



## CINCH TEAM OUTREACH OBJECTIVES

Once selections have been made, your team should be presented with this objective for the year that they must complete. This may not be the only thing that is asked of them for the rest of the year. This objective is as follows:

- Your state Cinch Team members will be responsible for leading a Membership Development drive and/or community outreach for your state/ provincial association while also representing Cinch.
- Cinch Team can invite other NHSRA members to help them at these events. The helpers working on the event do not have to be Cinch Team members, but the initiative must start and be implemented by Cinch Team members.
- This event DOES NOT have to be a major event but must be centered around adding members to NHSRA by actively introducing prospective members to the NHSRA. That may include appearances at western events, community wide fundraisers, setting up outside of an ag related business, etc.
- Steps to coordinating and executing an outreach event:
  - Research and decide on a local outreach event you would like to promote for junior high/ high school rodeo. The goal is to educate, inform and get the public interested in rodeo and how to become an NHSRA member.
  - The team submits an event application of details of the upcoming event/ activity the activity will take place. Event subject to NHSRA approval.
  - Upon approval, NHSRA and Cinch will send promotional items to your team for resources to be used at the outreach event.
    - Promotional materials will be provided upon request before the event- including flyers, patches, Membership Interest forms, magazines, mixed media items “giveaways”, etc. *(Please request any other items any items not listed that would be helpful for a successful outreach event- we will do our best to fulfill with the resources we have.)*
    - Cinch materials will be provided for your event. You will need to list how many you need on your summary form that goes to the NHSRA prior to your event
  - After the completion of the event, the team must send a summary report back to the NHSRA. Sharing videos, photos, social media posts, or submitting article for the Times, photos, and a summary of the event.
- CINCH will review all the summary reports that took place and select a winning team who went above and beyond in their community outreach/ membership development event. Cinch will award the winning team products and/or \$ to their State/ Provincial Associations.

## IDEAS FOR OUTREACH/DEVELOPMENT EVENTS:

- Gift Wrapping Event where you can wrap and 'rap' about NHSRA. Could be a fund raiser by also collecting donations or selling tickets for RAM, Weatherby and Bloomer.
- Set up at an AG related store/event and do a sponsor Frisbee/tennis ball toss
- Set up a barrel race and invite local community to enter
- Do a silent auction at an event
- Have a NHSRA rodeo at your county fair
- Do a roping demo at school or church
- Set up an activity area at fair, local events (farmer's markets, auctions, etc.)
- Produce a rodeo for other non-profit organizations (teach them Rodeo 101)
- Hold a drawing for a Cinch product
- Visiting classrooms (now you can include 5<sup>th</sup> graders for 2022 season)
- Setting up a booth outside a Farm/Fleet store- selling hot dogs or baked goods
- Use your imagination!

This event could also serve as a fundraising event that the Cinch Team members produce.

***Be creative and imaginative. If you're stuck for ideas, let us know. We might be able to help!***

Members of the Cinch Team should be the best examples of the sport which is why we think this would be a great project for those members. The best way to learn about anything is by word of mouth (that leads to investigation).

**Although it should be obvious, please be in Cinch Attire to represent your organization and team.**

**\*Cinch will offer Cinch Team members product discounts through March 2022 (was December 30<sup>th</sup>).**

