

## NFHR Town Hall Questions

### Question 1

What do you feel is the first priority of the 2024 board working together?

The first priority of the 2024 Board of Directors should be to ensure a seamless transition and continuity from the outgoing board while setting a clear strategic direction for the year ahead. This involves several key aspects:

- **Smooth Transition:** The new board must work collaboratively with the outgoing members to understand ongoing projects, financial status, and any pending decisions. A comprehensive handover is essential to maintain operational efficiency and prevent any disruption in the NFHR's functions.
- **Review and Alignment:** The board should conduct a thorough review of NFHR's current strategies, initiatives, and financial health. This assessment should identify areas for improvement and alignment with the NFHR's mission, goals, and objectives outlined in the Bylaws.
- **Goal Setting and Planning:** Based on the review, the board should set clear, achievable goals for the year, emphasizing key areas such as breed promotion, educational programs, membership engagement, financial sustainability, and administrative effectiveness.
- **Membership Involvement:** Involving NFHR members in the goal-setting process can enhance engagement and ensure that the priorities of the organization resonate with the wider membership base.
- **Financial Stewardship:** Given the NFHR's commitment to financial responsibility and transparency, the board should prioritize a comprehensive financial review, ensuring that the organization's financial resources are effectively allocated and utilized to achieve its objectives.
- **Communication Strategy:** Develop a robust communication strategy to keep members informed about the board's decisions, activities, and progress toward set goals. This fosters trust and engagement within the NFHR community.
- **Committee Assignments:** Assign board members to appropriate committees in line with their skills and expertise, optimizing their contributions to the organization's objectives.

By addressing these priorities in a cohesive and coordinated manner, the 2024 Board of Directors can set the stage for a successful and productive year, advancing the NFHR's mission and benefiting the Norwegian Fjord Horse breed and its community.

### Question 2

As a board member, how will you work with the rest of the team to encourage younger and more diverse members to join the registry?

Encouraging younger members to join the Norwegian Fjord Horse Registry (NFHR) is crucial for the growth and sustainability of the organization. As a board member, I would implement a multi-faceted approach to engage and attract a broader demographic:

Youth Engagement Programs:

- Establish youth-specific programs and initiatives to engage younger individuals, such as youth-focused events, educational webinars, and mentorship opportunities.
- Encourage young members to actively participate in NFHR activities, including committees and events, to give them a sense of ownership and involvement.

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### Educational Outreach:

- Develop educational campaigns targeting schools, colleges, and youth organizations to raise awareness about the Norwegian Fjord Horse breed and the benefits of NFHR membership.
- Collaborate with educational institutions to integrate information about the breed and NFHR into their curricula.

### Social Media and Online Platforms:

- Utilize social media platforms, websites, and online forums to reach a younger audience and share engaging content about the breed, NFHR activities, and membership benefits.
- Leverage visual storytelling through platforms like Instagram and YouTube to showcase the beauty and versatility of Norwegian Fjord Horses.

### Inclusive Events and Activities:

- Organize events and activities that appeal to a diverse audience, including young riders, families, and individuals from various cultural backgrounds.
- Collaborate with local communities and organizations to host events that promote inclusivity and attract a wide range of participants.

### Feedback and Listening:

- Actively seek feedback from current and potential members, especially younger individuals, to understand their needs, concerns, and preferences.
- Use this feedback to adapt NFHR's approach and offerings to better suit the interests and expectations of a more diverse membership.

By championing diversity and inclusivity, providing targeted educational outreach, leveraging modern communication channels, and actively involving the youth, the NFHR can create an environment that attracts a broader and more vibrant membership base.

### Question 3

How do you see yourself in the role of the board member of NFHR and what do you hope the team will accomplish during your term?

In the role of a board member at the Norwegian Fjord Horse Registry (NFHR), I envision myself as a dedicated and proactive advocate for the preservation, promotion, and growth of the Norwegian Fjord Horse breed within North America. I see my position as an opportunity to contribute my passion for horses, my dedication to the breed, and my strategic and collaborative skills to help steer the NFHR towards fulfilling its mission as outlined in the bylaws.

### My Vision as a Board Member:

#### Promoting the Breed's Heritage and Versatility:

- Actively engage with members to educate them about the traditional characteristics of the Norwegian Fjord Horse and its adaptability in various equine disciplines.

