**SWF November 2023 Zoom Meeting**

**Recruitment and Retention.**

The meeting was attended by 27 people representing 19 SWF clubs.

**First Breakout Rooms: Questions to discuss**

Marketing and Communications

1. What has worked? How do you know?
2. What hasn’t worked? How do you know?

Feedback

1. What has worked?

* ‘Word of Mouth’ continues to have the most positive impact on recruitment.
* Open days have a positive impact provided they are well organised and all volunteers are briefed with regards their role including ‘selling’ the benefits to visitors.
* A series of taster sessions / mini open days
* Visibility to passers-by and catching their attention is successful e.g. roadside banners
* Taster memberships for a limited period e.g. two months
* Developing a friendly atmosphere and creating special sessions for new members e.g. beginner’s evening slots
* Facebook does have an impact provided there is a club member with the necessary skills/experience AND there are regular updates
* Linking taster sessions with other events is a good strategy e.g. nearby polling station, other sporting events, cultural, tourist events etc.

1. What hasn’t worked?

* Newsletters
* Leaflets
* Local Press coverage
* Social media
* U3A

Also noted

* Recruitment programmes need to relate to coaching capacity and a good process for helping new players feel a part of the club

**Second Breakout Rooms: Questions to discuss**

1. What new marketing and communication methods would you like to use in 2024?

* Linking up with other organisations and events e.g. charities, other sports, local businesses, festivals
* Using WhatsApp to communicate with members and develop a ‘club spirit’.
* Spread ‘Open Days’ across more ‘Taster Days’
* Roll up coaching evenings
* Incentives for existing members when introducing new members
* Resurrect the CA car stickers with new CqE car stickers

1. Additional questions and for further discussion\*

* Are Open Days worth the effort?
* If Word of Mouth has the most impact, how do we improve it?
* Is it easier to retain existing members rather than recruit new ones? If so, how does a club improve retention rates?
* Should clubs invest time and money in social media to attract younger members?
* How do we offer opportunities for coached/supportive play with other members that encourages positive play?

\*Post meeting: we will follow up on these additional questions by engaging with a few of our clubs with positive experiences and feeding back to SWF clubs in the near future.