

Membership Recruiting

By Carolyn Mains

So you have a name for your club, but now you need it to grow. Membership recruitment is a crucial part of club stability and can be a challenge even for the most established organizations. By having a solid plan of attack, any group can become successful and the possibilities are endless.

One of the first decisions to make is who you want to join your club. It is up to you and your current members to decide how selective you will be when recruiting new members and how the selection process will run. Many clubs have an open door policy which will allow more members to join, but if you want to project a particular image to the public, you may choose to be more selective. No matter what your selection process, you will want to have a clear vision of who you want to target. This will allow you to use specific techniques that will appeal to your particular target group.

It's now time to get personal. People generally respond

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Club Feature

This month:

Indiana Horse Council

Submitted By: Danielle Tolan, Director of Operations

The Indiana Horse Council is the "Voice of the Industry" for equine enthusiasts in Indiana, giving them the opportunity to belong to an organization dedicated to the well-being of the horse industry in Indiana. Whether members trail ride, show, breed, race or just like to be around horses, there is something in the IHC for them. And, the Indiana Horse Council harnesses the energy and interests of the membership to help make a difference for all horse owners and enthusiasts in Indiana.

Additionally, there are many programs, seminars and other opportunities to be involved in, such as volunteering at the Hoosier Horse Fair & Expo, which just celebrated its 30th Anniversary. A three-day event held at the Indiana State Fairgrounds in Indianapolis, the Hoosier Horse Fair & Expo features clinicians, entertainment, a huge trade show and other events of interest to horse lovers. For example, this year's HHF&E featured the Hoosier Ranch Rodeo competition, the Hoosier All-Star Draft Horse Hitch competition, the Tempel Lippizans, cowboy mounted shooters, the Mid America Cowgirls Rodeo Drill Team and a cutting contest for local media celebrities. Clinicians included Andy Marcoux, Chris & Melissa Jones, Curt and Tammy Pate, Jochen Hippenstiel, Linda Allen, Karen Scholl and Nature's Way Animal Rescue.

Other interest areas for IHC members include:

- Education and Research
- 4-H and Youth Development
- Trails, Land Use and Zoning
- Governmental Affairs
- Membership
- Long-Range Planning

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best when face to face, or at least voice to voice. Sure, flyers and emails are a great way of communicating, but using your voice allows you to make a connection, ask the potential recruit about themselves and what they are looking for in an organization. Be sure to keep notes regarding these conversations as they will allow you to remember key facts when you meet the recruit again. And of course, get their contact information. There's nothing worse than talking with an interested party only to realize after the meeting that you have no way to get in touch again.

By speaking directly with a potential member, you will also have a chance to invite them to a specific event. You may even ask them to help out as a volunteer, allowing them to feel more welcome. Getting new recruits involved right from the get-go instills a sense of belonging from the start. Following up with new recruits and making reminder calls about these events will create a feeling of personal responsibility.

But where do you find people? Make other members responsible for growing the club. They can bring in friends and family members. Go out in to the community and talk with people. The local feed or tack store can be a great source of recruiting. Hold events specifically aimed at recruiting so new members aren't intimidated. And of course, avoid any "cliquish" behavior that will make a newcomer feel more like an outsider.

Most clubs start with a small group of people with a similar interest. If you and your friends have the same needs and goals, certainly others do as well. Remember there are many resources to help you grow your membership: websites, flyers, mailings, etc. so get out there and start spreading the word about the great experiences people are sure to have when they join up with your new club!■

Have anything you would like to share? We are always looking for short educational pieces pertaining to running a club and holding successful functions. Please submit your short article to us via mail or email to: info@associationresource.net

- Therapeutic Riding and Driving
- Finance
- Equine Welfare and Rescue
- Racing
- Marketing, Media & Promotions

The IHC also conducts farm and equine-related business tours, and in 2007, convened the first Indiana Equine Economic Development symposium, a two-day meeting bringing state, county and local government officials, planners and leaders together with horse owners to discuss how Indiana can further capitalize on the equine industry in the state and how local decisions can benefit (or negatively affect) the growth of the industry. This event was so successful that "mini symposiums" have been held at other locations across Indiana.

