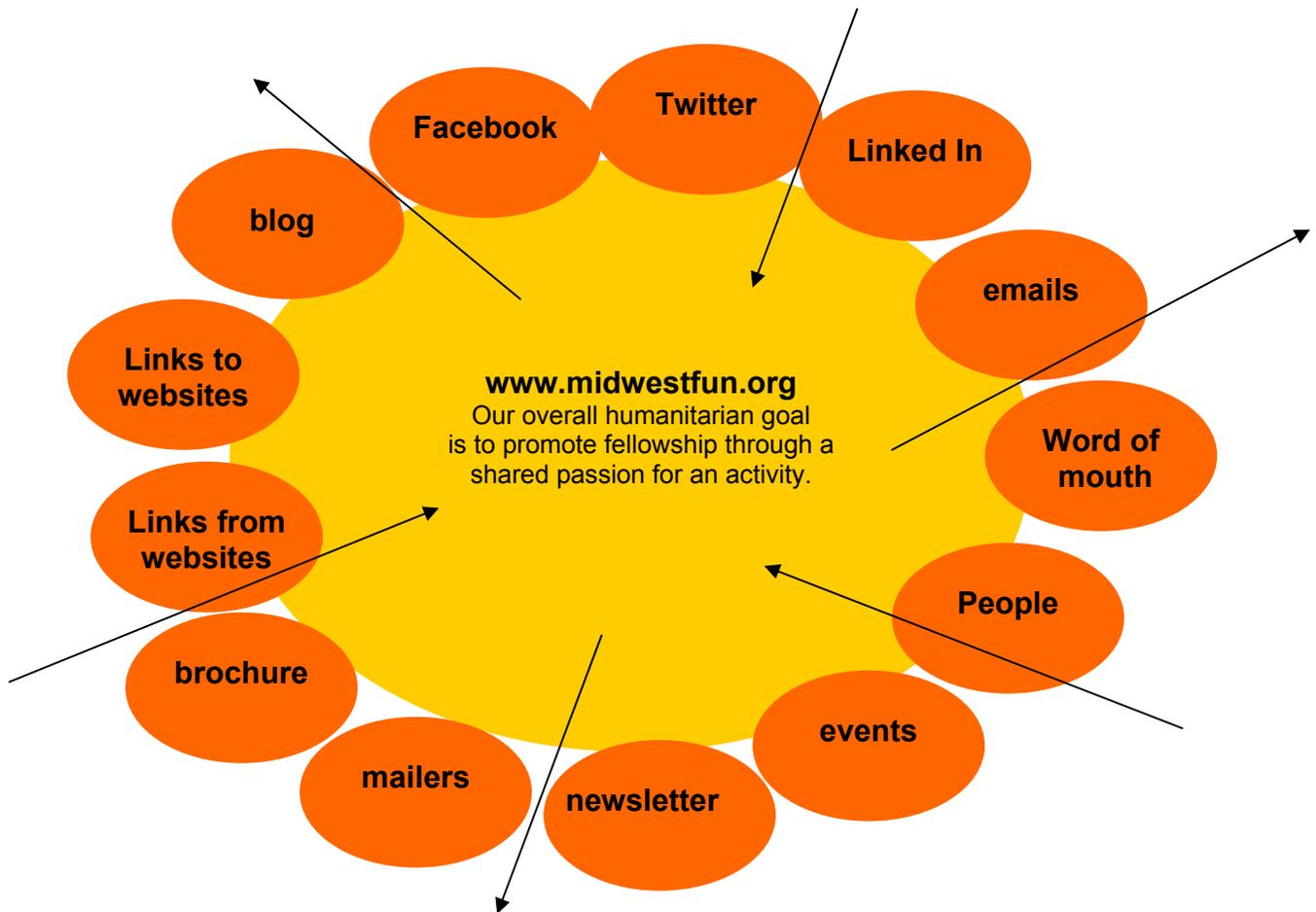


How to Promote Your Club: Survive and Thrive in Today's Internet World Marketing Guidebook by Sally Hed



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Sally Hed, MSC Director of Marketing (2010-2013)
Sally.Hed@immunochemistry.com; 612-554-0864
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IT'S EASY! This Guidebook is a strategic marketing plan made simple. Fill out the guidebook as a framework for promoting your club and creating a tangible action plan. Use the guidebook to:

- Explore the club's history of success
- Develop promotional messages
- Update existing marketing tactics
- Develop new tactics
- Get messages online by using internet marketing



Midwest Sport/Ski Council
5115 Excelsior Blvd # 447
St. Louis Park, MN 55416
www.midwestfun.org

Product: What is your club?

