

Clubs are Open

A campaign to
drive club membership

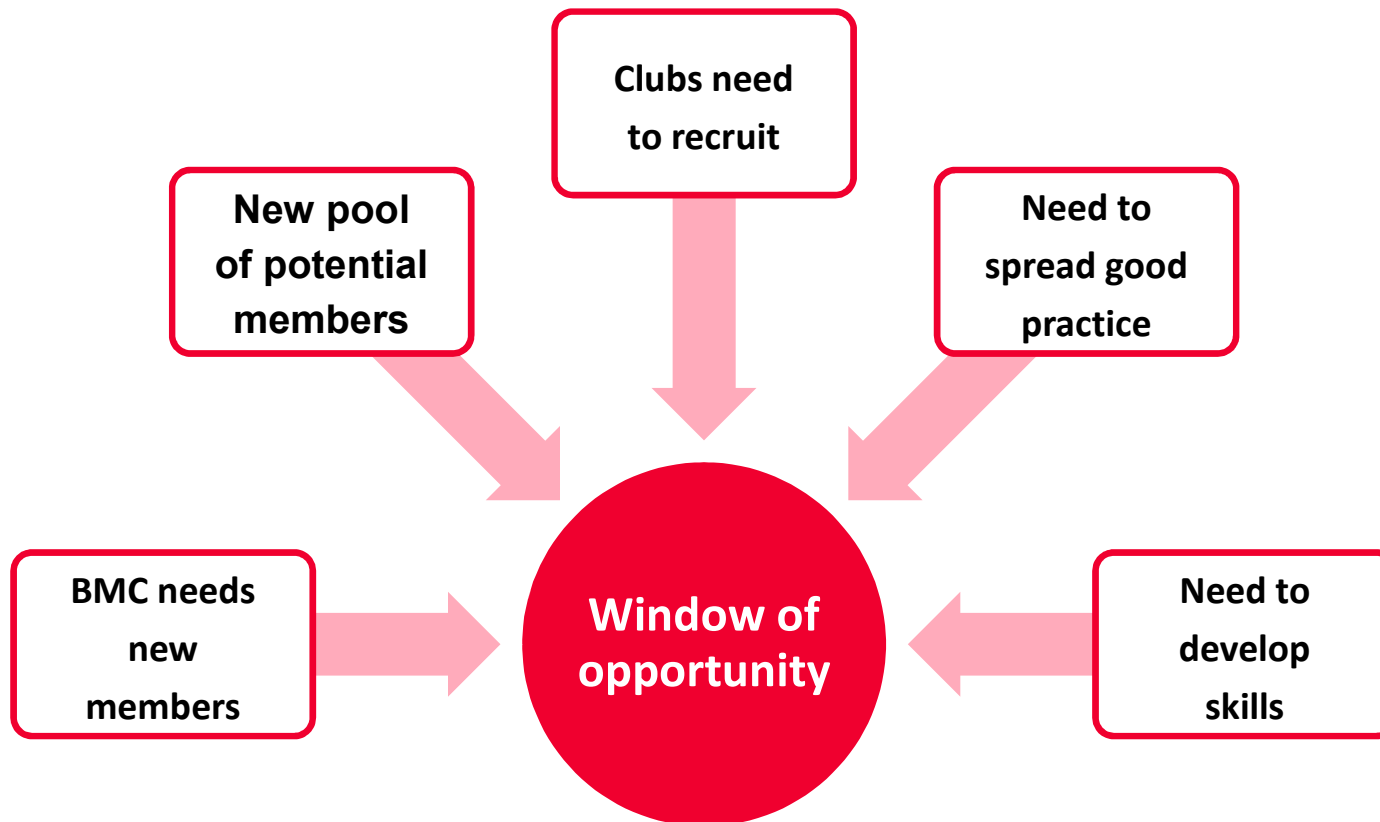
Clubs Webinar

9th June 2021

Agenda

- Welcome (Dom – 5 mins)
- Progressing the Plan (Jonathan – 5 minutes)
- Branding & Communications (Dom – 10 mins)
- Club Skills and Readiness (Ian & Paul – 10 mins)
- Some lessons from a Club recruitment campaign (Charlotte – 10mins)
- Future strands – Student focus and working with Partners (Mike & Charlotte – 5 mins)
- Breakout groups discuss key aspects (30 mins)
 - Branding & Promotion (BMC & Clubs) / Web & Social Media / Welcome & Engagement
- Feedback from groups (All – 10 mins)
- Wrap up and next steps (Dom – 5 mins)

