



Regional Club Newsletter

Volume II, Issue II

November 2007

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Appaloosa Advantage Program

Beginning in 2008, Appaloosa Horse Club members will have more advantages than ever! The ApHC is proud to announce that the club has joined forces with the National Thoroughbred Racing Association (NTRA) to bring greater value to your ApHC membership through the creation of the Appaloosa Advantage Program.

The Appaloosa Advantage Program means ApHC members are eligible for preferred

pricing on premium brands such as Dodge, John Deere, UPS, Office Max and Sherwin Williams Paint.

Watch the ApHC website and the Appaloosa Journal for more news and information about the Appaloosa Advantage Program including the details you will need to get the fullest advantages from your 2008 ApHC membership.

2008 Regional Club Deadlines

- ◆ Due January 31 – Exemplary Regional Club Submissions
- ◆ Due February 15 – Regional Club Annual Report
- ◆ Due July 15 – complete membership list
- ◆ Due September 10 – updated membership list sent in conjunction with World Qualifying bids
- ◆ Due November 15 – Volunteer of the Year Nominations

Town Hall Meeting

Appaloosa Horse Club President Eric Beene and directors in Territory VI invite ApHC members to a "Town Hall" meeting December 7th – 9th, 2007, at Nomads in South Windsor, CT (100 Bidwell Road in the JES Industrial Park).

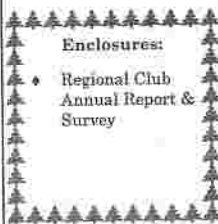
The purpose of the meeting is to identify issues, opportunities and strategies for the Appaloosa Horse Club. Board members are welcoming member input and discussion about ways to advance the breed and the organization.

Please RSVP to Chuck McWhirter by email: chucksvf@aol.com. If you have specific questions or wish to submit agenda items for consideration, please include them in your reply.

Our host hotel for those requiring overnight accommodations is the Best Western Colonial, located at 161 Bridge Street in East Windsor, CT. Ask for the ApHC group rate of \$59 (+ tax) and make your reservation as soon as possible.

AGENDA

- Friday, December 7th, 7:00 p.m.**
- Meet and greet;
 - Identify issues, concerns and opportunities
- Saturday, December 8th**
- 8:00 a.m. - Form working groups to address specific topics;
 - Noon – Lunch;
 - 1:00 p.m. – Group reports and discussion;
- Sunday, December 9th, 8:00 a.m.**
- Additional discussion/strategy session, if necessary



Enclosures:

- ◆ Regional Club Annual Report & Survey



You may re-print any materials in this newsletter to distribute to your membership

Let The Volunteer Sparks Fly

Reprinted with permission from "Profit Quests Fundraising Newsletter"

Volunteers are the heartbeat of any organization. They keep it going. If you are a volunteer, I salute you.

Sure, if you are an elected club member you are the organizer (or brain if you will), but without the heart you will soon cease to exist.

Volunteers are also like a warm, glowing campfire. Campfires (your organization) that have lots of new fuel (volunteers) placed in it are more likely to cause sparks. Small fires

Do You Have Volunteers: If you have many volunteers, great. You must be doing something right. If not, you should reevaluate why you don't.

Lets discuss some helpful hints that could strengthen your volunteer base. Some may seem silly, but try them out and see what works for your organization.

Guidance: Someone walks up to you at an event and asks, "How can I help"? Then you hear a club leader say, "Great, we need all the help we can get." They are so engaged with what they are doing that they walk away as if the new volunteer is supposed to know what to do.

Most volunteers are looking for direction and guidance. Without guidance, they will simply slip back into the shadows.

Your Attitude: How do you come across to your volunteers. Are you upbeat, encouraging, charged? Do you engage them in your game plan? Do you ask for their ideas, comments and feedback?

Do you smile when you talk to them over the telephone? Yes, smile. Your attitude really does come across as you talk over the phone. If you are smiling, then you are cheerful and friendly and they can sense it, even over the telephone.

When you talk to your volunteers are you distracted, looking over their shoulder as if something "important" is just out of your reach? Or do you look them in the eye, touch them on the shoulder or answer their questions effectively? If not, you are showing them that they are not important, maybe even wasting your time, they think.