My club is _____
(club name)

We are passionate about _____
(shared interest)

We do these fun things _____
(activities)

We extend these benefits of fellowship _____
(such as always having someone to ski with)

We are a _____
(legal designation, such as non-profit)

Founded on _____
(date)

By whom _____
(founders)

Why _____
(what was in it for them to start the club)

We are governed by _____
(who's in charge)

We manage this much money _____
(shows you are serious and budget responsibly)

Our members are _____
(demographics, like age, gender)

Typically located in _____
(geographic area)

We offer these financial benefits _____
(any discounts)

Members also get these things _____
(anything else, like inclusion in MSC/NSCF)

Packaging: How do we present ourselves?

My club appears to be
(our image; any stereotypes):

And that has the connotation of
(positive or negative impression):



Your Club's Resume

If your club had a resume, what would it say? Your members have really done a lot, and you have a history of successful events. Don't be shy—this is the time to blow your own horn. Our club's list of accomplishments:

Sample Accomplishments:

- yearly operating budget of \$\$
- # ski trips
- # summer bike events
- Club has hosted # events all over the world, including exotic locations like Wisconsin, South America, Europe, and of course throughout the USA (include pictures)
- # dues-paying members this year
- # members throughout the history can't be wrong (over the last # years)
- # years of fun. Solid history.
- Started in XXXX year and has done # trips every year.
- Organizes at least # events each week.
- Has # upcoming trips planned
- Seasonal events to stay active all year around.

Value Proposition

What is your club's most basic value proposition: what are you truly offering members?

Clubs promote better lives:

Overall humanitarian goal is to promote fellowship through a shared passion for an activity.

What sets your club apart from other clubs:

What would you tell someone in the elevator about your club? (short description of club):

What would you tell someone on the chairlift about your club? (long description of club):

Price: What does it cost to be in your club?

Basic needs for joining and retention

Keep in mind the basic needs of your members: women want safety and men want respect.

Membership fee _____
(annual dues)

Membership dates _____
(by calendar year, date of sign up, other)

Events typically cost _____
(per event charge)

Equipment typically costs _____
(price to participate)

Any social cost or stigma to belong _____
(why wouldn't someone join)

We offer this benefit/value to make up for any costs _____
(why would someone join despite the cost)

Policy: What are the club rules?

We have a policy of _____
(rule)

That affects our promotions _____
(how)

Promotion: What are our goals?

The result we want is:

Sample goals:

- Increase membership
- Increase attendance at events
- Increase member participation within the club
- Plan more events
- Expand community awareness



What messages do you want to tell people?

We want potential new people to know
(external messages to get new people to join, impress vendors):

We want our current members to know
(internal messages reinforce involvement):

We want past members to know
(woo them back):

We want our partners to know
(impress vendors and trip coordinators):

We want our community to know
(how do you help the neighbors and make the world better):

3 top emotions that cause action:

- Fear
- Love
- Hope

How do you get the word out?

We currently contact people by
(what are you doing now):

And the result is
(feedback):

We'd like to try these communication methods:

Communication tools:

- Website
- Newsletter
- Emails
- Events
- Flyers
- Postcards
- Word of mouth
- Publicity
- Meetup
- Reachmail
- Facebook
- Twitter
- Blog

Placement: Where will your target audience learn of your club?