Opportunity



The Need

- Pandemic has significantly impacted club membership
 - Affiliated club members ↓ 10-20% on 2020
 - Student club members ↓ 50% on 2019/20
- Post-pandemic – growth in interest in ‘the outdoors’
 - Wall climbers forced outside
 - People discovering walking in their local area
 - Record visitor numbers in National Parks
 - Possible ‘Olympic’ effect of interest in climbing

Progressing the Plan - Key Actions

Almost 50 clubs represented at the meeting on 4th May

- Ideas for Message ➔ Audience ➔ Making Connections ➔ Action
- Confirmed that this campaign was of value and interest to clubs.

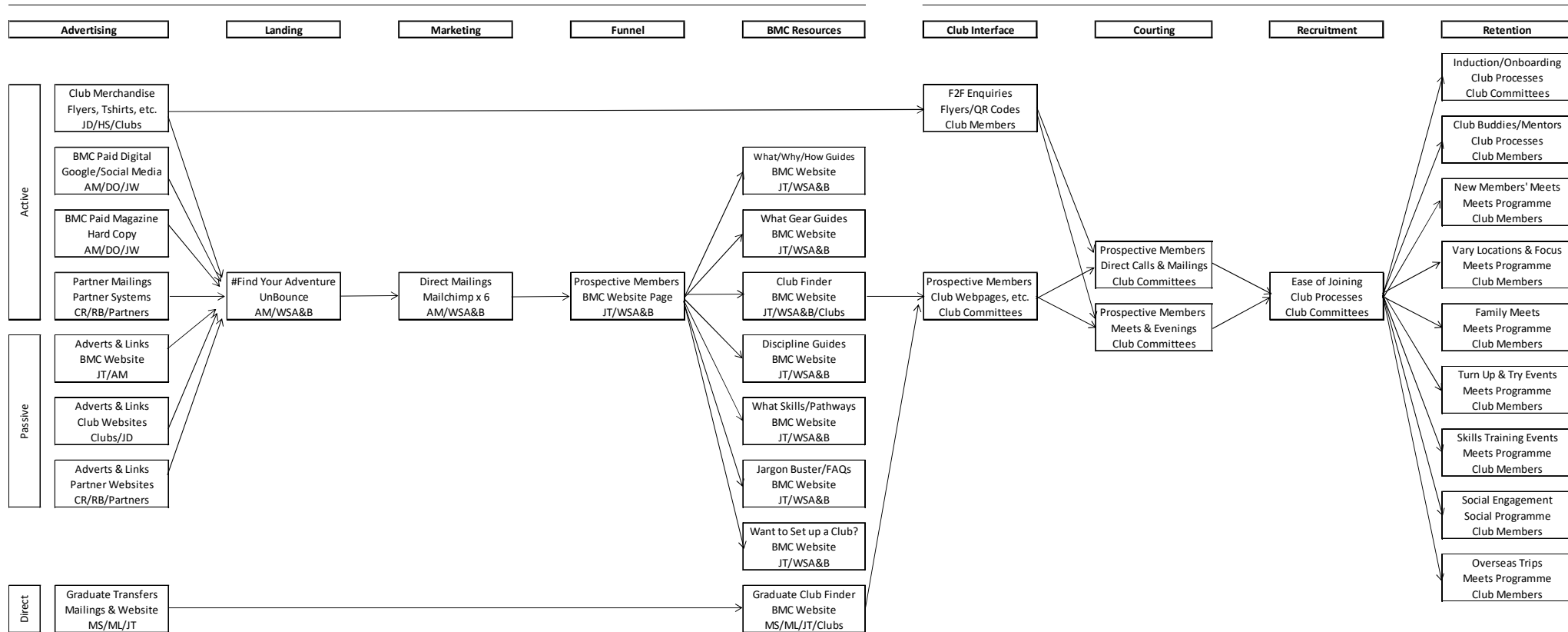
Since then:

