

PW Club Development

Ideas for increasing & developing adult participation



Open Days

Aim: Publicise your club

Duration: 1 day – in early season.

Run by: Club committee and volunteers

Example content:

PWCs on display (provided by members or local dealer), PWs on the water, timetable of activities/events throughout the year, membership sign up area, BBQ or catering, kids area with games/clown/bouncy castle etc.

Kit required:

Administration, posters, flyers, internet access. Ideas for the open day. Site to run open day. Permission from local authorities if public site. Insurance.

Benefits: Open to all current members, friends, family and general public. Publicising positive outcomes of a PW club. Recruitment of new members.

Options:

Send out press-release to local papers, Jetskier magazine etc. Advertise on PW forums, social networking sites and club website. Include in newsletters and group emails. Put up posters/flyers in local shops, PWC dealers, community centres and watersports shops. Follow up open day with a press release, include photos, put a video of the day on youtube.com. Ask current members to invite friends and contacts. Committee to invite local authorities.

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

