEETINGS AND NEWSLETTER:

- Verbal renewal reminders to the group
- Membership renewal table with a sign
- Passing out membership application forms
- Newsletter articles

ON GOING ONE ON ONE:

- Inquire about the member's interests verbally
- Include the member in specific activities they may be interested in (i.e. exploring a new trail, participating on a committee, attending a public meeting, etc.)
- Call member to remind them of a meeting or event
- Offer to share a ride
- Snail mail when electronic means not available

CONTINUED...

ON GOING AT THE MEETINGS:

- Do NOT sit down until the meeting starts - circulate
- Be inclusive at meetings in conversations
- Have introductions at meetings
- Have many, if not all, members have a part in the meeting
- Ask members to share past experiences
- Inquire about the member's interests with surveys
- Programs that are interesting, informative and relevant
- Get acquainted games
- Quizzes - fun

SOCIAL MEDIA:

- Facebook
- Website

MODULE 3

AUGMENT ATTENDANCE AT CHAPTER EVENTS ⁽¹⁾

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 need to develop
- How do we reach out to prospective attendees

BCHW MEMBERSHIP DEVELOPMENT
AUGMENT ATTENDANCE AT CHAPTER EVENTS

WHO IS OUR AUDIENCE ⁽²⁾

Who do we want to reach?

BCH is responsible for putting on a variety of events. Our audience depends on the type of event we are sponsoring. In some cases we plan membership events anticipating some public participation, such as education and rides.

When planning an event we want to include those that will participate in putting on the event. This can include people in such positions as: instructors, registration, parking, prizes, site preparation, membership, food and pre-planning. All of these people increase participation at the event.

Which of the following are you currently contacting when promoting attendance at an event and which are ones that you want to include in your efforts to increase attendance?

MEMBERSHIP:

Current

Past

Prospective

Independents

PUBLIC:

Equestrian

Recreational

General

BCHW MEMBERSHIP DEVELOPMENT
AUGMENT ATTENDANCE AT CHAPTER EVENTS

WHERE DO WE FIND OUR AUDIENCE ⁽³⁾

Our prospective audience gathers at several locations. We must identify and tap into these locations to reach them. To effectively, and efficiently contact the public, and promote BCH events, we should have a **database of contacts**. This database can be used for promoting BCH events, BCH in general and also promoting membership.

Which of the following locations and events do you currently use to contact event participants and which would you like to use?

CHAPTER MEETINGS

Other chapters

Media sources (NWHS, local newspapers, throwaways and radio)

Website

Facebook

Community events (i.e. parades, rodeos, play days, fairs)

Educational institutions (i.e. high schools, colleges, trade schools)

Retail stores (equestrian)

Equestrian businesses (i.e. Vets, farriers, trainers, etc.)

Stables

Equestrian groups (i.e. youth, breeds, ranch roping, team penning, 4-H, mounted shooters, endurance riding, mounted search and rescue, etc.)

Non-equestrian groups (bike, hiker, environmental, WTA)

Retail stores (non-equestrian)

Trailheads and on the trail

Equestrian events

Seminars and workshops (chapter initiated)

BCHW MEMBERSHIP DEVELOPMENT
AUGMENT ATTENDANCE AT CHAPTER EVENTS

WHAT RESISTANCE TO PARTICIPATION
DO WE NEED TO OVERCOME ⁽⁴⁾

What are the reasons people give for not attending

The reasons people have for not participating will depend on the type of event. When we talk to, or provide literature to, people about a meeting or event we must be prepared to answer their questions and address their reasons for not participating. Some of these may be valid and need to be corrected while others may be a misunderstanding. In either case we want to be able to discuss their concerns.

Which of the following reasons for not attending a meeting or event have you encountered and how can we address them?

Time (priority)

Conflict with other activities

Cost

I get nothing out of coming to the meeting

I am socially uncomfortable

I need a sense of belonging

Chapter dynamics

Meeting content and format

Poorly run meetings and events

I do not like going to meetings

I do not like group rides

I do not have a horse (or trailer)

I am not physically able or do not want to do the trail work

Location – too far away

Need more lead-time

Not my type of event

Not interested in the topic

Do not understand my commitment

Do not understand what will take place

Do not understand the importance of the event

Do not understand the importance of my participation

Do not know what input I will provide

BCHW MEMBERSHIP DEVELOPMENT
AUGMENT ATTENDANCE AT CHAPTER EVENTS

WHAT DOES THE EVENT OFFER ⁽⁵⁾

Why should a person attend the event?

