



TIPS TO PROMOTE YOUR CLUB

Here are some interesting ideas gleaned from a Presentation given by Gillian Walker from Evergreen Marketing at a recent Active Ageing Seminar, at which SACA was represented. These may be of assistance to your Club when considering how and where you market Croquet as a whole and your Club in particular.

Statistics show the following:

- Hardware stores are an ideal place to meet people and hand out brochures because,
- 70% of “Boomers” and 71% of “Seniors” have visited a hardware store in the last month
- Commercial/Community radio advertisements are good, because 75.4% OF “Boomers” listen to these stations. However, ads must be catching, interesting and intriguing
- Local Community papers are popular and it is reported that 60% of “Boomers” read these

Other excellent ideas were:

- Use two forms of advertising as opposed to one
- Give a Welcome Pack to new members – they’ll remember this.
- After a member has been in the Club for 6 months, ask them to complete a simple questionnaire
 1. Are they enjoying Croquet?
 2. Do they enjoy being a Member? – followed by a leading question:
 3. Would you recommend our Club to your Friends?
- Don’t put old people down
- If using posters, use one big image as opposed to one with multi figures/faces in it
- Because eyes lose strength use good colour contrasts

She suggested the use of:

- Facebook and Twitter to reach people – **BUT BE CAREFUL**
- Register your Club with Google, giving details, so that if people seek information on Croquet, your Club’s name will come up.
- Check another site, namely, Source Bottle Freebies (used by PR Companies), Register your Club then you can promote your Gala Days or other events. Look at it every day.

The SACA representative spoke to Gillian afterwards and she asked:

How many members does your Club have? How do we recruit? To which the delegate responded - We use local Community paper for advertising, as well as the City of TTG Council magazine. Gill was interested in this approach, and said she would send some information (5 steps) on preparing and Ad or Article for a local paper, and several other ideas. This is what she sent:

Here is the reference to great ways to generate PR for your club –some great tips.

As I mentioned I think you'd be better working on sending the local media outlets interesting stories and invitations to events on a monthly basis, rather than buying advertising per say if your money is tight.

The key is making the story newsworthy and interesting for the readers – not just about the club.

Story angles/ideas that might work are

- *Significant anniversaries/ birthdays – club 50 years? Or someone that has been a member for X, or turning X?*
- *Create a first time activities (ie – invite the local member of parliament or mayor, and capture the first time they have played) – Event speed croquet for people that only have 1 hour, Highlight how good the sport is for single people – ie don't need heaps of people to play or find. Highlight the intelligence of the game – ie for people that like strategy, but not into ball catching sports, then croquet is great.*
- *Young and old (ie 2-3 generation from one family that play?)*
- *Do you have any interesting members that have done interesting things, or are famous – have you had any marriages as a result club membership?*
- *Offer a local newsroom the club as a venue and invite them for Friday afternoon 'social drinks learn to play croquet' – perhaps link into the Great Gatsby and offer Great Gatsby afternoons – for newcomers to try – have some entertainment in the theme of the movie – get heaps of people along, take photos and send them to the papers.*

Hope some of those ideas, spark your thinking. I will run you list of local news editors, but when you approach, think local news, sports and entertainment writers.

Written by Peter Rostron (TTG club).