Our target audience goes to these physical places:
(ski hills, sporting goods stores, coffee houses, bike trails)

Places people find you:

- Your website(s)
- Search rankings
- Links from other websites
- Special club events
- Regular club functions
- External events, like ski shows
- Through other clubs
- In publications
- At businesses (sporting goods stores)
- On the playfields (tennis court, ski hill, chairlift)
- Bulletin boards (coffee shops, REI)
- Recommendation from a friend

We can communicate to them in this way

_____ (at the physical location)

Our website is _____

(main URL)

Our secondary websites are _____

(others, like facebook and meetup)

We link to these websites _____

(what is of interest to your members)

These websites link back to our website _____

(who links back to you)

Our webmaster is _____

(name, phone #, email)

Our website needs to be updated this way _____

(what do you want to change)

We want to try these internet methods:

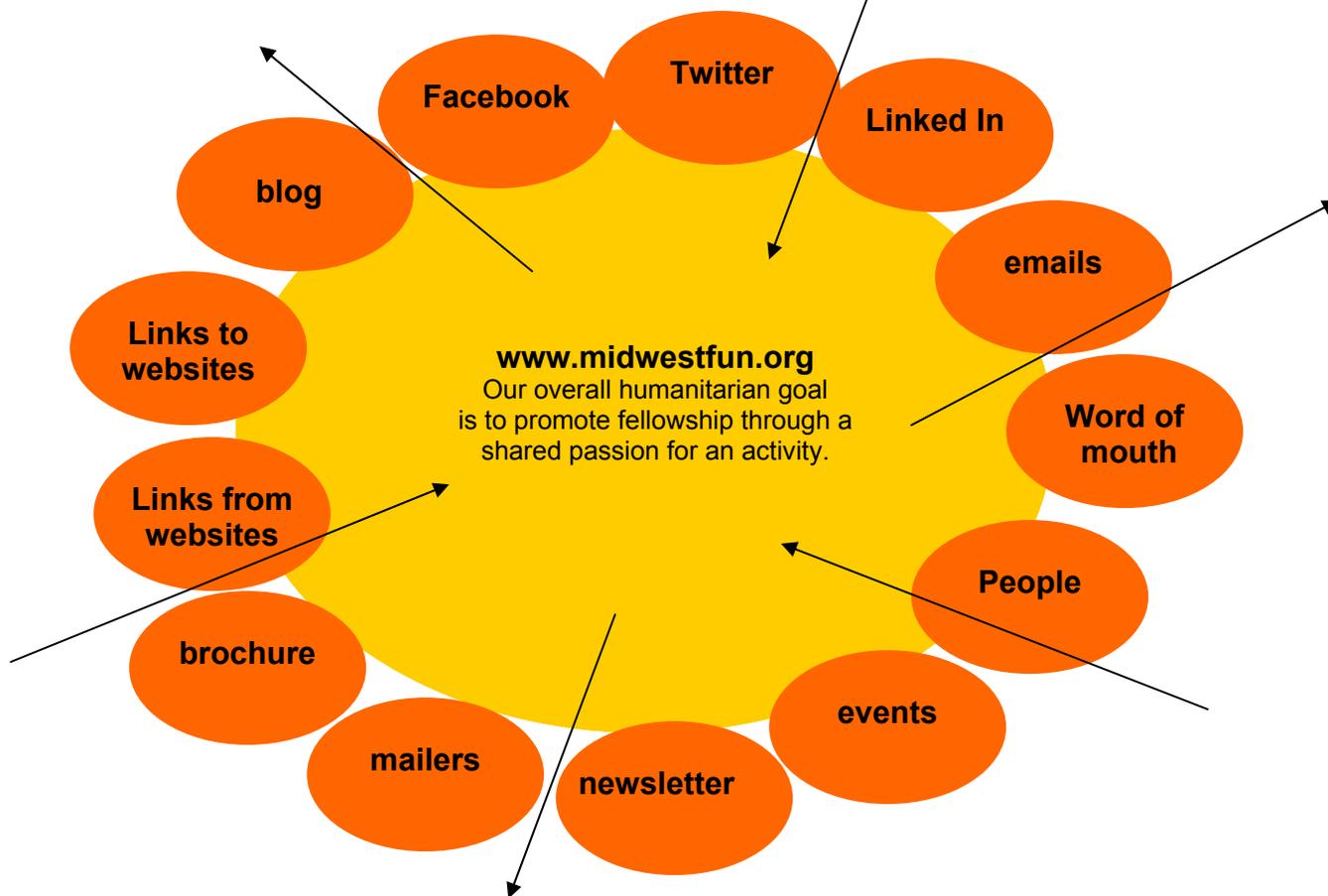
The Competition: What other groups want their attention? Can you make them a partner? Remember, we all just want to have fun.

