

# NRHA Strategic Plan



Proposal  
2024

*Gimarik*  
PHOTOGRAPHY

**NRHA** 



## — Mission —

To promote the reining horse  
worldwide and advance the finest  
traditions of western horsemanship.

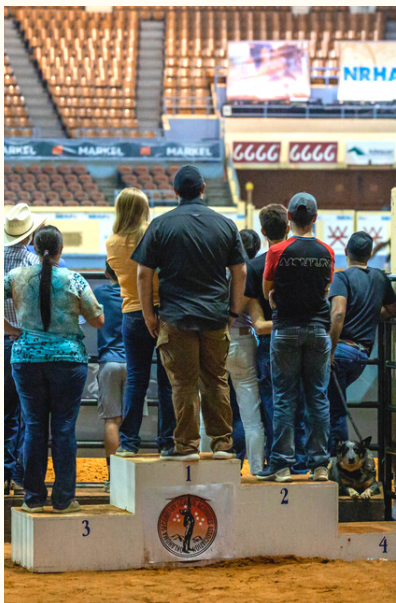
## NRHA's Envisioned Future

In the next 3-5 years, NRHA will reach the following benchmarks:

- Near 18,000-members
- Youth membership increases 10%
- 175,000 total worldwide entries
- Near 2,000 Professional members

## — Core Values —

Leadership. Camaraderie. Integrity. Respect.



# GOALS & OBJECTIVES

## GOALS

### GOAL A

The NRHA will become the leading equestrian sports organization because of growth and attention to animal welfare.

### GOAL B

The global horse community will recognize NRHA's groups as the most qualified and innovative leaders in the industry.

### GOAL C

The equine industry will enjoy increased success because of NRHA's exemplary leadership in such areas as animal welfare, technology, breeding practices, reining horse market strength, events, and judging.

### GOAL D

NRHA events will achieve wider recognition and value through increased purses and participation.

### GOAL E

The NRHA Youth program will be a vibrant and growing program that attracts, educates, and develops future leaders and professionals in the reining community.

## OBJECTIVES

- Increase interest and engagement in American Western culture
- Improve positive public perception
- Increase international scope and scale
- Escalate the evaluation and education system for judges
- Continue education and professional development for NRHA Leadership
- Gain in global sponsorship growth
- Increase resources, both financial and affiliations
- Increase education on the reining horse breeding and sales industry to NRHA contacts
- Increase the quality and fun-factor of owned events
- Increase youth engagement, education, and coordination
- Increase Reining Horse Foundation donor opportunities to increase scholarships