

**Appendix A**  
**Membership Brainstorming Session**  
**ODS Retreat 2-4-2012**

**What do we do well?**

- Rider Awards
- Educational Events including:
  - ▶ L Program
  - ▶ Intro to the Tests Clinic
  - ▶ Clinics
  - ▶ Young Rider Camps
  - ▶ Adult Camps
- Publications
  - ▶ Test Booklet (national recognition)
- Guidance on Rules and Regulations
- Liaison with USDF
- Communication to members
- Show Management Support
- League Shows - “stepping stone” show
- National Influence - 3rd largest GMO
- Innovative (others follow on national level)
  - ▶ Judges’ training
  - ▶ Adult Show
  - ▶ Online voting
  - ▶ Show Biz (show management and volunteers)
  - ▶ Social media & web site
  - ▶ 4-H Manual for Dressage
- Youth Programs

**Where do we need improvement?**

- Educational Events: are we offering what members want?
- Communication re: guidelines and rules about events
- Do we adequately address non-showing members?
- Educational events to encourage non-showing members to compete
- Benefits provided to Chapter members vs. GM members

**Why do people join ODS?**

2009 Survey Results:

To support dressage in Oregon 70%  
 Networking 60%  
 Compete in ODS shows 68%  
 Flying Changes 50%  
 Qualify for Championships 38%

- Social Aspect
  - ▶ Different for GM vs. Chapter members?
  - ▶ Hands-on events in chapters
- Local connection and participation
  - ▶ Technology can help overcome obstacles?
- Frequent communications/ emails
  - ▶ Members stay informed
- Competition
  - ▶ But how to increase percentage of participation?

**Why don’t members re-join?**

**Why do they drop membership?**

- Don’t have time or money to support
- Life style/other demands
- “Gap” period
- Death
- Finances
- College
- Retirement
- Moved
- No longer have a horse
- Horse too old/too young
- Forget/think they renewed
- Time of year difficult to remember/afford
- Lose interest/burn out
- Prefer multiple-year membership (auto-renewal possible?)

**What retains members?**

- Certificates?
- Friendships
- Opportunity to show support of dressage community