Effective Job Placement: Placing someone or coercing a volunteer into a job that does not interest them is the best way to have large amounts of turnover. Ever wonder why you just can't keep volunteers?

Maybe they are upset because they do not like to volunteer at what you want them to do. You should meet with your volunteers and potential volunteers and get to know them. Get to know what makes them tick, their likes and their dislikes.

Placing your donors into the right position will not only ignite a spark in them, but it will keep your fires going as they in turn light your fire.

Training: Ok, you've recruited a new volunteer. First, you schedule an opportunity to train them. This training may be informal or formal.

Without proper training, you will soon find that your volunteers may feel alienated and inadequate. Kick off their volunteer experience and make them feel at home with the right training.

As standard policy, I would implement the rule that at the end of each year you will reevaluate all volunteers. New positions will be recruited for each year.

That way new volunteers have the ability to move up the ladder so to speak. It also keeps long time volunteers with old ideas from dominating your charity year after year. This rule also allows you to remove a volunteer by simply not nominating or recruiting him or her for a second term.

If you want to really make volunteers feel as a part of the team, then ask some of your top volunteers to become trainers themselves. The BSA (scouts) has a program called Train The Trainer that really keeps the sparks flying.

It works great and some of the most senior volunteers are with the scouts, because they are trainers as well. In other words, you've engaged their knowledge, used their skills, and have asked for their assistance. This would make any person happy.

Recognition: If you are truly appreciative of the help that your volunteers give, you must show your recognition in several ways.

First, and often overlooked is the simple "thank you". Your thank you can take many forms including: A letter from the President, a lunch invitation from a staff or board member, flowers sent on a special day, Christmas Cards and Birthday Cards sent out, periodic phone calls from the Chairman asking for input, and more.

You'll see that once you recognize your volunteers, they will recognize the needs of the organization even when you don't ask for help. Follow these rules and you will have a top notch volunteer corps for now and well into the future.

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Fax: 318-255-5888



Trade Show Basics

Planning

Success starts with identifying the right show or shows for your Club. Many groups have web sites, and other Internet resources offer good starting points to find schedules and contact information. It's a good idea to make a tentative budget and a list of all events you plan to attend at the beginning of your Club's fiscal year.

Preparation

Once you make your show selection, prepare to exploit the opportunity. A lot depends on how much money you have to spend. A couple of well-trained Club members armed with fact-filled brochures, a useful giveaway item and a smile can go a long way. Professional or other appropriate attire improves the image visitors will have of your Club. Prepare your Club with a variety of free brochures from the ApHC and consider a trial membership offer or a discount for purchasing or renewing membership in your Club at the event. Prepare a schedule of Club events to pass out, and have a stack of Club newsletters on hand.

Stickers, magnets, pins, pens and pencils are all inexpensive giveaways you might consider to distribute your Club's name and contact information. It's a good idea to have an information request sheet, so individuals can list their contact information and you can follow-up with them later.

Presentation

Think about the details before you arrive at the trade show. Select the right people to staff your booth. Make sure they are familiar with the most frequently asked questions regarding ApHC show & registration rules. Conduct pre-show meetings to identify goals and objectives.

Agree on guidelines for interacting with visitors. We have heard all the basics like, "Don't sit," "Don't eat," "Wear your comfortable shoes," and "Lose the cell phone." Always smile and say hello to everyone who passes. Try to stand as much as possible; a seated host is less appealing. Arrive early, work hard and stay late. Be courteous and helpful to visitors. Also make sure your staff is scheduled for someone to give relief for a break if the hours are long.

My favorite tip to share with everyone is to "be yourself." I have done shows for a number of years and seen people "turn it on." The general public can tell the difference between when you are making a pitch and being who you really are.

It's worth it to give your booth guests a moment to de-pressurize after they have entered your space. I have found that giving a visitor to the booth a few minutes to browse around a bit is always helpful. As a show visitor myself I always like to have a minute to find something that interests me - if I am approached before I have a chance, then I tend to want to move on.

