

Appendix 5 - MOC Regional Outreach/ Marketing Ideas

The purpose of this document is to give guidance to help state/area chairs understand what their outreach funds may be spent on and ideas on how to identify which outreach options will be most strategic in helping the largest percentage of PATH Intl. centers in the state/area.

What may your region Outreach Funds be budgeted for? Venues that provide maximum outreach to educate the general public and promote our PATH Intl. centers, certified professionals, and our association, within key populations. The outreach activity/effort must be able to benefit multiple PATH Intl. centers. Therefore it is important to engage all your centers in the discussion of which venue will be most strategic.

*** It is important to note that once states/areas work together to identify important outreach venues, they should be encouraged to collaborate to move forward with the outreach, even if the RLТ does not decide to budget their PATH Intl. funds for it or funds can only subsidize part of the cost. **Marketing and outreach is always easier and more effective if centers combine their resources.***

How to get started in your State/Territory/Province/Country.

State/Area Chairs need to engage their centers in the conversation so that all have input.

With your centers and members, share the amount of money available from your region's Outreach funds provided by PATH Intl. and the purpose. **Then begin the discussion with a group email to all your centers asking everyone to "reply all".** The discussion should be a 3 step process.

1. **What are the most common needs of the centers?** (Note: this often varies from state to state/ area to area).
2. Once the most common needs are identified, ask centers to **suggest key outreach/marketing opportunities within your state/area to address those needs.** The goal is to have centers begin sharing their marketing ideas. And, to begin thinking about the benefits of sharing their knowledge and resources to collaborate on a joint marketing plan to help meet their needs. Some examples are:
 - a. Newsprint – i.e. ads horse show programs, articles or ads in strategic population specific magazine or sections of newspapers. Articles representing a number of centers would be more attractive to a newspaper/magazine with a large distribution.
 - b. Booths – at fairs, conferences.....
 - c. Presenting – Speak at disability or professionals conferences
3. And finally, discuss **which one offers the most outreach for the most centers. Then put it to a vote or make the decision yourself.** To get people thinking, consider sharing the below list of what other state/areas are doing to meet their common needs. discuss the best resources to get the above accomplished (ex: take out ads in area wide equine related magazines for instructors , horses... or providing PATH Intl. center info at major disability resource fairs or conferences that attract attendees from multiple areas thereby benefiting multiple centers.

Outreach Ideas from Other RLТs Targeting Specific Needs

Our centers need more instructors and/or safe sound equines - *We've done a great job educating the general public about EAAT and our PATH Intl. centers. BUT, now there are not enough instructors/ horses to service the many people asking to participate. We need more of both.*

Target horse owners and future instructors with ads or articles in horse show programs or state/area wide equine related publications. Stress careers, center IIT & mentoring programs. Make a big deal when a center nominates and instructor or equine for a PATH Intl. award. Editors like to include those in their newspapers.

Target horse owners with info about the PATH Intl. equine related standards, the focus of the Equine Welfare Committees, and groups and PATH Intl. Equine Award winners. Have booths at horse fairs and shows. A “career path” reach out to local colleges from a group of centers is bound to get more attention than from just one center. Make a big deal when a center in the state wins a Gypsy Horse, spinning how much loved the equines at our centers are...

Don't forget social media options for all of the above.

Our centers need more participants - *We have plenty of PATH Intl. centers with resources but are not at capacity. We need to build awareness about EAAT within the populations that would benefit from participating. We need to target professional populations that, if educated about the benefits of EAAT, could refer participants to us.*

Booths and presentations at disability fairs, professional conferences resource trade shows.... representing all the centers in the state/area and educating about EAAT and our PATH Intl. industry centers and certification. Through a marketing collaboration of multiple centers, potential participants and the health and educational professionals who could refer them, will have more confidence when they realize the breadth and scope of profession and activities.

