



Marketing & Recruitment Planning

Step 1 - ASSESS YOUR CLUB

Analyze the current status of your club. Ask questions like:

- Who (age, gender, membership category) is currently signed up?
- How did they hear about the club/program?
- What is their reason for signing up?
- Are the current programs and services of the club meeting their needs?

Step 2 - WHAT ARE YOU LOOKING FOR?

Ask yourself:

- Who are you looking to recruit?
- What resources can you utilize for recruitment/ marketing (personnel, expertise, budget, materials, etc.)?

Step 3 - SET A GOAL

Create a board approved committee to work on recruitment and set a specific, measureable, action-oriented, realistic, and time-bound (SMART) goal. Create an incentive for the committee efforts as well.

Step 4 - GET TO WORK!

Branding/Collateral

- Give away/supply branded t-shirts & hats;
- Bumper Stickers.

Testimonials on Website

Social Networking (Create your community on Facebook, Twitter, Instagram, etc.)

- Post about events;
- Promotions for programs;
- Showcase winners of regattas;
- Add photos of athletes/members;
- Include additional photos and happenings around the club.

Public relations/ Partnerships

- Invite community organizations to partner with the club for events, or Try-It sessions;
- Community Outreach Challenge - challenge the committee (or other personnel) to bring in a new community partner of their choosing;
- Additional Community Partner resources are found in the Resource Library.

Advertising

- Signage around events;
- Signage around club;
- Posters around town;
- Radio ads;
- Newspaper;
- Facebook ads.