

ILHA CLUBS INFORMATION PACKET



It's time

Thank you for your interest in starting an ILHA Club!

Clubs are one of the most important parts of the ILHA because they unite people from all different backgrounds with the common goal of celebrating Liberty.

In the following pages you will learn the intended purpose, numerous benefits, and unique opportunities for ILHA clubs. We hope this information will help you decide if starting an ILHA club is right for you - and if it is we've included a step by step guide of what to do next,

See you inside!

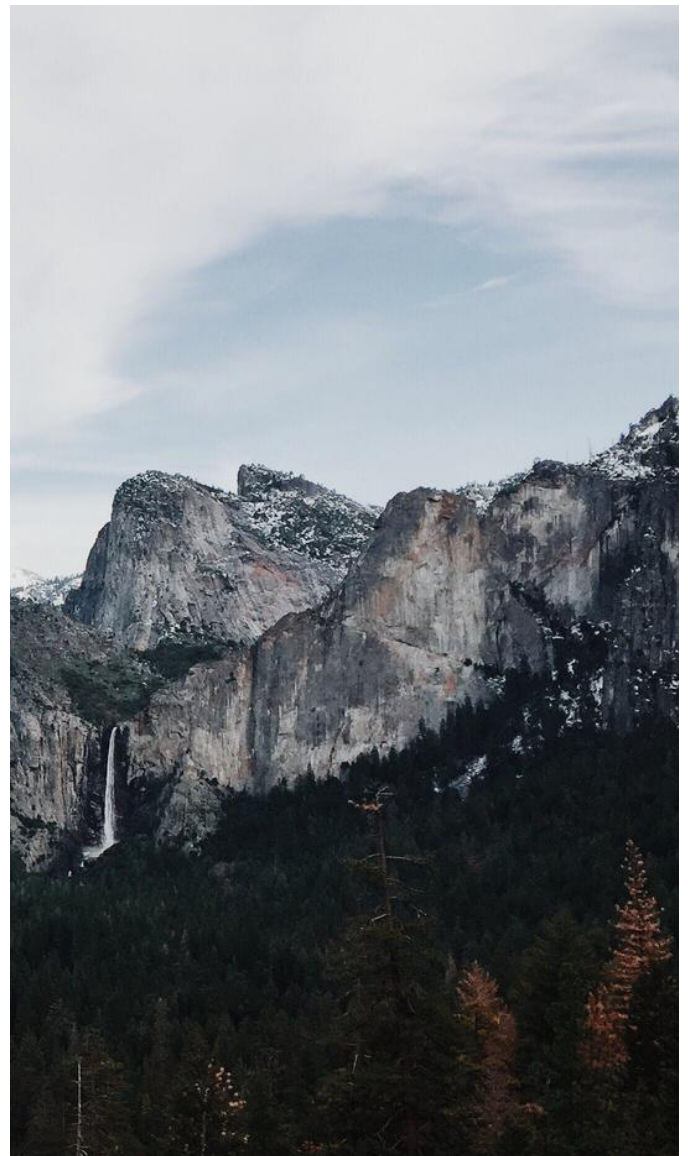


Table of Contents

All About ILHA Clubs

What are ILHA Clubs.....	1
What is their purpose	2
What are the benefits of starting one.....	3
What opportunities are exclusive to them.....	4
5 Reasons to start one.....	5
Opportunities exclusive to clubs.....	6
Club activity ideas	7
Club requirements	8
Club payment options.....	9
FAQs	10-13



What

- ✓ ILHA Clubs are regional chapters of ILHA members.
- ✓ ILHA Clubs are started and managed by one or more ILHA member.
- ✓ ILHA Clubs can be as small as 2 members or up to any size.





The purpose of ILHA Clubs are to:

- Build an inclusive, fun community of Liberty enthusiasts
- Promote the Liberty discipline across all styles and methods
- Foster an environment of learning & growth for all members
- Celebrate the achievements & success of all members
- Facilitate Liberty based activities, shows, & events
- Create an encouraging & supportive environment for all members & those new to the Liberty discipline

Above all...

...we want ILHA Clubs to be a place for people from different Liberty backgrounds and at varying levels to get connected with people in their area who are also interested in the Liberty discipline.

The main goal for ILHA Clubs is to be a place for members to learn from each other, cheer each other on, celebrate each other's successes, and encourage each other on their Liberty journey.

Benefits

ILHA Clubs are a great way to connect with other Liberty enthusiasts in your area.

No matter what you do with horses it's more fun to do it together.

If you like connecting with people and/or hosting events then starting an ILHA Liberty Club is right for you.

And there's a payoff for your hard work.

Each ILHA Club determines it's own membership fees. Club membership fees can be used to offset the cost of starting a club and the time invested in keeping it going. Plus, if you are a trainer or facility owner, starting a regional club is a great way to promote your business, help Liberty enthusiasts in your area find out about you, recruit clients, offer lessons, host clinics and more.

Starting an ILHA Club will not only grow the Liberty discipline but can also grow your business.



5

REASONS

TO START AN ILHA CLUB

CONNECT

1

Connect with other Liberty trainers in your area through events, gatherings, shows, social media, & more.

ADVANCE

2

Advance your Liberty horsemanship by learning with and from other Liberty trainers in your area.

GROW

3

Grow the Liberty discipline by recruiting new members.

COMPETE

4

Compete, practice, video & cheer each other on for ILHA on-line competitions.

HOST

5

Host on-line & in person ILHA shows exclusively for your region.

Opportunities

Only ILHA Clubs can host on-line & in person competitions.

- Whether it's an on-line competition open only to your club members or an in person show open to anyone - only ILHA Clubs can host ILHA events.
- All ILHA Club events will be advertised and promoted on the ILHA website, calendar, newsletter, and social media - making it easy for you to get the word out.
- ILHA Clubs can track their member's points and offer their own year end awards.

