

# RMHA 2025 Annual Plan



OCTOBER 05, 2024



## VISION:

Where are we going?...

### The 2025 Plan

- *As we prepare for the implementation of the 2025-2030 RMHA Strategic Plan, we will focus on our dedication to the ongoing development and prosperity of our beloved breed and in creating vision and plan to ensure a successful future.*
- *While we embark on this next phase of the process, we recognize the importance of continuously refining our goals and strategies to ensure the sustainability and growth of our organization.*
- *In 2030, RMHA is recognized as a model breed organization thanks to...*
  - *Increased demand for the Rocky Mountain Horse*
  - *Growth in the breed population and a diversified gene pool*
  - *Increased youth and young adult participation*
  - *Diversified funding, including significant revenue from outside sources*
  - *Increased engagement and satisfaction of members globally*
  - *Effective data management that positively impacts all areas of RMHA's work*
  - *A professional board that attracts an abundance of qualified, committed volunteers*



# Priority Issues and RMHA Yearly Goals

## 5-Year Priority Issues

Increasing & Diversifying Funding	Preserving the Breed	Creating Demand for the RMH	Membership Growth & Engagement	Strengthening Our Organization
<ul style="list-style-type: none"> <li>To secure revenue from Outside Sources</li> <li>To Increase Revenue from Internal Sources</li> <li>Raise Awareness about the Importance of External Funding</li> </ul>	<ul style="list-style-type: none"> <li>To Increase the Foaling Rate</li> <li>To Increase Registration</li> <li>To Improve Data Collection from Stallion Reports</li> <li>To Develop and Implement a Breed Preservation Plan.</li> </ul>	<ul style="list-style-type: none"> <li>To Create a Professional Marketing Plan to Promote and Raise Awareness of our Horse</li> <li>To Increase Youth Involvement</li> <li>To Promote Versatility of the RMH</li> <li>To Strengthen our Affiliate Club Program to Help Promote the RMH</li> </ul>	<ul style="list-style-type: none"> <li>To Keep Members Informed</li> <li>To Educate Members and the General Public</li> <li>To Be Inclusive of People in All Areas</li> <li>To Increase Youth Membership</li> </ul>	<ul style="list-style-type: none"> <li>To Model Professionalism &amp; Culture that Supports the RMH</li> <li>To Strengthen &amp; Support RMHA Committees</li> <li>To Improve Continuity of Leadership</li> <li>To Evaluate Current Certification Program</li> <li>To Evaluate Current Judging Program</li> <li>To Annually Review and Revise Rules and Procedures Documents</li> <li>To Evaluate &amp; Implement an Effective Database</li> </ul>

## Strategic Planning Committee

Jan Dunn – Chair

Increasing & Diversifying Funding Fundraising Chair -TBD

Preserving the Breed  
Chrissy Knight

Creating Demand for the RMH Marketing Chair-TBD

Membership Growth & Engagement Chair - TBD

Strengthening Our Organization Chair – Julie Tucker

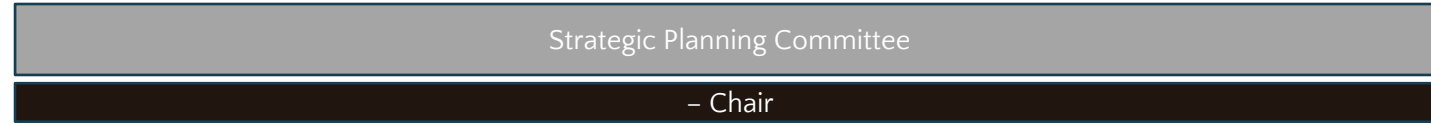
## 1-Year Goals

- Create the Fundraising Committee to focus on outside sources
- Create a Fundraising Plan with identified targets, objectives, and a plan to raise awareness
- Evaluate Success of 2024 Registration incentive event – propose additional for 2025
- Continue seeking new database system
- Schedule quarterly Zoom meetings with MALs, Affiliate Clubs and Membership
- Develop criteria for Club of the Year for implementation in 2026
- Create annual communication and education plan with specific content and schedule
- Conduct member satisfaction surveys
- Increase MAL communication and reporting from affiliate clubs
- Conduct onboard session with new Board and all committees
- All Committees submit required Board reports with action item progress
- Quarterly committee chair meetings with Admin and Officers
- Finalize Procedures manual
- DOEs develop and implement annual Examiner Training