So when you see someone approaching your booth - let them breathe & look. Approach them with a smile, an easy-going manner. Do not let them feel attacked.

The big tip is to realize you have to 'work' the booth not just 'be in the booth.' Never have any barriers between yourself and the attendees, always stand, and invite people into your booth first with your body language, eye contact, smile and then words. You will not capture everyone's attention or interest but it is surprising how many more will stop with just an invitation. I have been amazed at what I've learned and how often a perspective customer would have simply strolled on by but for an inviting/welcoming interaction.

Use of the ApHC Trade Show Booth & Table Covers

The ApHC owns several travelling trade show booth displays. We also have several maroon 8' table covers with the ApHC Logo and the words "Appaloosa Horse Club: The International Breed Registry for Appaloosa Horses." If your club would like to use one of our displays or table covers, please contact the marketing department at (208) 882-5578 ext. 235 or marketing@appaloosa.com. The booths may be scheduled far in advance, so it would be best to contact us as soon as you know about your event.

Trade Show Partnering With ApHC

The ApHC works together with many Regional Clubs to help offset the costs of hosting a booth at a trade show. Events are selected annually on the basis of attendance, location, and cost. Regional Clubs should turn in their applications for assistance by January 15 to be considered for that year. After the Board of Directors approves the budget at its annual meeting in March, clubs will be contacted.

Free Mailing Lists

You can increase your Club's membership by locating Appaloosa owners and ApHC members in your area. Regional Clubs are offered 3 free mailing lists per year. Types of membership lists available are:

- A list of current ApHC members in your state or territory
- A list of past ApHC members in your state or territory
- A list of owners of ApHC-registered Appaloosas in your state or territory

The person requesting the list must be an officer of the Regional Club according to ApHC records. Please contact the ApHC Regional Club Coordinator at (208) 882-5578 ext. 235 or regional-clubs@appaloosa.com for more information.

Free Promotional Literature

The Appaloosa Horse Club has a variety of free informative brochures, posters, and fliers available for Regional Clubs to pass out at events such as trade shows, horse shows, and county fairs. Please make your order at least one month in advance of your event. Please call (208) 882-5578 ext. 225 or email promotions@appaloosa.com to make your request.

FUNDRAISING 101

Event fundraising is a great way of raising funds, getting the community involved and having fun. It does however require that your community is close and gets involved when the occasion arises.

Here are some fundraising event ideas to get you going and to help you have a successful fundraiser.

1. Get Advertised / Publicity. MOST important is that people know about your fundraising event. Be sure to make the message clear: WHO it's for, WHAT it's for, WHEN, WHERE and HOW much you are trying to raise. Use local radio station community spots, community paper, school and church newsletters, local TV, posters and flyers.

2. Get a Central / Well Known Location. Pick a location that everyone knows by name, just directing to an address will reduce your attendance. Also pick a location that can handle the requirements of your fundraising event as well as crowds.

3. Pick the Right Day. Saturdays are usually best. Most people are not working and have less family or religious events to attend. Also check your calendar so you're not competing with another big event or holiday. Better yet, try to set up your fundraising event to take advantage of the other event's people traffic.

4. Get Trusted Volunteers. Make sure you get the commitment of your fundraising event volunteers. Your fundraiser will fall short if you can't rely on your helpers. Have backup volunteers lined up in case of absent helpers.

Top Fundraising Event Ideas:

1. Breakfast / Lunch / Dinner Fundraising Event. Food is always a good fundraiser so try a fundraising breakfast, lunch or dinner event. Keeping it simple is best. A Hotdog event fundraiser is a great way to start. Have your local grocer donate the hotdogs, buns, condiments, chips and pop. Set up in a busy area, even the parking lot of your grocer. You can use a propane BBQ or boiler for the cooking. Offer up a package deal like "1 Hotdog, bag of chips and can of pop for only \$3!" This way you can raise more, faster. Important: Be sure to thank your grocer by giving them recognition for their food donation.

