

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.

2. 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

2. 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.