



MARKETING – IDEAS THAT WORK

- ***SOCIAL MEDIA***
 - Facebook – don't overpost – posts sharing passion for skiing & snowboarding.
 - Meetup
 - Instagram
 - Twitter
 - Pinterest

- ***WEBSITE***
 - Content
 - Up-to-date information
 - Appearance
 - Current contact information for Council & Club

- ***COMMUNICATIONS***
 - President's Updates
 - Electronic newsletters
 - Word of mouth
 - History of Council & Clubs
 - Brochures – distribute in local venues (local ski & sporting goods shops)
 - Share your passion – spread the word
 - Respond, respond, respond!!

- ***EVENTS***
 - Winter – long distance & local trips
 - Off-season – hiking, mountain biking, whitewater rafting and more!!
 - Social – happy hours, holiday parties, local outdoor events.
 - Racing events – on and off the mountain!!

- ***MEETINGS***
 - Location
 - Programs - are they needed?
 - Hospitality – make current and prospective members feel welcome!!!
 - Provide current up-to-date information!!

- ***ATTRACT AND BRING IN THE YOUNG***
 - Domino effect