There are a wide variety of BCH events. They can be broken down into four categories:

- Contribution to the mission
- Educational
- Fundraising
- Social

Each type of event offers the participant something different. An event may be a combination of those types mentioned.

Which of the following benefits for attending a BCH event are you sharing with the members and public and which ones can we start sharing?

Input is important

Support the BCH mission

PERSONAL INTEREST:

Experience friendly, open environment welcoming new members and their input

Meet people, develop friendships and belong to a group with similar interests

Diversity of chapter membership allows members to ride and camp with others who have similar aspirations and a whole range of experiences

Enjoy riding trails that you have personally maintained

Pride in using your skills to help keep trails open for recreational use

Develop new skills

Use personal skills in a productive way

Stay fit

Win prizes

Fun

INFORMATION:

Stay informed about events and decisions affecting equestrian access to public land

Have a voice in decisions that affect your access and amenities on public land

Networking with people for information (farriers, trainers, suppliers, vets, events, etc.)

Learn about new places to ride with information about trails and trailheads

COMMUNITY SERVICE:

Opportunity to give back to the community and public lands

Opportunity to help others

CONTINUED:

EDUCATION:

Exposure to information and ideas from chapter, state and national members

Leave No Trace

Trail etiquette

Trail safety

First aid

Survival skills

Packing

Chainsaw and cross cut saw certification

Back country skills

Trailhead camping with a horse

Dutch oven cooking

Pasture management

Horse training and management

Trailer maintenance

ETC.

BCHW MEMBERSHIP DEVELOPMENT
AUGMENT ATTENDANCE AT CHAPTER EVENTS

WHAT MARKETING MATERIALS
DO WE NEED TO DEVELOP ⁽⁶⁾

Physical tools we have to support the event

To attract attendees we must first gain their attention, and then tell them about the event with excitement and enthusiasm along with enough detail to peak their interest. Besides doing this verbally we have many physical tools we can use which support our message. Materials must be designed and created 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?

Posters about the chapter
Posters about the specific event
Banners
Displays
Brochures about BCHW
Brochures about the chapter
Brochures about the specific event
Calendar of events
Newsletter
Library
Pictures

Database of contacts
List of local events

BE SURE TO INCLUDE THE FOLLOWING INFORMATION:

Contact information
Website address
Facebook address
Meeting information

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.)

Newspaper ads

Local throwaways ads

Northwest Horse Source magazine

Trailhead News

Other BCH chapter's newsletters

Radio public service announcements

Website

Facebook

MODULE 4

ELEVATE PUBLIC AWARENESS OF BCHW AND ITS MISSION ⁽¹⁾

Prepared by the BCHW Membership Development Committee

Our goal here is to reach out to the public who typically are not familiar with BCH and its mission. Our objective is to put a positive light on equestrians in general and BCH in particular. The general public may or may not be familiar with equestrians and equestrians may or may not have a positive image. We do not always have to be promoting membership or a specific event. At this point we are simply telling our audience we are here and this is who we are.

It is sometimes necessary to counteract some negative impact of public opinion caused by misguided equestrians. Trail etiquette and Leave No Trace information are good tools. We can highlight the many good things that we do and the impact this has on the land and relationships with other land users.

General publicity about BCH is an important part of increasing our membership. It is easier to start a conversation about BCH if the individual, or group, that you are talking with already has heard of BCH and has a positive impression of the group.

We contact the public by showing them what BCH has to offer in such a manner that it resonates with them and aligns with their goals and priorities. These will vary between individuals and groups that we contact. We want the public to see the value of BCH so that they are excited about us and our mission. 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 BCHW. Fortunately there are many approaches and the chapters can select the methods that best suit your market and chapter resources. We just need to make people aware of BCH in a positive and inviting way.

BCH members must be knowledgeable about BCH, what it does and why, then show enthusiasm about BCH when meeting with individuals and groups. The State Director must communicate BCHW information to the chapter. **A chapter member should be appointed to take the lead on developing and managing the Chapter Publicity Program.**

OUR APPROACH:

- Who is our audience
- Where do we find our audience
- What resistance to information do we need to overcome
- What does BCH offer
- What marketing materials do we need to develop
- How do we reach out to the public

BCHW MEMBERSHIP DEVELOPMENT
ELEVATE PUBLIC AWARENESS
OF BCHW AND ITS MISSION

WHO IS OUR AUDIENCE ⁽²⁾

Who do we want to reach?

