

**Appendix C**  
**2013 ODS Membership Marketing Plan**  
**presented at ODS Board Meeting February 5, 2012**

**2013 ODS Membership Marketing Plan** - Results of Meeting January 12, 2012  
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**Goal:** Create a membership marketing plan (revised 2011 Initiative #2 of Strategic Plan)

**Action Steps:**

1. Identify what member benefits are important to ODS members by conducting an online survey, to be completed mid-July 2012
2. Create materials to assist in member recruitment and renewal
3. Energize chapters to take leadership role in membership drives
4. Identify contact person to be coordinator of ODS business members
5. Eventual Project: conduct an exit survey of members who did not renew in the past 5 years

**1. Membership Survey**

**Purpose:** Identify what member benefits are valued by ODS members in order to shape communications materials for annual membership drives and focus ODS expenses on items/benefits that are highly valued.

**Time Frame:**

Launch Monday, June 4, 2012

Reminder emails June 15 and 20

End of Survey: June 22; results will be available for discussion at August ODS Board meeting

**Target Market:** Active ODS general members (omit business members)

**Survey:** Limit survey to 3 questions. Emails will consist of ONE SENTENCE that explains survey is short and quickly completed; emails will provide a link to Survey Monkey site.

**2. Create Membership Marketing Materials**

Outcome of survey will help to develop materials that will assist in membership marketing, including:

- a. Check-off sheet or task lists
- b. Deadlines
- c. Talking points/FAQs on why to join/why to renew

**3. Chapter Contributions to Membership Marketing**

How can chapters be encouraged to take an active role in growing ODS membership? Should chapters be required to have a minimum number of members? Should chapter newsletters on ODS web site follow a more rigorous format or serve as a more fundamental form of communications? This should be discussed at the February 2012 retreat.

**4. Appoint single contact person for ODS Business Members**

A point person would be in charge of contacting ODS business members directly for membership recruitment and renewal, quarterly promotional emails (to avoid "bunching" at certain times of year), and collaborating with outside organizations to build the ODS business membership. ODS Business Dues level should be evaluated.

**5. Exit Survey**

Capture emails of non-renewing members over past five years and ask why we are losing membership. Possible survey choices: (1) Too expensive; (2) Not showing; (3) No longer own horse; (4) no longer interested; (5) Disappointed in the value for my membership.