**Membership Recruitment and Retention Ideas from**

**2024 National Board Meeting**

1. Arena – Packing Demo
2. Tack sale every year same time. Sell Table space and let tack owners sell their own stuff. (Sell popcorn, t-shirts, swag)
3. Letter to membership form pre-paid to new member, no youth membership fee.
4. Sponsored rides: poker run, obstacle course, fun ride, and post when cleaning trails.
5. Showing/Wearing swag in public; stickers on the trailer in parades.
6. The trainer house person that works with the club, she lets clients know about their club.
7. Set up at events, horse sales, etc.
8. Make workday/fun day business cards, pass them out with information.
9. Sent out information to agencies to let people know about BCHA chapter.
10. Social Media/Facebook/Instagram
11. Free membership when they retire from Forest Service for first year.
12. Bring value that you benefit from joining.
13. Fall and Spring fundraisers are open to the public.
14. Meet and Greet member, bring a friend.
15. Fun rides let them know about Randy and pamphlet.
16. Dual membership in snowbird states.
17. Wine ride; media
18. Hound dog.
19. Safety vest with logo so people will know when you are working.
20. Dual agency to another group/Collaborations with Land Managers or other trail groups
21. Outdoor weekend event with group
22. Send a letter to new members, Christmas card, etc.
23. Potluck and speaker at meeting each month.
24. Christmas door prize but do not get ticket unless you renew your membership.
25. Early bird renewal for a 100 gift.
26. QR code in social media and events
27. Farrier, vets, feed store, etc.
28. Ads for association members
29. Private horse camps for meet and greet.
30. Chamber of Commerce, insurance agents, realtors, fencing companies, etc.
31. Trailer Clinics
32. Health Clinics
33. Membership Coordinator
34. Booth at fairs and other area events.
35. Print Business cards with contact info/QR codes to carry while riding.
36. Offer online membership with online payments.
37. 4H Trail Challenges
38. Carry Membership Forms