Our audience is anyone we may encounter on the trail or be in a position to influence the future for equestrians. This means anyone in the general public for everyone has an opportunity to vote and influence legislation. We must also consider those that are in a position to help BCH through financial assistance, media coverage and government officials. Unfortunately we must also consider those possibilities where someone, or group, is in a position to have a serious negative impact on equestrians. With such a broad audience it will often be necessary to target a specific segment of our audience and narrow our message to align with their goals and priorities.

Our first step in contacting the public is to identify the audience that we need to address. Which of the following are you currently contacting and which are ones that you want to include in your local publicity?

General public

Service organizations (i.e. Rotary, Kiwanis, chamber of commerce, etc.)

Current trail riders

Equestrian groups and their leaders

Hikers

Bikers

Environmental advocates

Recreational advocates

Trail advocates

Equestrian services (farriers, vets, stables, retail stores, etc.)

Land managers (private, county, state and national)

Government leaders

Media (newspapers, radio, etc.)

Sponsors of events

BCHW MEMBERSHIP DEVELOPMENT
ELEVATE PUBLIC AWARENESS
OF BCHW AND ITS MISSION

WHERE DO WE FIND OUR AUDIENCE ⁽³⁾

Our prospective audience gathers at several locations. We must identify and tap into these locations to reach them. To effectively, and efficiently contact the public, and promote BCH, we should have a **database of contacts**. This database can be used for promoting BCH in general and also promoting membership and events such as fundraisers.

Which of the following locations and events do you currently use to contact the public and which would you like to use?

Media sources (NWHS, local newspapers, throwaways and radio)

Website
Facebook

Community events (i.e. parades, rodeos, play days, fairs)
Educational institutions (i.e. high schools, colleges, trade schools)

Retail stores (equestrian)
Equestrian businesses (vets, farriers, trainers, etc.)
Stables
Equestrian groups (i.e. youth, breeds, ranch roping, team penning, 4-H, mounted shooters, endurance riding, mounted search and rescue, etc.)

Non-equestrian groups (bike, hiker, environmental, WTA)
Retail stores (non-equestrian)

Trailheads and on the trail
Equestrian events
Seminars and workshops (chapter initiated)

BCHW MEMBERSHIP DEVELOPMENT
ELEVATE PUBLIC AWARENESS
OF BCHW AND ITS MISSION

WHAT RESISTANCE TO THE INFORMATION
DO WE NEED TO OVERCOME ⁽⁴⁾

What are the reasons people give for not accepting information about BCH?

In most instances people are receptive to general information as long as they have the opportunity to digest it at their speed and the method most comfortable to them. If they perceive it to be negative toward them they are more likely to be less receptive.

Which of the following forms of resistance to receiving information have you encountered and how can we address them?

Poor time to receive information
Poor place to receive information
Distractions

Cannot see relevance to them
Format of information (i.e. written, verbal, etc.)
The amount of detail (i.e. too much or too little)
Fear of having to make a commitment

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 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

BCHW MEMBERSHIP DEVELOPMENT
ELEVATE PUBLIC AWARENESS
OF BCHW AND ITS MISSION

WHAT MARKETING MATERIALS DO WE HAVE ⁽⁶⁾

Physical tools 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 created 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

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 INFORMATION:

Contact information

Website address

Facebook address

Meeting information

Upcoming event (i.e. fundraiser)

BCHW MEMBERSHIP DEVELOPMENT
ELEVATE PUBLIC AWARENESS
OF BCHW AND ITS MISSION

HOW DO WE REACH OUT TO THE PUBLIC ⁽⁷⁾

Things we can do to make contact with the public

Once we have identified our audience, where they are, what resistance we may encounter 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 the public to see the value of BCH and be excited about supporting it.

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 the public 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)

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)
- Other BCH chapters – share information and promotional material

Social media:

- Facebook
- Website
- U-Tube
- Links with other websites (i.e. friends groups, equestrian groups, businesses)

Publications and media:

- Northwest Horse Source Magazine – write articles
- Local newspapers – write articles
- Local throwaways – write articles
- Radio stations
- Snail mail

Visibility in the community:

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

MODULE 5

DEVELOPING LEADERSHIP IN THE CHAPTERS AND BCHW ⁽¹⁾

Prepared by the BCHW Membership Development Committee

Our goal here is to find, mentor and support continuing leadership in the chapters and BCHW. First, we must recognize that when we talk about leadership we are not talking just about the president, vice president, etc. It starts with the simplest jobs where someone shows the way or influences others. The future of BCH depends on having knowledgeable, motivated, effective and dedicated leaders.