Consider a collaborative mass marketing effort targeting specific professions or disability support groups. PATH Intl. already has some great brochures and information sheets such as Parents and Professionals and the Fact Sheet for Special Educators brochure. Ex. If every center mails or emails the PATH Intl. Special Education Teachers EAAT information sheet to the Special Ed Dept. in 5 towns and includes the list of PATH Intl centers in the state... Word will travel

Our centers are competing with (and EAAT is getting a bad reputation) from non –PATH Intl. programs that follow unsafe practices - *There are lots of “hang a sign” programs and the general public doesn't understand that they don't have certified instructors and/or follow dangerous practices. We need to get the word out about why participants should come to us. We also need to educate those programs about our certifications and standards, so that they understand what they don't know.*

The general public and the Non-PATH Intl. programs need hear about what it means to choose a PATH Intl credentialed center vs a non-credentialed center and what it means to choose between a PATH Intl credentialed individual vs a non-credentialed individual. Educating the public in this way may also help develop an interest in potential instructors, donors, and equine donations. A great resource is the Media Press Release Kits that PATH Intl. provides our RLTs and centers. They offer multiple options depending on the focus of the media release. Articles explaining the above, our national credentialing and promoting each PATH Intl. center by name would be of interest to state/area wide publications.

You can also use your funds to work with non-PATH Intl centers to increase their awareness of PATH Intl and PATH Intl. standards. Invite Non-PATH Intl centers to state/area wide CEU events hosted by PATH Intl. Centers and to state meetings.

Strategic Outreach Activities and Efforts Shared by RLTs

- **Utilize the educational/marketing resources that PATH Intl. provides our regions and centers.**
 - Brochures - Educational and Promotional resources that PATH Intl. has for helping centers market the benefits of EAAT and PATH Intl. Center, and certified professionals. EX: Parents and Professionals and the Fact Sheets for Special Educators, and the Tips and Tricks- Connect with your Special Education Communities. If every center in the state works on getting these out in their areas, the outreach would be amazing!
 - Educational and promotional videos that PATH Intl. provides for our booths at conferences
 - Utilize the Media Press Release kits that PATH Intl. provides. Again if every center utilized them in a collaborative marketing effort the outreach would be massive!

- Horse Shows, Breed specific Horse Congress, AQHA or Arabian breed shows, Equine Affaire, State Fairs
 - Booth (if multiple centers send volunteers to help at the show many will provide a booth for free.
 - Ad in program
 - Ask to have classes specific to riders with disabilities and/or push to have classes open to all
 - Presenter about EAA and EAT
 - EAA and EAT demonstrations

** Tips: For some of the large horse shows (AQHA, Arabian), if PATH Intl. centers join resources and send volunteers for the show, the horse show will give them a booth for free.
- Feature article in state/city/area wide magazines/publications
 - ***No cost
- Feature multiple area centers on local news programs highlighting PATH membership and accreditation educating the public about PATH and how to locate PATH centers in their state
- Presentations to groups done locally by center representative or state PATH reps
 - Rotary
 - Kiwanis
 - Lions Club
 - School administrators
 - Boards of Developmental Disabilities (one in each county)
- Organizations related to disabilities: ie Autism, NADD... Note: the big state wide conferences are great i.e. Disability Mega Conference and Parent to Parent State Conference)
 - Article or Add in their Newsletter
 - Booth at their state/area conference & Make sure to have the PATH Intl. educational/promotional videos
 - Present at their conference and have a booth

**Tips: Many conferences offer free or discounted booths when someone presents on PATH Intl. and EAA&T. Many groups are looking for resource booths for their members and charge very little to have a booth at their events such as at Autism fairs.

** Tips: Every state has a Council for Developmental Disabilities. They do not charge for a booth at their annual conferences. You can give broad presentations about what PATH Intl. and EAAT are and promote our centers and certified professionals.
- Many states/areas have Resource Day for organizations such as Autism and Down Syndrome. There is no charge to have a booth at these.
- Outreach to Higher Education Equine Studies programs
- Publications related to disabilities, equines,
 - Feature articles
 - Ad
- Government buildings normally have a Combined Federal Campaign (CFC) day with representatives from charities at a table. I am attending a CFC day at the Pentagon next Wednesday and was at the National Geospatial Agency last month for Veterans information day.
- American Legions and Veterans of Foreign Wars (VFW) are in almost every town and some chapters can be very large. Asking to do a presentation at one of their meetings might benefit EAAT centers with work projects, volunteers, or money.