Plus, IHC members can be found assisting with other events where horses are present, like the Indiana State Fair and marshalling equine units at the Indianapolis 500 Festival Parade.

There are also opportunities for breed associations, local saddle clubs, businesses and other equine-related operations to fit in to the IHC. Call the office at (317) 692-7141 for more information, or see our website, www.indianahorsecouncil.org, for more information. ■



***ARG WOULD LIKE TO FEATURE ONE OR TWO OF OUR MEMBER CLUBS IN EACH NEWSLETTER. TO BE FEATURED IN A FUTURE EDITION, PLEASE SEND US AN ARTICLE TELLING US ABOUT YOUR CLUB, WHAT MAKES IT UNIQUE, AND HOW IT HAS BECOME SUCCESSFUL. YOU MAY ALSO INCLUDE PHOTOS OF MEMBERS PARTICIPATING AT A SHOW, EVENT, OR FUNCTION.**

Introducing: King County Posse



The King County Posse is a non-profit, all volunteer organization which was first started in 1941 by a group of businessmen who practiced horsemanship for sport and pleasure. They were originally called the King County Sheriffs Posse, with each member a commissioned deputy sheriff, subject to call only should an emergency arise of such importance that their services would be needed. In the spring of 1943, the Posse received a contract to perform at the Western Washington State Fair provided they showed with an all-palomino team. Even though less than half the group owned a palomino, they signed the contract anyway and two members boarded a flight for Billings Montana where they purchased several palomino horses to be re-sold to members who were without one. As the first ever only known all-palomino group at this time, news spread quickly and the posse was invited to perform at the Ellensburg Rodeo and Horse Show for a three-day celebration. This is when the Posse was first able to realize the fulfillment of their dream "an all-palomino posse". In September of that same year, they met their contract and performed at the Western Washington State Fair.

To this day the Posse continues to perform the opening of the grand entry at the Ellensburg Rodeo for four days over Labor Day weekend. With their silver saddles, palomino horses and large 4 foot by 6 foot American Flags, their slogan of "Silver Saddle on Golden Horses" has remained. In 1970 when local government changes were made, the posse members were no longer sworn in as deputy sheriffs and the name was changed to King County Mounted Police. After no longer receiving County funding they again changed their name to the King County Posse. Today the Posse remains an active horse group participating and performing at various parades and events for entertainment, exhibition and educational purposes. You can find more information about the King County Posse by visiting their website at:

www.kingcountyposse.com ■



What's Going On?

Upcoming events

June 28: Equine Adoption Fair
Kentucky Horse Park
Lexington, KY

July 5-6: Celebrate the Horse
Western Washington Fairgrounds,
Puyallup, WA
Demonstration by King County Posse

July 11-13: Equine Extravaganza
North Carolina State Fairgrounds
Raleigh, NC
www.equineextravaganza.com

July 13: RMQHA All Novice Show
Greeley Saddle Club Arena
Greeley, CO

July 20: Carriages in the Park
Cuyahoga Valley National Park, OH
Bob Burrows (330) 334-1528

To Find out more about these and other events, visit the links page on our website at:

www.associationresource.net

Here you will have access to all ARG's member horse councils and clubs!



Just 4 Laughs

Q: WHAT DID THE HORSE SAY WHEN IT FELL?

A: I've fallen and I can't giddyup!

ARG CONTACT INFORMATION

MEMBERSHIP & GENERAL INFORMATION
CAROLYN MAINS: 800-385-0478

INSURANCE INFORMATION
VALERIE JEFFERS: 800-385-0478

FOR POLICY/CLAIM INFO PLEASE CONTACT EQUISURE
DIRECTLY AT: 800-752-2472



Member Benefit

As a member of ARG, you are able to receive discounts at Hotels.com

Use Discount Code: **210089** When Calling to Make Discounted Reservations

Things to remember:



Send in your dues as soon as you receive your invoice to avoid any lapse in membership.



Members with Personal Excess policies- your monthly member reports are due on the 20th of each month.



Check out the ARG website for new member benefits, links, and more!



Submit your events to be added to our online event calendar.