# Priority Issue 1. Increasing and Diversifying Funding

Objectives and Actions

5-Year Goals		
Secure revenue from outside sources	Increase revenue from internal sources	Raise awareness importance of external funding
<p>Establish a fund-raising committee with defined process to create and implement a Fundraising Plan.</p> <p>Fundraising committee to explore getting professional fundraising assistance for help with grants, corporate sponsorships, etc</p> <ul style="list-style-type: none"> <li>Develop a cost analysis for contracting with professional fundraisers to identify potential sources funding and the process for engaging them, if viable.</li> </ul> <p>Implement Fundraising program</p> <ul style="list-style-type: none"> <li>Create yearly fundraising targets and objectives.</li> </ul>	<p>Document our current sponsorship and donor programs.</p> <ul style="list-style-type: none"> <li>Create an umbrella graphic showing all current sponsor/donor programs.</li> <li>Evaluate annual budget to determine areas for potential increased revenue.</li> </ul> <p>Increase revenue from sponsorships and donations</p> <ul style="list-style-type: none"> <li>Draft a Sponsorship &amp; Donation Improvement Plan</li> </ul>	<p>Create an Educational/Awareness Plan to promote awareness for the Fundraising Plan</p>



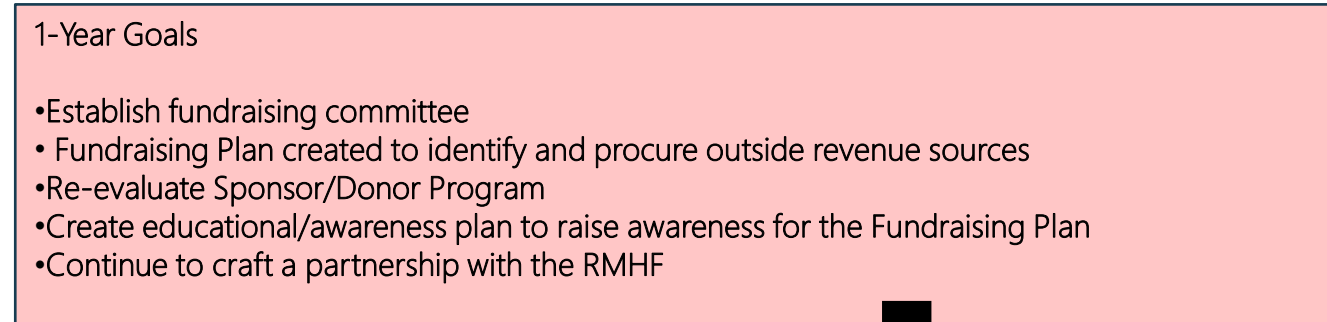
Increasing & diversifying funding  
Fundraising Chair  
-TBD

Preserving the Breed  
Chrissy Knight

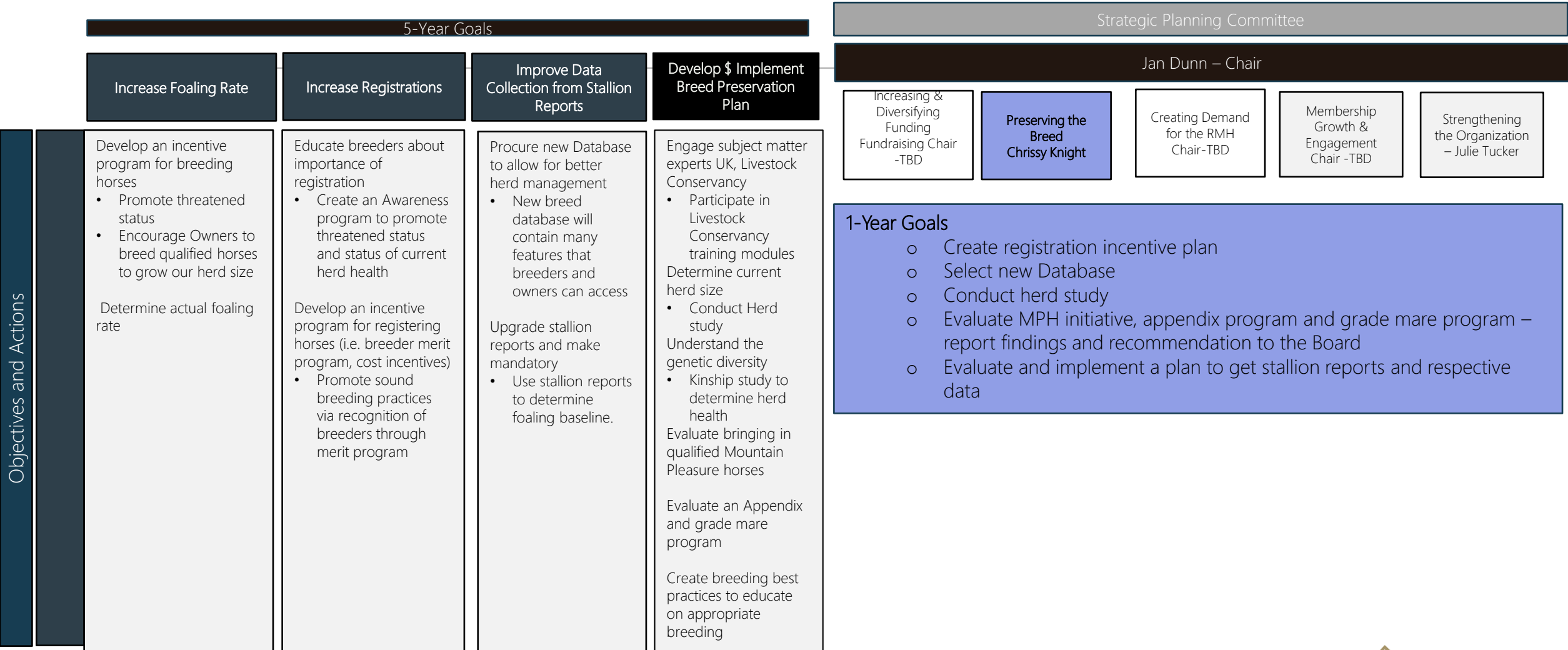
Creating Demand for the RMH  
Marketing Chair-  
TBD

