

PW Club Development

Ideas for increasing & developing adult participation



Clubs within Clubs

Aim:

Club to broaden activities for wider membership.

Duration:

On going

Run by:

Member volunteers, headed up by committee member or event officer. Eventually the members will self-manage.

Example content:

Cruising. Inflatables. Wakeboarding. Ladies afloat. Stand-ups. Family events. Away trips. Non-PW activities. Wave-finders. Weekend warriors.

Kit needed:

Usual clubs facilities, slipway/launch site. Carpark. Access to forum/social networking site or member contact details.

Benefits:

Keeping people engaged in the sport. Appealing to a wider audience. Attracting new members. Engaging non-active members. Increased repeat membership.

Options:

Members to bring initial ideas forward at AGM or through online communications. Club to plan activities to fit into current programs.

For more information, ideas, templates and planning tools, please visit www.pwpulse.co.uk

