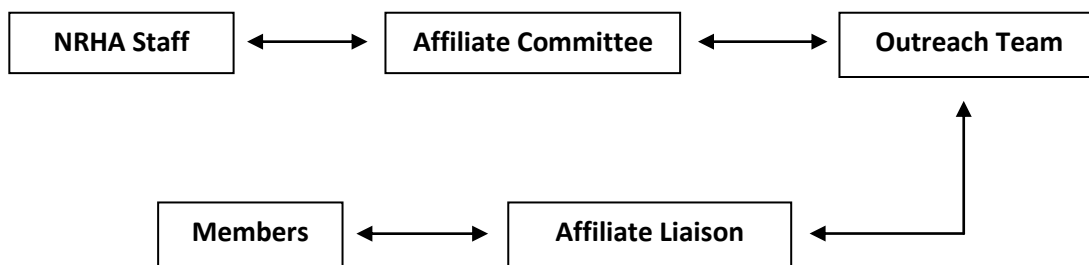


## Affiliate Outreach Model

- The need for more effective communication has been recognized and the Affiliate Outreach Model is designed to bridge the communication gap between the NRHA, the affiliates, and the members.
- The need for more knowledgeable members that are able to utilize the information provided to help affiliates reach their fullest potential is key to the success of this Outreach Model. This Model would allow two more people that the affiliate members could ask questions to, in addition to the Affiliate Committee and NRHA staff.
  - Affiliate Outreach Team- Representatives who will become more knowledgeable about NRHA programs available and will be responsible for distributing that information to affiliates and its members.
    - 1 person from each region for the team (11 total)
    - This person will be appointed/selected by the NRHA Affiliate Committee
    - Member will be certified via web training
    - Must be able to attend their Regional Affiliate Finals
  - Affiliate Liaison- An affiliate representative who will disperse information to local members.
    - 1 person from each affiliate
    - This person will be appointed/selected by the local affiliate board members
    - Liaison will be certified via web training
- The following would be the ideal lines of communication.



- There are multiple ways of getting members input and ideas and the following are the current ways that we are communicating with members:
  - Webinars (held at NRHA office, by staff) - This would be open to all members, but would be focused on Affiliate Liaisons and the Outreach Team.
  - Regional Summits (held at RAF's by either staff or regional Outreach Member) - This would be open to all members wanting to attend.
  - Summits (held via webinar or at the Derby/Futurity by staff) - This would also be open to all members wanting to attend.
  - Local Forums (held by affiliate's liaisons) - This would be open to all members wanting to attend. These forums would include local shows, banquets, etc.