

# How to build a successful WE club or Affiliate Organization

By Amy Star



# The Club needs...

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- Good leadership with continuity
- Good volunteers
- Financially stability, operating budget
- Have a mission or plan
- Benefits to members
- Benefits to collaborators
- Supportive of members

# Member Needs

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- Education opportunities
- Competitions
- Awards
- Recognition
- A place to find opportunities, network and connect.

# Members - are the lifeblood of the Club

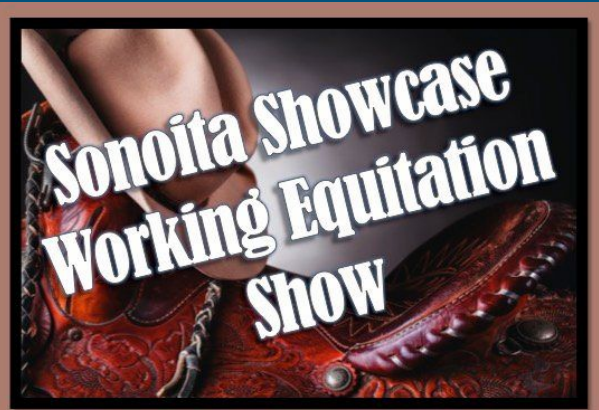
Be Aware there are Different types of Members

- Competing Members
- Professional Members
- Members with facilities
- Members with businesses that are useful to the Club
- Members with skills that are beneficial to the Club

Find ways to involve all members and give them credit for their contributions.

# Competition/Clinic needs

- Participants
- Insurance
- Marketing and promotion
- Facilities
- Obstacles



Santa Cruz  
County Fair Grounds  
Sonoita, AZ 85637

November 4-5



[azwec.org](http://azwec.org)

Registration is Open  
For more information contact  
Amy Star 520-591-3649

# Competitions and Clinics

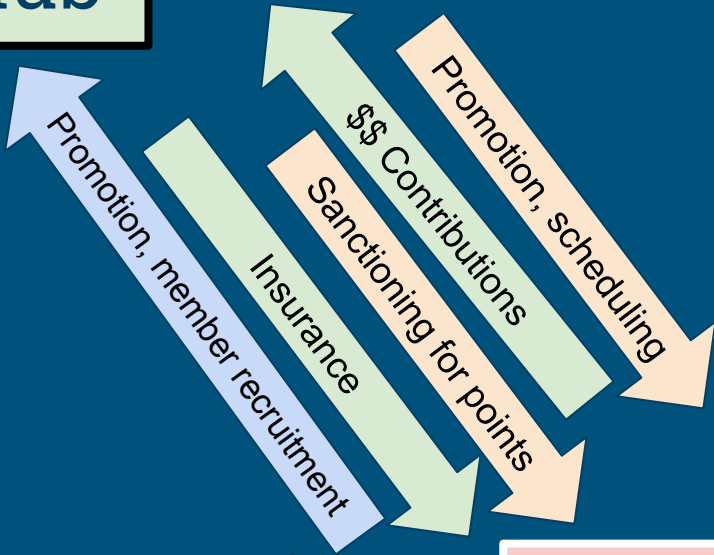
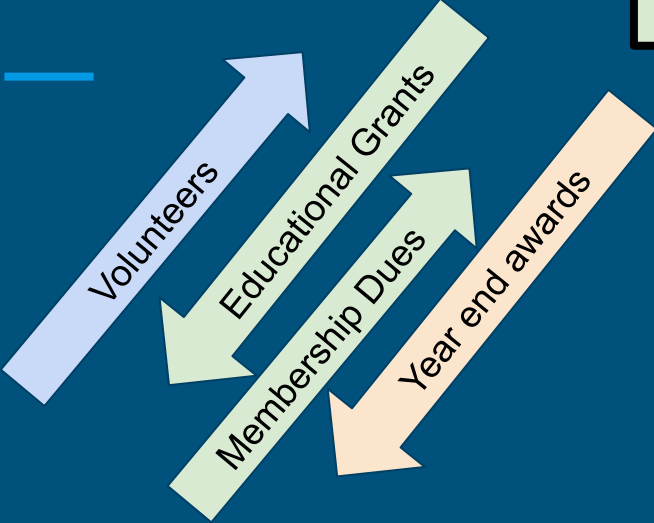
***\*\*\*IMO Should not be THE CLUB!!!\*\*\****

- **Do not expect the Club to run the show because it will be the same people running all the shows and they will burn out.**
- Club can set requirements for sanctioning (keep simple)
  - Insurance, \$/rider contribution, licensed officials, or USAWE licensing, club membership for participants
- Show Manager or Clinic Manager should have autonomy over their event.
  - Can adapt more easily to location
  - Allows for pride of ownership and vested interest of success, it is acceptable for a show manager to make a profit.
  - Having a known contribution to the club, facilitates budgeting
  - Having control over entry fees helps for budgeting purposes.

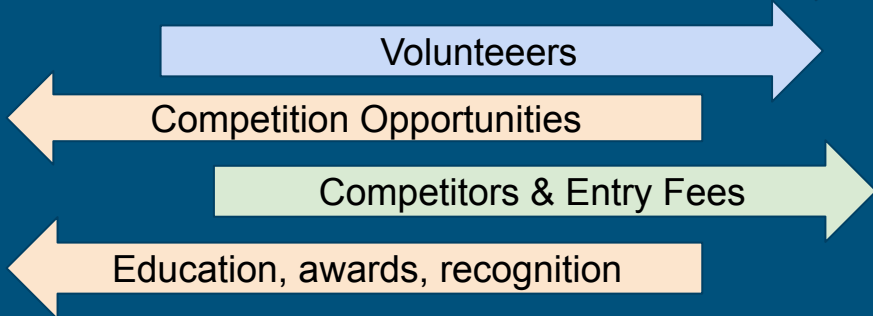
Sample Annual Budget for a Club of 60 members, Sanctioning 4 shows and 6 clinics, Year End awards for L1-L5 Champions and Reserves

Description	Income	Expense
Membership dues \$30 x 60	1800	
Contributions from shows \$10/rider	960	
Contributions from clinics	720	
Insurance		800
Year End awards		2000
Website		300
Banking fees		120
Total	3480	3220

WE Club



Club Members



Shows or Clinics

# Sponsors are not part of a sustainable AO

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- Sponsors burn out
- Members seeking sponsorships burn out
- Reserve sponsorships for Championship or big events
- Try to operate on a balanced budget, start small.

# Clubs should avoid owning property-

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Show office supplies, computer - Disappear, need to be stored, maintained

Obstacles - need maintenance and storage, are expensive

Trailers - need insurance, licensing, storage, are expensive

Can be a liability, are usually not an asset but an expense, if donated can become a source of hard feelings.

# CLUBS ARE WORTH THE EFFORT...

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Synergy - When the efforts of each part contribute to something that becomes greater than the simple sum of the parts.

AO's or Clubs are a wonderful way to grow the sport of WE.

Get more people involved, share the work, create opportunities for more people.