

**OHC STATE MEETING - BRAINSTORMING SESSION
JANUARY 21 & 22, 2017**

Teams were broken into 6 groups to tackle the following problems a chapter encounters:

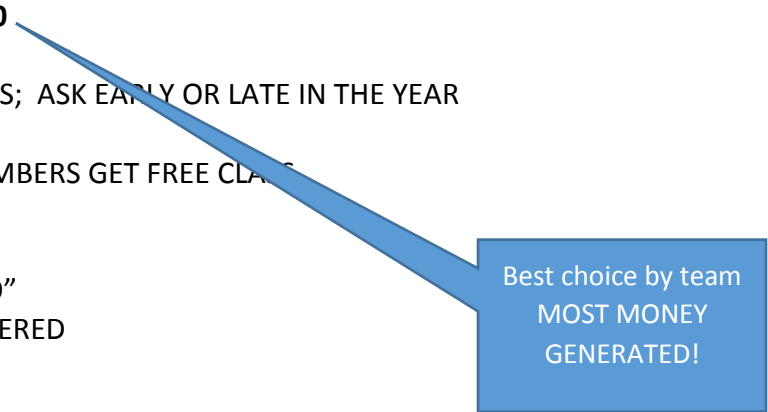
1. Raise money for chapter
2. Increase membership in chapter
3. Encourage volunteerism & participation in chapter activities
(reporting trail miles, work hours, etc.)
4. Recognition in the community
5. Keeping in touch; communications
6. Sharing the work load, avoiding TSTP
(always The Same Ten People)

Teams brainstormed for a limited amount of time, then organized their ideas into 3 categories with similar themes. From the 3 categories, the teams decided the best choice followed by 2nd & 3rd best choice.

Below are the 6 problems and each teams, best choice, 2nd & 3rd choice plus their discussion points leading to their decision.

1. RAISE MONEY FOR THE CHAPTER

- **100% PROFIT; GREATER THAN \$1,000**
SILENT AUCTIONS/RAFFLES
DONATIONS FROM BUSINESSES; ASK EARLY OR LATE IN THE YEAR
GYMKHANA/FUN SHOWS
PARTICIPATION FEE; OHC MEMBERS GET FREE CLASSES
SPONSORS/ADVERTISING
RECYCLING METALS, OTHER
"HORSE DROP", "HORSE APPLE BINGO"
PAY FOR CHANCE; PRIZES OFFERED
- **ABOUT \$500 PROFIT**
TACK AUCTION/SALE
TACK SUPPLIER SELLS HIS STUFF
OHC CONSIGNMENT TABLE
RENT BOOTHS FOR VENDORS
CHARGE ADMISSION
PIG ROAST/OTHER FOOD EVENT
SIDE DISHES DONATED, HOG DONATED
CHARGE ADMISSION OR COLLECT DONATION
DICE RIDE/POKER RIDE 50/50 RAFFLE AT MEETINGS
BUSINESS MEMBERSHIPS/SPONSORSHIPS
ADVERTISING, DIFFERENT LEVELS



Best choice by team
MOST MONEY
GENERATED!

PONY RIDES; DONATIONS (BE AWARE OF LIABILITY ISSUES)

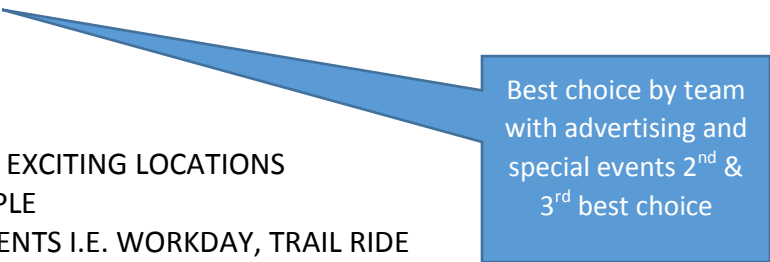
- **LESS THAN \$500**
TRASH COLLECTION, CLEANUP
PARTICIPATION FEE
FOOD CONCESSION
AWARD PRIZES
GAMES AT RIDES/EVENTS
CORNHOLE, HORSESHOES

GROUP DISCUSSION LIST:

HAVE SPEAKERS AT MEETINGS
PUT FLYERS UP
HAVE FOOD, SNACKS, SIGNUP SHEET
MEET AT RESTAURANT
FACEBOOK
COUNTY FAIR BOOTH AND/OR HORSE SHOWS HAVE LITERATURE, APPLICATIONS, ETC.
BUSINESS CARDS
GO TO 4H MEETINGS
EXTEND MEMBERSHIP DRIVE TO ENTIRE YEAR
DO AWARD DRAWINGS

2. INCREASE MEMBERSHIP IN CHAPTER

- **BETTER MEETINGS**
HAVE SPEAKERS
FOOD
EXCITED LEADERS
MEET AT DIFFERENT, EXCITING LOCATIONS
INVOLVE MANY PEOPLE
TIE MEETINGS TO EVENTS I.E. WORKDAY, TRAIL RIDE
- **ADVERTISE**
PUT FLYERS UP
FACEBOOK / FACEBOOK LINKS / WEBSITE LINKS
CITY FAIR BOOTH
GO TO HORSE SHOWS
BUSINESS CARDS
4-H MEETINGS / SPONSOR
MEMBERSHIP FORMS AND BROCHURE AVAILABLE
LOCAL NEWS COVERAGE
- **SPECIAL EVENTS / FIELD TRIPS**
EXTEND MEMBERSHIP DRIVE FOR ENTIRE YEAR
RENEWAL MEMBERSHIP AWARDS
HORSE CAMP SPONSOR
EVENT DISCOUNTS FOR MEMBERS
SPONSOR A HORSE EVENT/ CLINIC, ETC. (SADDLE FITTING, BOMB PROOFING)
MEMBER ONLY PRIVILEGES (RIDING ARENA, FREE CLASS AT YOUR HORSE SHOW)



Best choice by team
with advertising and
special events 2nd &
3rd best choice

GROUP DISCUSSION LIST:

- LEADERSHIP BE EXCITED
- HAVE BETTER (MORE EXCITING) MEETINGS
- GET INFO OUT OF WHAT YOUR CHAPTER IS DOING VIA FACEBOOK, FLYERS, LOCAL NEWS PAPER
- MAKE A BROCHURE
- OFFER DISCOUNTS ON EVENTS FOR OHC MEMBERS I.E. GYMKANA CLASSES
- FACE BOOK POSTS – LINK TO ASSOCIATED SITES I.E. VET, STORES (WITH PRIOR APPROVAL)
- ATTACHE MEMBERSHIP TO A PUBLIC RAFFLE EVENT
- SPONSOR SPECIAL EVENT I.E. CLINIC
- MEMBERS GET SPECIAL PRIVILEGES I.E. RIDING ARENA
- HAVE SPEAKERS AT THE MEETINGS
- PUT FLYERS UP
- HAVE FOOD AT THE MEETING – SNACKS, DO A SIGN UP SHEET, MEET AT A RESTAURANT, ORDER OWN
- FACEBOOK
- HAVE APPLICATIONS AT COUNTY FAIR BOOTH, HORSE SHOWS
- HAVE BUSINESS CARDS ON HAND
- GO TO 4-H MEETINGS
- EXTEND MEMBERSHIP DRIVE FOR THE ENTIRE YEAR
- DO A RESIGN AWARD DRAWING

3. ENCOURAGE VOLUNTEERISM AND PARTICIPATION IN CHAPTER ACTIVITIES

- PROVIDE A VARIETY OF ACTIVITIES AND OPPORTUNITIES THAT MATCH THE INTEREST OF MEMBERS AND PROVIDE INCENTIVES.
- DESIGNATE A PERSON TO TRACK AND ENCOURAGE MILEAGE AND WORK HOUR REPORTING.

GROUP DISCUSSION LIST:

VOLUNTEERISM:

WHAT INTERESTS YOUR MEMBERS?

-ENCOURAGE THEM TO TAKE A ROLE.

VARIETY OF ACTIVITIES:

- TREASURE HUNTS
- PONY RIDES
- DIFFERING INCENTIVES
- CAMPING
- TRAIL CHALLENGES
- THEMED RIDES
- FUN SHOWS

MILEAGE:

- CLUB CALENDAR WITH SPACE TO RECORD MILES AND HOURS,
INCLUDE REPORTING FORM
- HAND HOLD MEMBERS WHO ARE RESISTANT TO TURN IN MILES,
EXPLAIN IMPORTANCE OF REPORTING TO THE STATE
- AWARDS / DRAWING FOR TURNING IN MILEAGE REPORT ON TIME
- SET MILEAGE GOAL FOR THE YEAR