This does not come overnight but must be developed through growth in the chapter. A person cannot be expected to take a major role immediately upon joining a chapter. However there are many opportunities to become familiar with the chapter, BCH and the responsibilities of many leadership positions.

There can be over 40 volunteer opportunities in a chapter. Some will be commitments for a year or more while some may be for short term projects, such as a fundraiser. Some may require a specific skill, such as accounting while others may just require some mentoring and training by a previous office holder.

For a person to be successful in any position they must feel comfortable and enjoy doing the work. The last thing we need is a volunteer that does not want the job as that can create more work for others.

We do this by showing chapter members what BCH has to offer in such a manner that it resonates with them and aligns with their goals and priorities. We want our prospective leaders to see the value of BCH so that they are excited about being part of the leadership team. The marketing plan must be tuned to the audience, vibrant, moving and current.

Being a volunteer organization we can experience frequent turnover of leaders. This should be expected and encouraged as we involve more of our members and experience fresh ideas. As the transfer of responsibilities take place we want a smooth transition for the sake of the organization and the volunteer. Effective mentoring and documentation of responsibilities is important.

Leadership is part of membership because without the leaders BCH cannot succeed. In addition, to hold a person's interest in maintaining an active membership they must feel appreciated, welcome and part of the organization. This can be accomplished by them being involved in the leadership.

CONTINUED...

We realize that not all chapters are the same and that there is no "one size fits all" for developing leaders. Fortunately there are many approaches and the chapters can select the methods that best suit your chapter resources. The key is that BCHW is not an empty warehouse, we have a great product that provides many rewards to leadership. We just need to make people aware of the product in a positive and inviting way.

OUR APPROACH:

- Who is our Audience
- Where do we find our audience
- What resistance to leadership do we need to overcome
- What does BCH offer
- What marketing materials do we need to develop
- How do we reach out to prospective leaders

DEVELOPING LEADERSHIP IN THE CHAPTERS AND BCHW

WHO IS OUR AUDIENCE ⁽²⁾

Who do we want to reach?

BCH members are of all ages and backgrounds. We are looking for people with a variety of skills, talents, interests and abilities. There can be over 45 volunteer opportunities in a chapter. This means that there is a need for about any of these skills, talents, interests and abilities.

Because of the variety of volunteer opportunities a person has the chance to grow through the ranks. Initially we are looking for members that want to start at "the bottom" and work their way up. A person does not have to start at the top. This means that they can begin by being a members of a committee or taking on less responsibility in the beginning to get their feet wet, learn about BCH and develop confidence.

The leaders will be those with leadership skills and the ability to follow through on responsibilities without continual reminders.

Many volunteer opportunities coordinate with, and are affected by, other responsibilities. Therefore, to be effective volunteers must work well with others and develop an understanding of BCH operations. They may or may not have expressed an interest in a leadership position or even being one of the leaders.

Which of the following are you currently contacting and which are ones that you want to include in your search for new, and expanded, leadership roles?

New members

Members who have held leadership positions in other organizations

Members with specific skill sets

Members expressing an interest in an area

Members participating on a committee

Members who have recently had a change in their personal life and are now looking for new adventures (retirees, empty nesters)

Members who have taken smaller leadership roles and are ready for additional responsibilities

Spouses of active riders who want to maintain contact with their spouse's interests

Experienced leaders who are available to play a mentoring role

BCHW MEMBERSHIP DEVELOPMENT
DEVELOPING LEADERSHIP
IN THE CHAPTERS AND BCHW

WHERE DO WE FIND OUR AUDIENCE ⁽³⁾

We will find our new leaders within the membership. They are the people that have already expressed an interest in BCH. Some will already be in some type of leadership role while others may just be attending meetings or new members.

It all starts with having a current membership list and being familiar with the membership. Prospective leaders may be those that regularly attend meetings or show interests in other ways such as asking questions.

One of the most important responsibilities of the president is to find and mentor members interested in leadership positions. This can be greatly enhanced by having all members on the lookout for those members who want to actively participate.

BCHW MEMBERSHIP DEVELOPMENT
DEVELOPING LEADERSHIP
IN THE CHAPTERS AND BCHW

WHAT RESISTANCE TO LEADERSHIP
DO WE NEED TO OVERCOME ^(4?)

