

PW Club Development

Ideas for increasing & developing adult participation



Local PWC Dealer Relations

Aim:

To forge links with a local PW dealer, with the aim of creating a mutually beneficial relationship. Added benefits to club members.

Duration: On going

Run by: Club committee

Example content:

PWC demo days. Dealer attends club events. Discounted servicing/kit.

Kit required:

Usual club activities. Website links.

Benefits:

Potential of discounted servicing/gear. Links with local community. Club member benefits. Recruitment of new members. Retention of existing members.

Options:

Committee member to approach local PWC dealer with ideas on how relationship could mutually benefit both parties. Advertising of club within dealers website/site. Advertising of dealer to club members and at open days/events.

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

