

# FOLLOW UP GUIDE



## MEET AN ARABIAN HORSE MONTH

So you hosted a successful Meet an Arabian Horse Event, now what? Take a look at these handy tips to maximize the reach of your event within your local community!

### SEND A THANK YOU

Utilize the contact information that event attendees provide to create a thank you email. A 'thank you' will create a lasting impression and foster future correspondence.



### CREATE A SURVEY

Send out a survey to find out what aspects of your event worked and what could be improved upon for next time. Attendees will appreciate providing feedback.

### OFFER AN INVITATION

Keep past attendees informed about lesson programs, upcoming events, and more! Plus, sending an invite will continue momentum and excite people for the next event.



### STAY ENGAGED

Share any online community spaces you may have surrounding your farm or event. Invite past attendees to 'like' or engage with these platforms to build your community and create engagement.

FIND MORE RESOURCES AT  
[WWW.ARABIANHORSES.ORG/DISCOVER](http://WWW.ARABIANHORSES.ORG/DISCOVER)