2. Car Wash. A great service and event fundraising idea for all those car loving people out there. Get your group volunteers together and pick a central location with high car traffic. Make sure you have room for cars to line up and have a few hoses going so you can wash more than one car at a time. As an added fundraiser sell some snacks and beverages to car owners. Be sure to have enough chairs and shade for your car owners to sit while they wait.

3. Recycled Bottle / Can Drive. An excellent fundraising idea for our times. Raise money and do good for the environment. Let your community know that they can drop off their refundable bottles and cans at a central location. Your group will handle the sorting and keep the refunds. A nickel or dime may not seem like much but if this fundraiser is well publicized, all that plastic, glass and aluminum will add up quick. To raise more and as an added incen-

tive / service to your community, you can go door to door to pick their refundable bottles and cans.

4. Bake Sale. Always a favorite event fundraiser even though it isn't the "newest idea". Why? Well because home baked goodies can't be beat. Also because some community members love baking and sharing with others. It's recommended to not have these too often though so try spreading them throughout the year. Here's a great tip: Bake some scrumptious cookies using the cookie dough from a popular cookie dough fundraising brochure and make sure to have your order book ready to sell from and raise extra money.

5. Book Sale. Another old favorite fundraiser. People are sure to donate books they are done reading and people will be sure to buy them as a good read and a good cause. Ask people to drop off their unwanted books or better yet just go door to door. If you find your fundraiser has left over books you may even want to donate them to a hospital, shelter or seniors home.

6. Lawn / Garage Sale. Most everyone thinks about clearing out "stuff" from their attic or garage, well here they can do good too. Have a lawn sale fundraiser where your community donates items they are willing to let your group sell. Then your group picks a central location to hold your fundraising lawn sale. Once again be sure to publicize this well in advance and many times.

7. Rubber Duck Race. This event fundraiser is fun and can get kids involved. All you need to do is get the rubber ducks or any other fun thing that can float. Have them numbered in match tickets you sell to supporters. Make sure your event is publicized so you can have a fun turnout on the day of the race at your local stream or body of water. The first duck to cross the finish line wins a prize that was donated by a local sponsor.

8. Auction. The most common way of doing an auction fundraiser is to have collectibles such as pro-athlete or celebrity signed items (jersey, baseball, bat or hockey stick, movie poster, video tape or DVD) up for sale. Your local pro-sports team or celebrities are usually willing to do this for a good cause. Have fun and be creative with the items up for auction.

9. Night At The Races. A fun a new way to have a exciting fundraising event. Not actual gambling, "a night at the races" is a re-creation and meant for fun. People watch a pre-taped horse race and bet and win "funny money". Raffles are usually drawn throughout the event. What you need to get started, including the video tape, race program and race tickets are all provided by companies like "A Nite At The Races".

10. Bingo Night. Bingo nights are always popular so try a Bingo night fundraiser. Do it all in the same as a normal bingo does it; sell cards and call numbers in your school gym or church basement. Instead of money for prizes, give away items donated from your local businesses and be sure to give them recognition for them. As always, good publicity will make your bingo night fundraiser a success.

FUN(D) RAISING IDEAS

COW PIE BINGO: How about fundraising with Cow Pie Bingo for your next fund raising event or fundraiser! Experience the "sweet smell of success" while hosting a cow pie fundraising event during a country fair, rodeo or other event. A cow is turned loose on a fenced-in area which has been marked off in 500 three-foot, numbered squares. The cow determines the winner by making the first "deposit" on one of the squares. Chances on each square are sold for \$5. The winner receives \$500 or 20% of the sales, whichever is less (\$1 for every square sold.) Kids and adults will both love this fun event.



Make sure that the animal is well-fed on the day of the fundraising event, to assure a timely "deposit". Sell squares in advance as well as before "turning out" the cow. A line judge is required for close calls. Set out clear rules to avoid problems and assure impartiality. If possible, choose a field with stands for the ticket holders to wait and watch for the big moment. A football or soccer field (in off season) might be used if fenced or you have enough volunteers to keep the animal on the grid.

Have several volunteers available to patrol the fence and assure no one is able to influence the event in any way. It's best to have a rain date arranged ahead of time, if needed.

