

SPORTS CLUBS: PROMOTING YOUR CLUB AND RECRUITING MEMBERS

Recruiting Members

People looking for a new sports club need to know:

1. You exist
2. You have spaces available
3. What you offer, where you are and when

Top Tips...



- 1** Hold an Open day (invite existing members, organise fun activities, promote to the wider community)

- 2** Get out in to your local community (bag pack at the supermarket, hold a car wash, attend local events)



- 3** Use social media (communicate with existing members and reach potential new members)

Other things to consider...

1. Link with a local school – offer to run an after school club and promote your junior teams
2. Explore links with local businesses – you may find sponsorship or raffle prizes – or even new members!
3. Share club news in the local press - send match reports and promote events
4. Organise social events – the social side of sport is important to some people so make sure you promote your 'off the pitch' activities

Social Media

Many clubs use social media to...

1. Create an online community for its members
2. Recruit new members or volunteers
3. Raise awareness of the club
4. Get local support
5. Find sponsorship

Stay Safe Online...

1. Be aware of the risks
2. Protect your children and vulnerable adults
3. Create a social media policy

Which platform/s to use

Twitter:



- Make short, simple updates
- Link with schools, other sports clubs and your National Governing Body
- Good for club announcements

Facebook:



- Communicate with members via a closed Group
- Promote your club using a Page
- Link with the general public
- Write posts, create events and send invites

Instagram:



- Great for sharing photos and videos from training or matches
- Grow your engagement using the story function
- Great features help you to create eye-catching visual content

Check out clubsolutions.wales for lots of templates and ideas

HOW CAN WE HELP?

- Our Website: We have a sports club map which you can advertise your club on.
Visit: www.rctcbc.gov.uk/sportsclubs
- Our Social media: We can promote your club on our social media. Email details to: sportrct@rctcbc.gov.uk

- School-club links: We can help you to link with your local schools and colleges. Email sportrct@rctcbc.gov.uk for support.
- Marketing and case studies: If you are working with one of our officers on a project we may be able to offer marketing support and develop a case study once its complete.

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