



ATTRACTING NEW MEMBERS FOR YOUR TRIATHLON CLUB

Marketing to attract new triathletes involves more than just posting a flyer, getting an article in a newspaper or designing a catchy club logo. Marketing your triathlon club is about communicating the benefits of your club to prospective families, community supports and current members.

Why? – Besides the obvious reason of recruiting new members marketing can also help with retention, sponsorship and increase community support. All of these marketing focuses should help increase your club's revenue.

Recruitment vs Retention – Recruiting new members to your club is just as beneficial as focusing on retaining your current members. Having a marketing plan that focuses on recruitment and retention should help to grow your club.

Key Aspects:

- **Who are you?** – Your primary goal in marketing is to let people know why they would benefit from being associated with your club. In order to do this you must first establish your club's mission and vision. Think of about three or four values and benefits you want to associate with your club. Once you have identified your benefits and values make sure this is communicated clearly to your current and prospective members.
- **What makes your club unique?** - Once you have established who you are and what you value as a club take some time to think about what makes your club different than other clubs. Remember other triathlon clubs are not the only competition that you may have, look at what is different from other clubs in your direct area. Once you can identify two to three things that make your club unique communicate it to your members!
- **Who is your Triathlete (Customer)?** – Do you know what type of triathlete your club caters to? Do you attract a lot of first time triathletes or does your club attract more seasoned triathletes? Getting to know what type of Triathletes decide to join your club and what they expect from your program is important. No matter the reason for joining make sure you customize your message for the particular audience you are trying to reach.
- **Who is your competition?** - Knowing who your competition is an important step in helping you distinguish how your club is different and potentially better for your audience. Your competition is not always another Triathlon club; it could be another local swim club, run club or cycling club. Knowledge of your market and competitors will help you in communicating what separates you
- **Elevator Pitch** – If you only had 30 seconds, in an elevator, to communicate to someone what your club is about could you do it? Being able to communicate what makes your club the best in 30 seconds or less is necessary when trying to spark interest in your club.

Resources and Materials: Once you know answers to the key aspects in marketing your club developing materials becomes easy. Using the notes above you should be able to create a marketing message that will help in communicating, no matter what medium you choose to use. Materials used for marketing should illustrate the benefits of joining your club and what makes your club unique. Make sure that you tap into your current club resources. Is there a person in your club who can do some design work to help you communicate your message?