This can take either a short time, or a good long while, and some groups find it a good time to sell concessions like hot chocolate, popcorn, and hot dogs. There may be other entertainment on hand as well.

Alternative 1: Seek approval to allow a cow to come onto a protected gym floor or set up a staked out field area. Once you've figured out where the event will take place, sell squares for the area that the cow will be contained in. You can use large cardboard boxes-flatten, tape together that are numbered. In a field you could use line chalk or some type of safe quick-drying spray paint to mark off squares and number each square. Sell the marked off squares for a set dollar amount. You could even let people pick their own lucky squares. If there were more than one person on a winning square, the money allotted for the winner would be split among the owners of that square. And what does it take to be the winner this fundraising event? The first person that receives a fresh cow patty from Betsy is the winner.

CAGED FOR CRITTERS: Norma Richardson, Animal Rescue Foundation, Superior, WI emailed the caged for critters idea to us. A local President and Shelter Director are caged in a dog kennel at the intersection of two busy streets. We set up in the McDonalds parking lot there. They feed the volunteers all kinds of salads, because they figure we bring them business. The 2 people will be let loose only after we raise



\$10,000. We have several dignitaries from the city who spend some time with them in the kennel: the University Chancellor, the Mayor, School Principals, School Music Directors, who bring a small group from their bands or choirs to perform, etc. Other ARF members are around to run up to cars stopped at the traffic light to ask for donations. They have bags for the money made to look like animal paws. A couple of the people also dress like animals for fun. Last year ARF raised \$5,000 and this year they hope to double that.

PUMPKIN FESTIVAL: Have a fundraising pumpkin festival in November with pumpkins for the children to paint. Cover a table with newspaper (tape it down with masking tape so it stays covered). Set out liquid tempera paints, paintbrushes and plastic yogurt containers filled with water for rinsing the brushes. Let the kids paint goofy or creepy faces on the pumpkins. Add in pumpkin baked goods including a pumpkin pie bake-off. Serve pumpkin pie along with hot beverages, raffles and other complementary activities. The result is fun and fundraising!



BLIND AUCTION: A blind auction is mostly about fun but can also raise funds for your group. It works best as part of an ongoing event such as a luncheon or dinner meeting. Here's how it works. Get as many people as you can that will be attending the event to bring a wrapped package. The contents could be humorous or something of actual value. Think of the possibilities! You can get rid of that ugly "xxx" in the back of your closet for a worthy cause.

Donors can weight the boxes with a brick to disguise the contents, have an oversize box for a very small present, or wrap boxes within boxes to increase anticipation. You get the idea! Announce that at least one of the boxes contains a "\$x" bill or something of value that is small enough to fit in all the boxes. The dollar value will depend on your group and anticipated bidding amounts.



As guests arrive they place their boxes on a display table so potential bidders can examine them and speculate on what they contain. Whether you use a live or silent auction fundraising, make sure everyone has time to pick them up and shake them before the bidding. Guessing the contents is much of the fun.

At the specified time, the boxes will either be auctioned individually or the results of the silent auction announced. If you have a live auction, make sure you have a couple of "valuable" prizes auctioned first to stimulate the bidding. Above all, make sure you allow time to let everyone to open their box in front of the group. That's where the fun is.

Submit your fundraiser ideas to the ApHC Regional Club Coordinator at regionalclubs@appalooosa.com



Promotional Materials Request Form
Minimum of 30 days notice

Ship Materials To:

Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

Use Of Materials: (Indicate for General Purposes if not for specific event)

Type of Event: _____

Name of Regional Club: _____

Date(s) of Event: _____

Estimated Number of Participants: _____

Special Requests: _____

Materials:

General Information Packet: _____ Journal Subscription Card: _____

General Youth Packet: _____ Guide to Identify Poster: _____

Oregon Mixer Flyer: _____ Trail Flyer: _____

General Brochure: _____ Activities Sheets: _____

Youth Brochure: _____ Membership Application: _____

Racing Brochure: _____ AppHC Window clings: _____

ACAAP Brochure: _____ Non-Pro Brochure: _____

Additional: _____

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