

PW Club Development

Ideas for increasing & developing adult participation



Communications

Aim:

To improve the way the club communicates with its members and the public.

Duration: On-going

Run by: Club volunteer, committee or secretary

Example content:

Consider new ways to communicate, what works and what doesn't work. Do not always choose the easy option i.e. forum post, picking up the telephone and speaking to someone directly can make all the difference.

Kit required:

Communication options:- PERSONAL – phone, letter, invitation, card, text. INTERNET – Email, Facebook, Twitter, Forums, E-newsletter. PUBLIC – Posters, flyers, leaflets, Jetskier Magazine, Local newspapers/magazines, PWP website & newsletter.

Benefits:

Getting your message across more effectively. Not wasting time and energy on unsuccessful communications. Membership retention.

Options:

Ask your current members through a survey what they believe are the best ways for you to contact them.

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