WORK HOURS:

- DESIGNATE A PERSON TO KEEP TRACK AT WORK DAYS



Best choice by team

TRAIL BOSS

4. RECOGNITION IN THE COMMUNITY

- **LOGO/BRAND**
BUSINESS CARDS
FLAGS
PARADE WEAR
BROCHURES

- **PERSONAL CONTACT WITH HORSES**
PONY RIDES
HORSE DAZE
CAMPGROUNDS

- **PR/COMMUNITY CONTACT**
TACK STORES
CHAMBER OF COMMERCE
4-H
BOOTH AT FAIRS
FREE ADVERTISING (RADIO)

Best choice by team with personal contact and PR/community contact
2nd & 3rd best choice

GROUP DISCUSSION LIST:

RIDES AT COMMUNITY EVENTS
ADOPT A HIGHWAY
SPONSOR OR DONATE TO COMMUNITY EVENTS
WHEN IN A PARADE – HAVE OHC BANNERS, RUMP BLANKETS ON HORSES
SPONSOR A CLASS FOR 4-H AT LOCAL FAIR
FLYERS TO TACK SHOPS AND STORE WINDOWS
EVENTS IN NEWSPAPERS, RADIO AND TV
DISPLAY BANNERS AND FLAGS AT CLUB RIDES
SEND INFORMATION TO OTHER HORSE GROUPS
HAVE A MEMBER SPEAK AT OTHER HORSE GROUPS AND COMMUNITY MEETINGS
HAVE OHC MEMBER AS LIASION TO CHAMBER OF COMMERCE
INVOLVE COMMUNITY IN YOUR FUNDRAISERS
GET INVOLVED WITH THEROPEDIC RIDING CENTERS
HAVING BUSINESS CARDS WITH OHC WEBSITE ON THEM TO PASS OUT

5. KEEPING IN TOUCH WITH MEMBERS WHEN YOU AREN'T MEETING – COMMUNICATION TOOLS

- **SOCIAL MEDIA**
FACEBOOK
NEWSGROUP
WEBSITE
TEXTING
BLAST EMAILING

- **PERSONAL CONTACT**
PHONE CALLS
PERSONAL VISITS

Best choice by team with personal contact and hard copy 2nd & 3rd best choice

CONFERENCE CALLS
SUNSHINE GIRL (GREETING CARDS: WELCOME, GET WELL, DEATH, ETC.)


- **HARD COPIES**
NEWSLETTERS (EMAIL/MAILING)
CLUB DIRECTORY
FLYERS
POSTCARDS

GROUP DISCUSSION LIST:

NEWSLETTERS – MAIL, FACEBOOK, WEBSITE (EMAIL WAS NOT MENTIONED)
BLAST EMAILS
PHONE LIST FOR PRES. TO PERSONALLY CALL, “BUDDY LIST”
FACEBOOK, NEWSGROUP
STOP BY THEIR HOME
ON WEBPAGE – BANNERS SPECIAL FOR “NOTICES/ALERTS”
GROUP TEXTING
MAIL PRINTED MATERIAL
“SUNSHINE GIRL” MEMBERS
CONFERENCE CALL
CLUB MEMBERSHIP DIRECTORY

6. SHARING THE LOAD - AVOIDING TSTP

- **SPLITTING THE WORKLOAD**
WORK SHIFTS
TIME FRAMES
- **INVOLVE THE COMMUNITY**
4-H CLUBS
SCOUTS
PARK MANAGEMENT
OTHER EQUINE CLUBS
- **ASK MEMBERSHIP TO HELP MAKE SUGGESTIONS ABOUT WHAT THEY WANT TO DO TO CONTRIBUTE TO THE CLUB**



ALL 3 BEST CHOICE
BY TEAM: SPLIT
WORK, INVOLVE
COMMUNITY, ASK

GROUP DISCUSSION LIST:

SPLITTING THE WORK
INVITE OTHER CLUBS TO SHARE THE WORK
POST WORK DAY ADVERTISING
INVOLVE THE COMMUNITY – SCOUTS, 4-H CLUBS
COMMITTEE SHARE – DO NEWSLETTER, HAVE FOOD
PARK MANAGEMENT INVOLVED
DELEGATE, ASK PEOPLE TO HELP
RECRUIT YOUNG MEMBERS
SCHEDULE MONTHLY WEEKEND
ASK MEMBERS FOR SPEAKER SUGGESTIONS