Activities

Ideas for club activities...

There are so many things that ILHA clubs can do. Here are just a few ideas...

- **Liberty days** - club members can gather in person to practice Liberty together & learn from each other
- **Videoring** - club members can film each other for on-line ILHA competitions
- **Virtual meetings** - clubs can host Zoom meetings for members to discuss goals, breakthroughs, struggles, ideas, or just support each other on their Liberty journey
- **Social gatherings** - from BBQ's to trail rides to demos, clubs are a great way for members to socialize & meet other people in their area that share their love of Liberty
- **Watch parties** - from Freestyles to on-line competitions to the ILHA Championship Show, clubs can gather to watch and enjoy these events together
- **Competitions** - clubs can host their own on-line or in person ILHA show anytime. Club hosted shows can be exclusively for their club members or open to any ILHA members in their area
- **Practice days** - club members can gather to practice everything from Freestyle routines to different patterns to specific maneuvers and gain feedback & encouragement from each other
- **Clinics** - clubs can organize Liberty clinics or lesson days for members

Requirements

What does it mean to be an ILHA Club?

The following are REQUIRED of each ILHA Club

- Must have at least a Facebook page for the Club
- Every club must have a Club Manager who will be the contact person for that club and an email address for current & interested members to contact them
- Must host a MINIMUM of 4 Club Events per calendar year

The following are RECOMMENDED but not required for each ILHA Club

- Social media pages on platforms other than Facebook
- Various types of virtual & in-person events to encourage Club member participation
- Sharing upcoming Club events with the ILHA so they can be shared on the ILHA social media & in the newsletter
- Active engagement by the Club Manager on the ILHA Club Manager private FB Group

Payments

How are Club dues or membership fees set & collected?

Each Club can set their own membership fee and event charges. They are to be set by the Club Manager and should be reflective of how active the club is and how many events they host. All money collected by the club will be managed by the Club Manager and can be used as compensation for the Club Managers time, website costs, etc.

Each club can choose one of the following PAYMENT METHODS for collecting membership fees:

1. Club Collection - Each club can collect their club member dues directly. They can set up an LLC for the club to process payments or members can pay the Club Manager personally.
2. ILHA Collection - The ILHA can process club membership fees through the ILHA website and then send the club fees collected directly to the Club Manager via PayPal or check.



Nuts & Bolts

FAQs

How much does it cost to start an ILHA Club?

It costs \$175 to start a new ILHA Club.

Are there annual club dues?

Yes. The annual club fee is \$127/yr after the first year.

What are the requirements for each ILHA Club?

Each club must have at least a social media page and contact info for the Club Manager.

Any ILHA Club website or social media page must include 'ILHA' in the name.

All club members must also be ILHA members.

What if I don't know anyone in my area?

The ILHA will advertise all ILHA Clubs on the website for interested parties to join. All new members will also receive a list of existing ILHA clubs and be encouraged to join one.

What region should my club include?

Each ILHA Club region varies. Some clubs are just for a barn or trainer while others cover entire states. Still others are breed specific. If you aren't sure what region to include for your club we are happy to talk with you to help you decide what is best for the success of your club.



FAQs con't

How will I accept membership payments?

The ILHA can process club membership payments for each club and send the money directly to the club manager via check or PayPal. Having the ILHA process payments will prevent clubs from having to start an LLC, manage a business payment processing system, claim membership payments on taxes and more.

How much should I charge for membership if I start a club?

Each club can decide how much it's member dues will be. This amount should be enough to cover the club fees as well as the time and work of the club manager. However, we encourage clubs to keep memberships as low as possible to encourage more people to join and remain members. The amount each club charges should also reflect the number of club events (i.e. a club with monthly events will likely have higher membership dues than one with only 3-4 events per year).

Can I start an ILHA Club if I don't have a facility?

Absolutely! Even if your club simply has an online presence or hosts events at other facilities, a club where people can connect is better than no club at all.



Nuts & Bolts

FAQs con't

What if I change my mind after starting a club or become unable to continue managing it?

Clubs can change managers at any time. If you decide to no longer manage a club another member can take over managing it or if no one is interested you can dissolve the club.

What if there is already a club in my area?

We encourage people to join existing clubs. But if there is enough interest for there to be more than one club in a certain area that is ok too.

What are some example of ILHA Club events?

ILHA Clubs can host practice days, BBQs, clinics, specialty shows, competitions, training sessions, or just get together to film each other for on-line competitions.

How will I recruit members to my club?

We encourage club managers to use social media, word of mouth, flyers, and existing members to spread the word about their club. The ILHA will also advertise your club on its website, to all new members, in all news letters, and on its social media. We would love for members to join local clubs to help build community and friendships among members.



Nuts & Bolts

FAQs con't

Do I need to have a website?

No. Some clubs function just fine relying solely on social media. However, if you start a club the ILHA can build your club website for you within 48 hours at a fraction of the cost of regular website builders and help you manage it. If this is something you are interested in you will receive more info on it once you officially register your club.

What if I want to have a website but don't know how to build one?

The ILHA has created an ILHA Club website template that we can customize for your club at a fraction of the price and have it ready to go for your specific club within 2 business days from when you register your club. You will be able to sign up for this option and receive more information once you register your club.

Help! I have more questions?

Please contact the ILHA Club Coordinator, Caitie, at clubs@libertyhorseassociation.com with questions or for more information.

I'm Ready

If you're ready to start an ILHA Club today please visit www.libertyhorseassociation.com/ilha-club-application to complete your application TODAY!

Once approved you will receive an **ILHA Club Manager Information Packet** with everything you need to get your club up and going.

