

## 30-Day BCHA Facebook Post Plan

(Each post includes a hook/tagline to grab attention!)

### *Week 1: Why Join BCHA?*

**Day 1:** “🔔 Did you know? Horse trails are disappearing every year! 🛠️ Help protect them—join BCHA today! 🌿🐾 #SaveOurTrails”

**Day 2:** Member Testimonial – “BCHA has given me lifelong friendships & amazing trail adventures. Join us! 🌿🐾”

**Day 3:** “🎯 Our mission: Preserve trails for future generations! Be a part of something bigger. 🌍🐾 #BCHAProud”

**Day 4:** “Have you ever found a trail blocked by fallen trees? Our volunteers keep trails clear! Join BCHA & make a difference. 🛠️🌲 #TrailHeroes”

**Day 5:** FAQ Friday – “What does BCHA do? 🗣️ (List key initiatives) #WhyBCHA”

**Day 6:** “📍 Where’s your favorite place to ride? Drop it in the comments! 🗣️ #TrailRiderLife”

**Day 7:** “BCHA is for EVERY rider—casual, competitive, or weekend warrior. 🐾 Join today! #AllRidersWelcome”

### *Week 2: Trail Riding Tips & Education*

**Day 8:** “🧺 Packing for a trail ride? Here’s a checklist of the **10 Essentials!** #BePrepared”

**Day 9:** Video post – “Watch this 60-sec tip on securing your horse while camping! 🐾🏕️ #HorseCamping101”

**Day 10:** “Ever wonder what REALLY happens when you hit SOS on a satellite device? 🔔 Find out here! 🗣️ #SafetyFirst”

**Day 11:** “Knots every trail rider should know! 🪄 Save this for later. #TrailSmart”

**Day 12:** “🏞️ Wilderness riding: Dream trip or too remote? 🤔 Let’s discuss! #AdventureAwaits”

**Day 13:** “BCHA volunteers clear **thousands of miles of trails** every year. Want to help? Join today! #WeKeepTrailsOpen”

**Day 14:** “☀️ Member Spotlight: Meet [Name]! They’ve helped clear [#] miles of trails this year! 🐾🐾 #TrailChampions”

### *Week 3: Engagement & Community*

**Day 15:** “📷 Show us your favorite trail photo! Drop it in the comments! 🏕️🐾 #TrailTales”

**Day 16:** Poll – “Would you rather: Camp overnight with your horse 🏕️ OR go for a long day ride 🐾? Vote below! 🗣️”

**Day 17:** “Horse camping DOs & DON'Ts! What’s your best tip? 🤔 #CampWithHorses”

**Day 18:** “📸 Throwback Thursday! Share your oldest trail riding pic! 📷 🐾  
#TrailMemories”

**Day 19:** “The best part of being a BCHA member? Tell us in ONE word! ⬇️ #WhyBCHA”

**Day 20:** “What’s in your saddlebag? 🤔 Show us your must-have trail item! #TrailReady”

**Day 21:** “🚒 Emergency on the trail! What’s your **first move**? Let’s talk safety. 🗣️  
#BeTrailSmart”

#### *Week 4: Call to Action & Impact*

**Day 22:** “JOIN TODAY: Protect access to your favorite trails for generations to come! 🌱 🐾  
#SaveOurTrails”

**Day 23:** “BCHA’s impact in numbers: ✅ [List key stats on trail maintenance, members, etc.] #WhyBCHA”

**Day 24:** “BCHA isn’t just about trails—it’s about **community**. Meet lifelong friends & ride together! 🐾 #JoinTheRide”

**Day 25:** “Our volunteers are the **unsung heroes** of trail riding. Help us keep trails open! 🙌  
#TrailGuardians”

**Day 26:** “Ever wondered where your membership fees go? Here’s how BCHA makes a difference! 🗣️ #YourImpact”

**Day 27:** “Tag a friend who LOVES trail riding! Let them know about BCHA! 🌱 🐾  
#SpreadTheWord”

**Day 28:** “Think **one person** can’t make a difference? Meet [Volunteer Name]—they’ve cleared 200+ miles of trails! 🚧 #MakeAnImpact”

**Day 29:** “Flashback! 📷 What’s your **favorite trail adventure** ever? Let’s hear the story!  
#TrailMemories”

**Day 30:** “🚀 Ready to ride with us? Become a BCHA member today! 🐾 🏠 **Join now:**  
[Insert Membership Link]