



Plus One Membership Challenge



Facts and Frequently Asked Questions:

USPC is asking Clubs, Centers and Horsemasters Groups to increase their overall membership numbers by one member per year in both 2015 and 2016. The Plus One Membership Challenge has been developed in response to the five year decline in national membership numbers.

Why is this important? Over the last five years, USPC has experienced an overall membership loss of 18.6%. Many services and programs are funded by annual membership dues; these services could become limited or impossible if we are not able to increase the current membership numbers over the next two years!

What is the plan's purpose? To encourage members to stay in Pony Club, to improve recruitment of new members, and to improve educational opportunities for leaders and members.

Who can help? Local and regional leadership must begin to "think nationally, act locally" and do their best in support of this challenge. In this small way you, our leaders, can help solve a national challenge!

When will this take place? This program will track new membership numbers in 2015 & 2016.

How will we track success? 2014 membership numbers will be used as a benchmark to track growth/loss moving forward. Then new members added from the Sept. 1, 2014 Prorated Memberships through August 31, 2015 regular new memberships will be tallied.

How does it work? *For example:* If your club/center has 14 members on the roster for 2014, USPC is asking you to recruit one new member for 2015 to give you 15 total members. However, if you lose 1 member off your roster in 2014, you'll need to recruit 2 new members to give you 15 total members in 2015.

What's in it for us? More members = more volunteers! Making growth a priority will benefit everyone and increase the base of parents/volunteers willing to share in the duties needed to run a successful club/center/group! All clubs/centers/groups meeting the Plus One Membership Challenge goal will be acknowledged in the *Pony Club News* magazine and at the Annual Meeting!

Show me the Money!

- **The region with the largest increase in membership during 2015 will receive a \$1,500 grant towards a Horse Management clinic/activity of their choice in 2016. Horse Management is a common activity that all Pony Club Members can share.**
- **The top 10 Clubs/Centers and one Horsemasters Group gaining the most members in 2015 will receive \$100 to be used for an item/activity of their choice in 2016!**

How will we receive the funding? Regional winner: Upon submission of a budget, 1/2 of the \$ will be sent to the region in advance of their HM event. Following the event, with submission of receipts and a write-up for the *Pony Club News*, the remaining balance will be sent to the winning region. Top 10 Club/Center and Horsemasters Group winners: \$100 will be sent to each Club/Center in exchange for a written article with photos promoting the success of their membership drive.

How can we get new members? Membership Drive forms and promotional materials and information are available from the www.ponyclub.org website - look up the "forms" tab and click on the "Promote Pony Club" to find the "Membership Drive" booklet that you read or print! Take advantage of many great recruiting and membership drive tools and materials already available! Also visit shopponyclub.org for USPC logo items or email marketing@ponyclub.org for materials or ideas to get your club/center/group started down the promotional road.