

**Club Development  
Speed Share Notes**

**Active 10 Conference  
Burswood  
Botanical Room Three**

**Friday 26 November  
2010**



**Communicating with Members**



**Seeking Sponsorship,  
Fundraising and Grants**

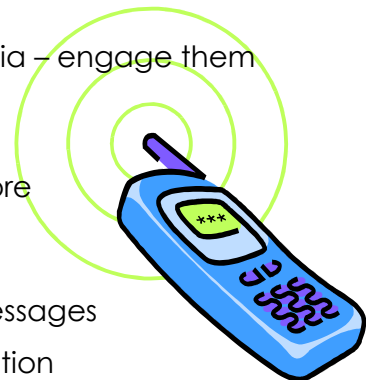
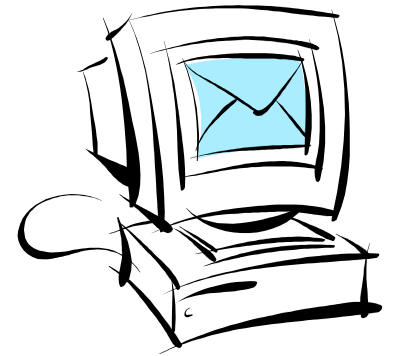


**Volunteers and Volunteer  
Recognition**



# Communicating with Members

- Facebook Pages
  - allows advertisement of fixtures, events, game changes, photo's, use to update members information
  - security is good and can be controlled
  - select people as administrators
  - little time commitment
  - 15 mins per day but good return
- Database, emails, website used by club and some teams use Facebook
- Social media can exclude some demographics
- SMS/Facebook can exclude lower income families that don't have computers or mobiles
- Using the telecentre to allow lower income families to access facebook/ internet
- Local newspaper
- Important not to depend on one avenue
- Make sure the information is relevant to who you are sending it too
- Make emails personal
- Venue sharing
- Verbal communication
- Email doesn't work when sent in bulk
- Getting young people to manage social media – engage them
- SMS
  - training times
  - 30 minutes before rather than day before
  - Gives them less time to get out of it
- Different communication tools for different messages
- Word of mouth is the best form of communication
- Ambassadors who spread the word – need the right people
- Organising fun events are a great way to encourage attendance

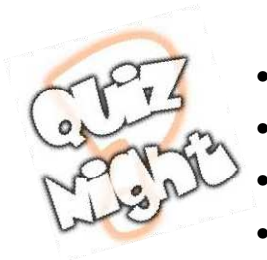




- Community focus – show case at events where there is already a large footfall
  - Advertise in paper
  - Communicate through coaches, they the filter that down to players and families
- Sporting Pulse for basketball, everyone is required to register to play and email is provided, creates an email database
- Will people listen to the message. Is the message clear, concise and interesting
- Consistent messages
- Ask members what their preferred method of communication is



# Seeking Sponsorship, Fundraising and Grants



- Quiz Nights
- Business partnerships
- Selling wrist bands
- Sponsorship strategy – target lots of small sponsors or a few large sponsors
- Corporate boxes – Phantom horse races
- Naming rights
- Some grant funding is available for “minority groups” that may also be able to increase membership as well
- “Celebrity” events/opportunities – leverage other sponsorship opportunities
- Make sure sponsors get “bang for their buck”
- Create relationships with business to get to know “what that business wants”
- Sponsorship is not necessarily “cash” – expertise in kind may have longer lasting benefits
- Promote target audience and demographics for sponsorship
- Know your club members
- Don't make promises you can't keep
- Sponsor recognition and servicing
- Farmers put in a crop for the club
- Build a house with club members (in kind)
- Website sponsorship/acknowledgement
- Bottle shops/Car yards – product sales – x% goes to clubs
- Create “network” for increase buying power to get equipment at a reduced cost





- \$100 raffle tickets (20 tickets in 1 month) and have a sponsorship night and draw the raffle (very popular idea)
- Do you have a function room on river bank – kayak club?
  - BHP/DCS rent it out for training @ \$50 per hour
  - Has to be available for community use
- Bunnings – sausage sizzle
- Have plans and budgets for sponsorship/fundraising etc
- For a state team – create a fundraising team, 7 people responsible for raising \$5,000 per year
- Approach players businesses for \$500 – then players get a \$100 discount on fees
- Grants info newsletter – subscribe – tap into specific funding streams
- Come and try days to increase membership and awareness
- Come with proposal – what can the club do for the sponsor?
- Tiered sponsorship: Bronze, silver, gold, so groups can choose how much they spend
- Treat it professionally
- Clubs/members to target business partners – build rapport with companies, naming sponsors
- Maybe try and approach less people for more money and more value – so can service them better
- Plan – how much do they need, be focussed
- Target industry specifically



# Volunteers



- Recognise and thank volunteers on daily, weekly, monthly and yearly basis
- Professional development opportunities – good feedback on current DSR volunteer development opportunities
- Individuals, Club and SSA of the year awards for Volunteer Management
- Rebates for volunteer participation
- DSR publicise volunteer issues and management in newsletter/other social media, and advise the industry
- Volunteers Awards night to elevate status of volunteers
- Active 11 conference have a stronger focus on volunteers/ing
- Recruit – focus on youth – advertise through schools
- Outline what are expectations on volunteers for different roles.
- Job description for committee members (break down roles, time limits, entitlement)
- Handover notes process still to be in place
- More training and development opportunities
- Succession plan
- Mentor program
- Should volunteers be called service/community provider?
- Volunteer feedback survey
- Challenge – qualification and legislation required – time and money
- Recognise volunteer skills sets for professional and paid roles
- Volunteers need to feel valued (personal level) and done multiple levels



- LGA (Kalamunda) provide new residents kits which promotes volunteering
- Consider remunerating roles



**Volunteer Services**



## Volunteer Recognition

- Reimburse
- Reward (incentives scheme)
- ID cards – discounted entry to events
- Discount vouchers
- Recognition brekkies (special guest speakers)
- DSR local legends (volunteer of the month)
- Club based volunteer award
- Link club based volunteer awards with local government volunteer recognition awards
- SSA based volunteer ward (WAFC)
- State based volunteer award evening (DSR)
- Free entry to Active 11 Conference
- Corporate sponsored volunteer award
- Annual 'thank a volunteer day' recognition
- Volunteer of the month (Bio posted in newsletter)
- Personalise recognition