- Rovers, North Stars, & other clubs
- Meetup and other web-based groups
- The sports clubs themselves
- Other events, like at bars and theaters
- Family
- Doing the activity with current friends
- Doing the activity alone



Website is the base of info = it is the center of the circle

All messages tie back to the website and reinforce the overall club branding message (what is your club? What are you offering?)
 Meetup etc. complements .org website = another place to reinforce info (and calendar) and be searchable. Internal and external messages.



Meetup	Facebook	Blog	Twitter	Reachmail
meetup.com	Facebook.com	Blogspot.com	Twitter.com	Reachmail.com
\$144/YEAR	FREE	FREE	FREE	\$50-150/month + up to \$1000 start up fee for template
Website based on hobbies and events	Group and personal websites for anything people like	Discussion website	Small messages Electronic version of word-of-mouth	Web-based electronic newsletter service
Members log in Calendar of events Can process payments Easy to send messages Several organizers to run events and trips	Post immediate messages, pictures, and updates Can do event RSVPs Great way to get to know individual members by their postings	Members post comments Great for feedback Great to promote the brand. Great way to get to know individual members by their postings	Members log in Members chose to receive messages from specific sources Your club posts succinct messages Very targeted messages Great way for impromptu gatherings and reminders Great way to get to know individual members by their postings	Club uploads email addresses You write news and launch emails Nice format Easy to edit Can make last-minute postings Track who's looking at each message and who's forwarding messages.



Marketing ideas:

Marketing is not a sprint, it's a marathon. Do what you can today, and build on it tomorrow. Issue many consistent messages over time. Between the main website, a calendar, using weekly email updates, you'll immediately be able to keep everyone informed faster and easier for new events. As you hone your messages and the website is improved, you'll be able to promote events better, and add tactics like Facebook, Twitter, blogging, etc, and you'll add more momentum. Get everyone talking about how your club is the best club and thrive!

Basic Promotions:

- Club brochure or quick handout / postcard
- Signs for all events, outside, on tables, on people (name tags, hats, t-shirts)
- Business cards
- Name tags
- Create logo stickers / button / items for identification
- Create blank note cards (mostly for thank-yous)
- Make all documents accessible online (box.net) so everyone can download and print what they need
- Refresh the newsletter
 - Standard template, logo, fonts, style, graphics
 - Lots of pictures with captions
 - Articles from the board
- Create a "Welcome to Our Event" event packet for hosts. Anyone who hosts an event will receive a folder of paperwork to reinforce the club image. This will include: club business cards; name tags; logo items; membership forms; reimbursement forms; thank you cards (for the venue and vendors after the event); a list to write down attendees contact info and paid and membership status; upcoming event fliers; newsletter; directory. Possibly include: rules of conduct; a brief club promotional brochure.

Internet Marketing:

All of marketing efforts funnel back to the main site, so that has to reflect your club image perfectly and be the go-to site for all details. Overhaul the website.

- Update events
- Incorporate current pictures
- Try a new template design
- Add motion
- Make it seasonal
- Have membership forms available
- Have a calendar
- Sign up for newsletter
- Make it easy for them to contact you
- Make trip / event forms
- Add PayPal for events and membership
- Improve navigation
- Train several volunteers to edit and update
- Tie in with Facebook and Twitter (use Hootsuite?)
- Add a blog
- Create links to other local events/websites of interest
- Have other groups link back to your website
- Get members with smartphones to post/twitter during events

Set up Paypal

- Create pay buttons for membership, every event and trips on different pages
- Tie in with event forms
- Get treasurer involved to log in and confirm banking and that it works and makes sense.
- Calculate cost to incorporate fees into every transaction

Set up an online group like Meetup

- Get assistant organizers
- Post events
- Clarify "member" vs. "non-member" Clarify casual vs. dues-paying members
- Add comments on attendance for the previous events
- Add pictures
- Add Paypal

Automate email updates

- Set up a Reachmail/Constant Contact/ account
- Create a template for (weekly/monthly) email updates
- Upload the member list
- Have members unblock "spam" warning and accept the email address.
- Train administrators to write, edit, and send the weekly email

Metrics: how do you know it's working?

- # current web hits
- # members
- # events
- # trips
- # people participating in trips and events
- # email inquiries
- # people signing up for your newsletter
- \$ in checking
- \$ changes to the operating budget