

PW Club Development

Ideas for increasing & developing adult participation



Getting back afloat

Aim:

To get in-active or less active members on the water more often. Member retention.

Duration: 1 hour to day, on going.

Run by: Club volunteer or event officer.

Example content:

Contact in-active members directly via phone, text or email with a personal invitation to come and join an on-water or shorebased/social club activity.

Kit required: Activity dependant i.e. PWCs and usual launch site etc

Benefits:

Personal contact means the member is less likely to decline the invitation than a group or round-robin communication. Once they attend, the organiser will make sure they are well looked after, therefore reminding them why they are part of the club. Member retention. More activity, more often.

Options:

Each club volunteer is given a dozen in-active/less-active members to personally contact and invite to events, the initial contact will preferably be via phone. The aim is to find out why the member is in-active/less active i.e. work or family commitments and to find an existing activity that will fit into their schedule and be of interest to them.

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

