



COMMUNICATIONS

The purpose of this document is to outline the various avenues for communication between the Riding Club to its members, and vice versa.

For 2018 the platforms for our focus are: Email, SMS/text, Post, Website and Facebook. It was felt Twitter and Instagram were not appropriate at the moment but could be considered at a later date.

MEMBERSHIP FORM	
<p>With new legislation coming in regarding Data Protection Act, everyone joining the Riding Club needs to be asked what their communication preferences are from Letter, Email, Text. Members need to opt in to communications with the choice to opt out at a later date should they choose</p> <p>For 2018, all members who have already joined on the old Form have been sent an email (Appendix 1) asking them to advise their preferences.</p>	Tracey Taylor
WELCOME EMAIL	
<p>A short, simple and generic email to be sent to anyone joining the Riding Club; the same email to new members and those re-joining. It should not include up and coming events as these are constantly changing, we do not always have full details and means an individual letter every time which might cause delays and give rise to the odd error.</p> <p>Amended Letter to be sent for 2018 – Appendix 2</p>	Gill Benwell / Tracey Taylor
MONTHLY COMMUNICATIONS	
EMAIL/ POST	
<p>The purpose of these communications is to advise the membership of the events coming up over the next 2 months.</p> <p>As many of the Riding Club events are early each month, communications should be sent out the last week of each month.</p> <p>Agreed style – i.e. bullet points of each event – is set out in Appendix 3</p> <p>Should include a link to Riding Club website and encourage members to follow us on Facebook</p>	
To be drafted by	Gill Benwell
To be sent out to the membership by	Mary Cloake
SMS/TEXT MESSAGES	
<p>The purpose of these text messages is to remind Club Members of events and nudge them to look at the Riding Club website.</p> <p>Should be short and to the point</p> <p>A selection of text messages are set out in Appendix 4</p>	
To be drafted by	Gill Benwell
To be sent out to the membership by	Tracey Taylor

FACEBOOK	
There are 4 main areas for which Facebook should be used to communicate with the Riding Club membership:	
INDIVIDUAL EVENTS	
Each calendar event to be set up on Facebook, to include, name, type, trainer, date, venue, prices. Appropriate photo of trainer – with permission. To include a link to the website. As Event approaches, simple reminders to be posted “Spaces are still available...” “Entries are still open for ...” “The Clinic on XYZ date is now full...”	Gill Benwell
HELPERS	
In the past Facebook has been the best way of getting helpers for events. Posts for help do need to include the specific date, event and the role. “We are looking for someone to help score at the dressage competition this Wednesday for a couple of hours ...” “Can you spare an hour or so to help at the next XYZ clinic ...”	All
ACTUAL EVENTS	
This is the opportunity to promote events as they actually happen through photos and/or videos of club members taking part in the event. Remember to ask permission of trainers and club members first	All
PROMOTIONS/INFORMATION	
Agreed at Committee Meeting 07/03/18: we need to use Facebook to promote memberships, participation leagues, results and as much information regarding the Club as appropriate. 626 followers currently.	Gill Benwell
WEBSITE	
This is without doubt the main means of communication with the Riding Club Membership	
Website Administration	Sarah Legg Marianne Rabannal
INCOMING EMAILS FROM MEMBERS	
These could be from emails sent out to the membership and/or emails coming in via the website. All need to be responded to within 24 hours	
Committee members responsible for responding:	All
NEWSLETTER	
The purpose of the newsletter is to give a round up of what’s been happening, results, news, etc. Committee still to decide if we want to do this? Use the website for updates on events etc	Sarah Legg Marianne Rabanal

APPENDIX 1 – COMMUNICATION PREFERENCES



Dear Member

As you may know, there is new Data Protection legislation coming along which changes how organisations communicate with their customers – and this in turn will impact on the Riding Club.

Historically, whenever you have joined you will automatically have been opted in for all/any communications. Should you no longer wish to receive those communications at any time, you could then choose to opt out. The new legislation turns that around completely. If you want to receive any communications in future you need to **opt-in** in the first place.

Keeping all members up-to-date with what's planned and what's going on within the Club is obviously important – so we need to know what your preferences are. To this end, could I trouble you to kindly complete and return the form below to me soonest. We would of course confirm that under no circumstances would we ever share any of your personal details. At any stage, should your preferences change, simply let me know.

