



2022 Communications Report

The return of consistent shows means more communications with our members. Newsletters and emails were frequent throughout the year with more consistent posts on social media.

MHJA merchandise continues to be in demand. We launched a shop last April with exclusive apparel featuring the Diamond Jubilee logo. This made approximately \$1600 in sales earning \$156 in funds raised. Mid summer we ordered 32 custom Ogilvy saddle pads which earned the club approximately \$300 in fundraising. We purchased additional stock of hats, visors and socks to sell at shows which were 80% sold by the end of show season. Remaining stock will be available for purchase at the 2023 shows.

We plan to have new opportunities for members to purchase MHJA merchandise. An online platform with 24/7 access is in the works and will feature new and returning favourites. More details to come.

My goal for communications in 2023 is to continue communications with members about shows, events and merchandise. I also wish to maintain our social media, email newsletters and help continue MHJA Apparel.

Sincerely,

Christine Budzak
Communications Chair
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