



RECRUITING AT EVENTS & RACES

Races and events are a great way to show others what your club is about and there are a variety of options. Different events have different purposes and this section will give you some ideas for potential options in your club

Why? – Going to events creates a presence in the community. Events allow your Triathlon club to highlight who you are and what you are about. When hosting an event try to communicate all of the benefits to becoming a member of your triathlon club.

IDEAS:

Local Races – Not limited to triathlon races look at what races, cycling, swimming, running are in your community and see if maybe you can set up a booth. This lets races know what your tri club is all about and is a great venue for attracting new members.

Community Fairs – See what local community fairs and festivals are happening in your area and see if you can set up a booth at these events. Use some of your club members to assist and act as the face of your organization by having them handout information at your booth. This helps your tri club gain recognition in your community and creates a great venue for seeking out potential partnerships.

Club Social – Club social events are a great way to get the community to come to you and see what you are all about. Offering free or cheap food is always a good way to entice people to come to your event. Maybe think about hosting a fun Splash N Dash or Duathlon event as a part of this social. This helps attendee's get eager and excited about Triathlon.

Take Home Notes:

Establish a goal for each event. Are you trying to get the community to come to you or are you going into the community? Try not to hold events just for the sake of having one and make sure that the event has value for both current and future members.