

**Marketing & Membership Committee**  
**2021 AQHA Convention**  
**San Antonio, Texas**

The committee members spent the majority of their time in workshop settings discussing how to drive membership conversions, specifically for youth memberships. The tiered membership and rewards discussions were tabled at this time, and the committee will resume discussions at our next meeting.

Speaking to youth membership, the committee recommends the following items be explored and implemented:

- A competition level membership fee to increase funds for scholarships and youth programs and services.
- Partnerships with existing AQHA alliance partners to leverage into AQHYA memberships.
- New alliance partnerships with youth equestrian organizations to leverage into AQHYA membership, including youth side pots (or jackpots) at speed and timed events.
- A lettermen jacket and recognition program to be made available to all AQHA competing youth members.

**Executive Committee Action: Approve**

Speaking to membership and program marketing, the committee recommends the following items be pursued by staff:

- Additional notices in the emailed membership renewal series to include reminders for up to three months post expiration.
- Promotion of member benefits to the affiliate and sanctioned-event level, utilizing affiliate and show management contacts.

**Executive Committee Action: Approve**