Membership Growth & Engagement  
Membership Chair-  
TBD

Strengthening the Organization  
Julie Tucker



# Priority Issue 2. Preserving the Breed



Objectives and Actions



# Priority Issue 3: Creating Demand for the RMH

Objectives and Actions

## 5-Year Goals

- Create Professional Marketing plan to Promote/Raise awareness
- Increase Youth involvement
- Promote Versatility of the RMH
- Strengthen Affiliate Club Program to Promote RMH

<p>Explore outside professional marketing assistance</p> <ul style="list-style-type: none"> <li>Evaluate scope and cost of hiring outside marketing assistance</li> </ul> <p>Develop a campaign to rally everyone around saving the horse</p> <ul style="list-style-type: none"> <li>Create a National RMH Day including support through Office of the Governor-KY.</li> </ul> <p>Establish a RMH Hall of Fame</p> <ul style="list-style-type: none"> <li>Create criteria for Stallions, Geldings, &amp; Mares</li> <li>Create a nomination form and implement program.</li> </ul>	<p>Encourage members to establish lessons programs</p> <ul style="list-style-type: none"> <li>Define purpose and goals to establish criteria and consistency.</li> <li>Ask Trainers to conduct "Future Trainers" workshop</li> </ul> <p>Form alliances with youth organizations such as 4H</p> <ul style="list-style-type: none"> <li>Establish partnerships with 4H, girl and boy scouts, in key areas</li> </ul> <p>Continue increasing youth participation in RMHA Programs</p> <ul style="list-style-type: none"> <li>Collaborate with Trail, Show, Versatility to develop plan to increase participation</li> </ul> <p>Expand youth scholarship program for college alternatives like equine dental, farrier, equine massage, etc.</p> <ul style="list-style-type: none"> <li>Develop funding plan for scholarships</li> </ul> <p>"Youth Night" sponsored and hosted by affiliate clubs</p>	<p>Create partnerships</p> <ul style="list-style-type: none"> <li>Partner with RMHA Affiliate clubs to hold annual Trail and Obstacle Challenges</li> </ul> <p>Increase advertising</p> <ul style="list-style-type: none"> <li>Ask local horse clubs and Facebook groups to partner with RMHA for social media advertising on their pages.</li> </ul> <p>Breed demos/Expos</p> <ul style="list-style-type: none"> <li>Partner with Affiliate Clubs to attend expo events on behalf of RMHA.</li> <li>Develop list of all major horse expos and seek commitments for attendance.</li> </ul> <p>Promote Rocky class in Virtual Trail Obstacle program</p>
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**MOVED To Strengthening the Organization**

## Strategic Planning Committee

– Chair

- Increasing & Diversifying Funding Fundraising Chair-TBD
- Preserving the Breed Chrissy Knight
- Creating Demand for the RMH Chair-TBD**
- Membership Growth & Engagement Chair-TBD
- Strengthening The Organization – Julie Tucker