What are the reasons people give for not wanting to be a leader?

When we talk to people about being a leader in BCH we must be prepared to answer their questions and address their reasons for not being a leader. Some of these may be valid and need to be corrected while others may be a misunderstanding. In either case we want to be able to discuss their concerns.

Which of the following reasons for not being a BCH leader have you encountered and how can we address them?

I do not have the time to participate and am concerned about the commitment
My job interferes with the responsibilities

I do not know much, or anything, about BCH

I do not know what the responsibility entails

I do not see the benefits (need) for the job

I am afraid that I will not do a good job

I have had a poor past experience being in a leadership role

Lack of recognition for work done

I do not see how being a leader will benefit me

I do not feel comfortable speaking in front of groups

It is too much work

I am just here to have fun

BCHW MEMBERSHIP DEVELOPMENT
DEVELOPING LEADERSHIP
IN THE CHAPTERS AND BCHW

WHAT DOES BCH OFFER ⁽⁵⁾

Why should a person be a BCH leader?

If we are to encourage members to become leaders we must be able to clearly and effectively communicate the benefits of participating at this level. There are many tools we may use but first we must be able to enthusiastically express our support.

Which of the following benefits of being a BCH leader are you sharing with prospective leaders and which ones can we start sharing?

Those that are actively engaged in an activity rather than sitting on the sidelines are more likely to have fun and have a clearer understanding of what is happening

Play a part in accomplishing the BCH mission

Have a voice in decisions that affect the direction of BCH

Pride in using your skills to help keep trails open for recreational use

Exposure to information and ideas from chapter, state and national members

Networking with people for information

Use personal skills in a productive way

Develop new skills

Opportunity to give back to the community and public lands

Opportunity to help others

BCHW MEMBERSHIP DEVELOPMENT
DEVELOPING LEADERSHIP
IN THE CHAPTERS AND BCHW

WHAT MARKETING MATERIALS DO WE NEED TO DEVELOP ⁽⁶⁾

Physical tools we have to help develop leaders

To attract new leaders we must first gain their attention and then tell them about being a leader in BCH. Besides doing this verbally we have many physical tools we can use to support our message. Materials must be designed and created 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?

List of volunteer opportunities

Job Descriptions

Documentation on history of position or a past event (i.e. fundraiser)

Historical information of BCH (chapter, state and national)

Membership list

Survey of member's interests, skills, abilities and talents

History of positions held and where members have participated

BCHW MEMBERSHIP DEVELOPMENT
DEVELOPING LEADERSHIP
IN THE CHAPTERS AND BCHW

HOW DO WE REACH OUT TO THE PROSPECTIVE LEADERS ⁽⁷⁾

Things we can do to make contact with prospective leaders

Once we have identified our prospective leaders, where they are, what resistance we may encounter 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 leaders to see the value of leadership so that they are excited about being part of the leadership team.

It is very important that there is a good fit between a volunteer and the responsibilities. We do not want to try to fit a round peg in a square hole. This will result in poor performance, the responsibilities not being performed and a dissatisfied member. Always consider the alternatives of waiting for the right volunteer or combining responsibilities, even for a short time.

Our contacts can be direct by talking to an individual which is the most effective means. They can also be indirect in which we are talking, or writing, to a group.

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

Follow-up with previous contacts

Obtain their commitment and clear understanding of what the volunteer opportunity entails

Follow up on work progress to encourage, answer questions, provide support and identify problems

Use the newsletter and meeting announcements to indicate that volunteer opportunities exist

Include members in BCHW Leadership Training

Be familiar with individual members

Identify the specific skills, talents, abilities and interests a specific volunteer opportunity require (see job description)

Identify the specific skills, talents, abilities and interests of individual members (see member survey)

Review the individual's past work history and participation in the chapter

CONTINUED...

Talk to an individual in private where you are not hurried and have the opportunity to exchange ideas

Expose the prospective leader to the job by including them beforehand (i.e. BCHW board meeting, volunteer hour collection, scheduling a ride or work party, participation on a committee)

Opportunity to divide a volunteer opportunity (see job description) into more than one part

Provide mentor to help walk the person through the job responsibilities and be available for questions

Provide written material so that the individual understands the responsibilities and commitment (see job description)

Provide the tools the volunteer will need (i.e. volunteer hour instructions, passwords, contacts, work party tools, business card, fliers, videos, history of an event or job, etc.)