



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

Marketing and Membership Committee Conference Call

March 5, 2019

1:00 pm PT

Roll Call was taken.

- Members present for all or part of the call include: Ken Johnson, Kristin Reiter, Sean Schembri, Tom Hodges
- Members absent from the call include: Billy Ready
- Also present: Dena Raggio, Ray Burchett, Dana Russell, Elaine Pierson, Steve Taylor, Lauren McCleary

Roll Call

Opening comments: Committee Chair, Ken Johnson

ApHC already has some great Marketing and Membership strategies and avenues i.e. AJ and Newsletter

- Consider bi-monthly Newsletter so that they can go out more often and be more condensed.
- Utilize FB page more and make it the “go to” page for ApHC information

ApHC marketing activities: Marketing Director, Elaine Pierson

- Newsletter and Social Media, always striving to make activities more consistent, engaging, and sharable.
- Sponsorship forms and Media Tool Kit have recently been re-designed.
- Structure of sponsorship levels still needs work

Appaloosa Journal updates: Editor, Dana Russell

- Brief update on the new Journal structure. It’s early in the change, but has not received any negative feedback from Sponsors and Advertisers.
- Will be sending AJ to all school libraries in the State of Idaho (1,028).
- Suggestion by Ray Burchett to encourage all members to buy a Journal to put in an elementary school in their town/state.

Membership drive update: Executive Assistant, Lauren McCleary

- “The Next 80 Starts With You” renewal campaign. Letters and postcards sent to current and lapsed members going back two years.
- “Renew By” promotions for prizes
- Regional Club Membership Drive Contest
- “2k by 2020” Membership drive : Our 2K by 2020 membership drive is a holistic, three-pronged approach to try to increase our membership by two thousand (new or returned) by the year 2020. 1.) National appeal to new members/enthusiasts via social media and materials at Expos and publicity locations. 2.) Focus on renewal and retention within our core community. 3.) A grass roots initiative at the regional affiliate level - incentive to them to increase their own membership so that, long view, our national community grows.
- Gift a Youth Membership

Johnson: Enthusiasm about proposed new activities and membership benefits will positively impact the club.

-New location for National Show, Lifetime Achievement Award

Reiter: Utilize Regional Clubs more, reach the everyday Appaloosa owner

-Aim for more sharable video content

Schembri: Consider new membership for joint ownership like other breeds.

Sponsorships

Committee discussion on how they can all help open doors with Sponsors and keep existing Sponsors.
Think outside typical equine industry Sponsors.

Develop plan of action for 2019 and beyond

Will discuss more at April BOD meeting.

-Look into options for "Breaking News" banner/headline on website

-Ken Johnson: Challenge all committee members to come up with 2 or 3 ideas each to help increase membership.

Adjourn