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- Encourage breeding practices that maintain the breed's integrity and unique qualities.

### Enhancing Membership Engagement:

- Foster a strong sense of community and engagement within the NFHR, ensuring that all members, regardless of their background or age, feel valued and involved.
- Work to develop programs and initiatives that cater to the diverse needs and interests of our membership base, especially targeting younger individuals to secure the breed's future.

### Transparency and Effective Communication:

- Advocate for transparency in all NFHR operations and decisions, ensuring that members are well-informed about the organization's activities, goals, and financial status.
- Enhance communication channels to actively listen to members' feedback and concerns, addressing them promptly and effectively.

### Financial Sustainability and Fundraising:

- Work collaboratively with the board to develop and implement financial strategies that ensure the long-term sustainability and growth of NFHR.
- Explore creative fundraising initiatives to support the NFHR's mission and initiatives while keeping membership fees reasonable and accessible.

### Collaboration and Teamwork:

- Foster a culture of collaboration and teamwork among board members, valuing diverse perspectives and experiences to drive innovation and effective decision-making.
- Encourage collaboration with external stakeholders, including breeders, equine organizations, and educational institutions, to advance the breed's interests.

By the end of my term, I hope that the NFHR will have achieved the following:

- A notable increase in NFHR membership, especially attracting younger and more diverse members passionate about the Norwegian Fjord Horse breed.
- Effective educational programs and outreach initiatives in place, educating a wider audience about the unique qualities and versatility of the Norwegian Fjord Horse.
- A financially stable and sustainable NFHR, equipped to support its mission and further the interests of the breed through various initiatives and programs.
- A reputation for being an inclusive, transparent, and member-centric organization that actively listens to its members and acts in their best interests.
- Strengthened collaborations with other equine organizations and stakeholders, furthering the promotion and preservation of the Norwegian Fjord Horse breed.

In collaboration with my fellow board members, I am committed to contributing my best efforts to see these visions realized during my term. Together, we can leave a lasting, positive impact on the NFHR and the breed we all hold dear.

### Question 4

What would you propose to the board to increase funds to keep this organization moving forward?

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To increase funds and ensure the sustainable growth and progress of the Norwegian Fjord Horse Registry (NFHR), I would propose a multifaceted approach that focuses on diversifying revenue streams and enhancing financial sustainability:

### Membership Fees and Donations:

- Evaluate the current membership fee structure and consider a modest, reasonable increase in annual or lifetime membership dues.
- Establish a donation program allowing members and supporters to contribute financially to the organization voluntarily.

### Fundraising Campaigns:

- Develop targeted fundraising campaigns, such as crowdfunding initiatives, to fund specific projects or programs within the NFHR.
- Leverage the passion of the Norwegian Fjord Horse community by creating fundraising events, auctions, or virtual horse shows to generate funds.
- Collaborate with businesses, sponsors, and local communities to sponsor events and initiatives, sharing mutual benefits.

### Educational Programs and Workshops:

- Organize educational workshops, webinars, or clinics related to the Norwegian Fjord Horse breed, charging a reasonable registration fee to participants.
- Collaborate with equine experts, trainers, or veterinarians who can conduct these educational programs, sharing a portion of the revenue with NFHR.

### Sponsored Events and Competitions:

- Partner with equine event organizers to host sponsored events or competitions, showcasing the versatility and beauty of the Norwegian Fjord Horse breed.
- Offer sponsorship packages to businesses and organizations in exchange for financial support, promotional opportunities, and brand exposure.

### Investment and Asset Management:

- Strategically invest NFHR funds in low-risk, interest-bearing accounts or investment vehicles to generate additional revenue over time.
- Explore opportunities for responsible asset management, considering options like real estate investments that align with the organization's goals and values.

### Transparency and Communication:

- Communicate regularly with the membership and stakeholders, providing updates on the organization's financial status, fundraising efforts, and how funds are being utilized.
- Build trust and confidence by demonstrating responsible financial management and the positive impact of the funds raised.

By implementing a combination of these strategies and adapting them to the specific needs and resources of the NFHR, we can increase revenue, secure the organization's financial stability, and continue to work towards fulfilling our mission and preserving the Norwegian Fjord Horse breed.