Thank you in advance for your help – I look forward to hearing from you

Kind regards

TRACEY TAYLOR

COMMUNICATION PREFERENCES

Club Member Name:	
Full Postal Address:	
Postcode:	
Communication Preferences: Please indicate which of the following ways you would like us to keep you informed of Riding Club news – please tick all that apply and complete the relevant details as appropriate:	
Post/Mail:	<input type="checkbox"/> We will automatically send you details through the post to the address you give above
Email – please enter your email address:	<input type="text"/>
Text – please enter your mobile number:	<input type="text"/>

APPENDIX 2 – WELCOME EMAIL

Dear (Name)

Welcome and thank you for joining the Aspley Guise Riding Club – we look forward to seeing you at one of our events soon.

We are a friendly bunch of enthusiastic riders of all ages and abilities, where our aim is to make the Club a fun, welcoming and supportive place to improve your riding skills and enjoy your horse whatever your level of riding – whether a nervous novice rider or an experienced competition rider.

As a member of the Riding Club, you will be sent a membership card from the British Riding Club Headquarters. Should you need your membership number before you receive the card, please contact a member of the Committee. Other benefits of being a Riding Club Member include:

- You will get a copy of the BHS Riding Club magazine “Rider”
- The opportunity to represent the Riding Club at both local and national competitions
- Club members get third party liability insurance whilst at Riding Club events
- Reduced entry fees on some events (e.g. special reduced rates on Tom Graham Dressage Clinics)
- Members League Table: whether you enter one of our competitions, take part in a clinic or even help out, your participation will earn you points which are collated throughout the year and a league table duly published – with prizes to be won at the end of the year.
- Regular communications on events throughout the year

Events

We have a full calendar of events, including clinics and competitions in all disciplines, team events and social activities. Full details of events, venues, trainers and dates can be found on our website: www.aspleyguiseridingclub.com

Staying in Touch

- Our **website** is the best place to find out all the information you need about the Club, it's events and the latest news updates.
- Please do follow us on **Facebook** as we are constantly posting details of events, results and Club news.
- If you have any queries at all, please email us at info@aspleyguiseridingclub.com

Helping us to help you

Our shows and clinics can't run without the support of helpers and as we are organising more and more events for our Members, we feel it's not unreasonable to ask for at least 2 hours support from each Club Member. This could be stewarding, test writing, scoring or simply being at a clinic to meet and greet new club members.

We are delighted you have joined the Riding Club and we look forward to meeting you and your horse soon at some of our events.

Kind regards

THE COMMITTEE

APPENDIX 3 – MONTHLY EMAIL COMMUNICATION EXAMPLE

Subject: Aspley Guide Riding Club

Dear Member

Here's what's coming up over the next few months – get the dates in your diaries:

February

- Saturday 3 February – Tom Graham Dressage Clinic (indoors at Twyford)
- Saturday 17 February – Riding Clubs Area 7 Winter Dressage (Keysoe)
- Sunday 18 February – Showjumping / polework clinic with Rhian Smith (indoors at MKEC)

March

- Saturday 3 March – Tom Graham Dressage Clinic (indoors at Twyford)
- Sunday 11 March – Showjumping / polework clinic (indoors at MKEC)

For full details, click [here](#) to visit the website – remember to follow us on Facebook

Regards

Aspley Guise Riding Club

APPENDIX 4 – TEXT MESSAGE EXAMPLES

- A reminder to visit the Aspley Guise Riding Club website for all the latest events coming up.
- Stay out of the rain at one of Aspley Guise Riding Club's events – visit the website for details.
- We still have availability at the events coming up next month – visit Aspley Guise Riding Club website for details
- New events have now been organised for the next few months – visit the Riding Club website for details
- Remember to visit Aspley Guise Riding Club website for all the latest club news and events
- We hope we will see you soon at one of the Aspley Guise Riding Club events – visit the website for details
- Are you up-to-date with Riding Club events? Visit our website or follow us on Facebook.
- Don't miss out on what's happening in the Riding Club – follow us on Facebook or visit the website
- New events have been confirmed – visit Aspley Guise Riding Club website for more details