

CLUB	Greenock Glenpark Harriers
Key Area	Communication and Promotion
Key Details	<ol style="list-style-type: none"> <p>1. Club Communications/Advertising Make use of internet printing companies, e.g. vistaprint.co.uk, to provide professionally produced Club advertising material for attracting new members. This is often free or at minimal costs – (plus package & postage). Several examples we have used are:</p> <ul style="list-style-type: none"> • Personalised Christmas cards – we added dates of club races over festive period as reminder to members. • Club business cards with contact phone numbers /email addresses/website address. • Club flyers – for distributing club details at local sporting events – fun runs etc. • Banners – For displaying at races <p>2. Use of Facebook/Internet - New Members Attract new members by offering free membership to your club – Advertise through local newspaper and local news website (Greenock Telegraph and “Inverclydenow.com” in our case) that your club is offering free membership for a 6 week period – (August/Sept immediately prior to your clubs annual membership renewal date. Also at same time ask every club member to post it on their Facebook page (e.g. if 100 members x 100 friends = 10,000 messages being sent out.)This is just a gimmick as most clubs offer free trial period, so no losses to club would be incurred. This year we attracted 12 new members with this simple low effort / no cost campaign.</p> <p>3. Club Facebook - Set-up of Club Facebook group. This is invaluable tool for club captains, secretaries, and coaches in getting information to and from members, regarding races/training. Information and responses are instantaneous, important to get as many members as possible to join the group. From experience, the responses received regarding races etc, from members using FB is far greater than that from either our website or email.</p> <p>4. Collection of Club Fees Offer early bird rate for club fees, rather than imposing a fine for late payers, which may result in some ill feeling. We increased our club fees by £5, but at a reduced £5 rate if they were paid within 6 weeks of AGM. Result was 90% of members had paid by the 6 week period, when normally that figure would be nearer 60%. This reduces the stress on the club treasurer and time spent on collection.</p> <p>5. Website - greenockglenparkharriers.webs.com. Well maintained website.</p> <p>6. Set up Easy Fundraising Page easyfundraising.org.uk is a shopping directory listing some of your favourite online stores including Amazon, NEXT, Debenhams, John Lewis, Toys R Us, HMV and over 500 others. Just use the links on the easyfundraising site whenever you shop online and, at no extra cost to you, we'll receive a free donation of up to 15% from every purchase you make. It really is that simple!</p>
Further Info	greenockglenparkharriers.webs.com