### 1-Year Goals

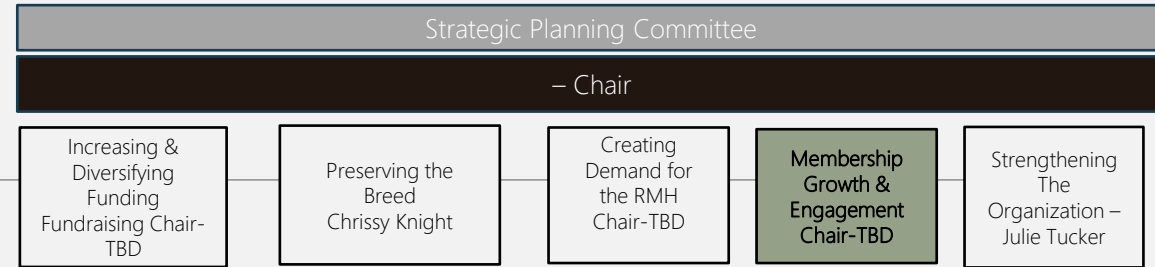
- Develop and implement Marketing Plan
- Focus on marketing external to RMHA Members (i.e., those who don't already know about our horse)
- Partner with Publications (for internal and external) and Membership (for internal marketing)



# Priority Issue 4: Membership Growth & Engagement

Objectives and Actions

5-Year Goals			
Keep Members Informed	Educate Members and General Public	Be Inclusive of People in ALL areas	Increase Youth Membership
<ul style="list-style-type: none"> <li>Develop and implement communication and education plan</li> <li>Establish a new database as resource to provide member access to horse and member data</li> <li>Improve and maintain a user-friendly website</li> </ul>	<p>Develop and implement a communication and education plan</p>	<ul style="list-style-type: none"> <li>Strengthen the Affiliate Club program</li> <li>Roundtable meetings as in Priority Issue 3 above</li> </ul>	<p>See Priority Issue 3 above - Membership Goal</p>



**1-Year Goals**

- Create annual communication and education plan with specific content and schedule
- Conduct bi-annual member satisfaction surveys
- Conduct quarterly roundtable meetings with MALs, Membership Committee and affiliate clubs (coordinate with appropriate committees)

# Priority Issue 5: Strengthening the Organization

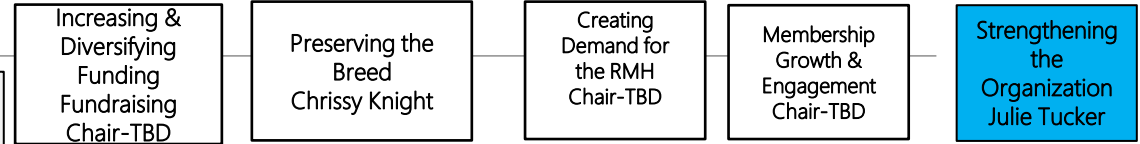
## 5-Year Goals

Model professional behavior & culture that supports the RMH	Strengthen and support committees	Improve continuity of leadership	Evaluate Current Certification Program	Evaluate Current Judging Program	Annual Review/Revision of Rules/Procedure	Evaluate & Implement Effective Database
<p>Continue using ground rules for meeting behavior</p> <p>Incorporate ground rules into onboarding of new Board and committee members</p> <p>Implement Social Media Policy</p>	<p>Establish routine check-in with committee chairs</p> <p>Onboarding program</p> <p>Provide clear guidelines &amp; procedures for committee chairs (what able to do/not do)</p> <p>Integrate committees into annual planning and budgeting</p>	<p>Explore bylaws and rule changes that affect continuity of leadership (including committee chairs)</p> <p>Establish succession planning for committees</p>	<p>DOEs to evaluate the certification program</p> <p>Educate members about certification program</p>	<p>Develop a continuing education platform</p> <p>Develop a rating system</p> <p>Develop a program to grow the pool of Judges</p> <p>Benchmark best practices of other organizations</p> <p>Evaluate current rules (compare/combine show judging rules with show rules; address high stepping issue)</p>	<p>Complete Rules and Procedures document review annually</p>	<p>Select and purchase new database.</p> <p>Provide education of database use and benefits to members</p>
						<p><b>Strengthen Affiliate Club Program to Promote RMH</b></p> <p>Develop regular roundtable meetings (MAL, Membership committee, affiliate clubs)</p> <ul style="list-style-type: none"> <li>Schedule regular meetings with Chairs, MALs and club leaders. Provide visual presentation.</li> </ul> <p>Develop a Club-of-the-year award</p> <ul style="list-style-type: none"> <li>Possible criteria: Events attended, Versatile events held, fundraising for RMHA, hours volunteered</li> </ul>

Objectives and Actions

## Strategic Planning Committee

– Chair



### 1-Year Goals

- Conduct onboard session with new BOD members and all committees
- All committees submit annual plan and associated budget for years activities
- Committee chairs submit required Board reports with action item progress
- Finalize Procedures document & develop process for annual Rules review
- Implement Social Media Policy
- DOE's develop annual Examiner review & training
- Evaluate 2024 Judging pilot project – proposal to Board for any changes
- Schedule quarterly Zoom meetings with agenda input from affiliate clubs
- Develop criteria for Club of the Year selection for implementation in 2026