- Widely discussed within the BMC – Sign-off for investment from BMC Board
- Steering group: volunteers & BMC staff developing and implementing proposals
- Development of branding and pilot testing of graphical concepts
- Draft clubs self assessment checklist available on BMC website
- Resources for Clubs on Clubs Are Open page of BMC website

Progressing the Plan - Business Case

- 2-stage recruitment campaign :
 - Stage 1 approved - digital & print advertising; merchandise £11k RoI = 980 members
 - Stage 2 to follow - wider roll-out through partners £9k RoI = 800 members
- Target = in-year break even of cost v net contribution, with ongoing retention.
- Monitoring = track quarterly.
- Mutual dependency - Clubs Committee volunteers & staff, jointly with Clubs.

Progressing the Plan - Resourcing



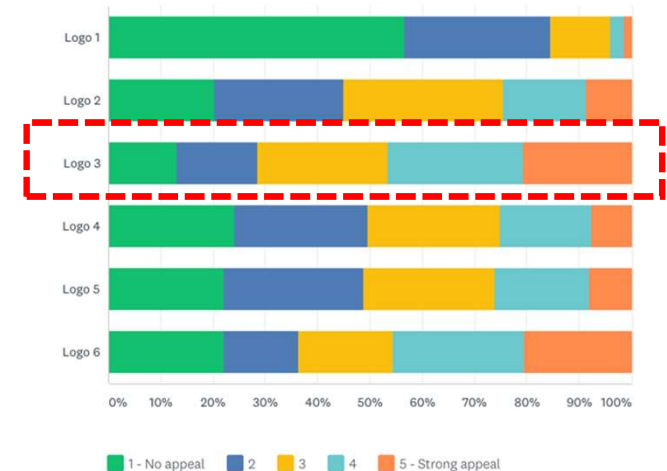
Branding & Communications

- Even the word 'Club' has the potential to confuse and turn-off potential new members
- Public face of campaign: #FindYourAdventure
- New 'landing page' for Club Recruitment campaign
- Branding for social media, web, posters, leaflets, T-shirts and more...
- Logo tested with over 800 Facebook users and leading contender from 6 designs

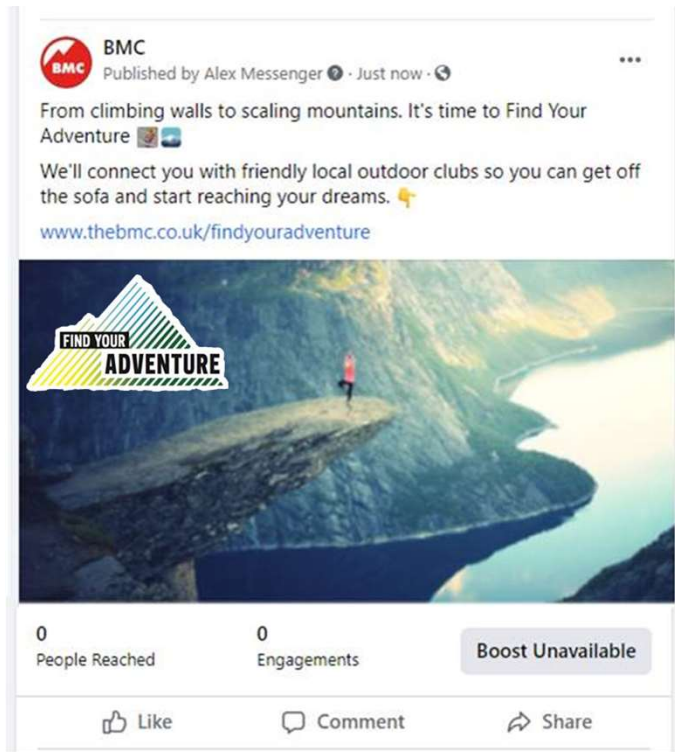


On a scale of 1-5, which logo appeals to you the most? Where 1 is no appeal and 5 strong appeal

Answered: 838 Skipped: 0



Branding & Communications




Social Media Campaign

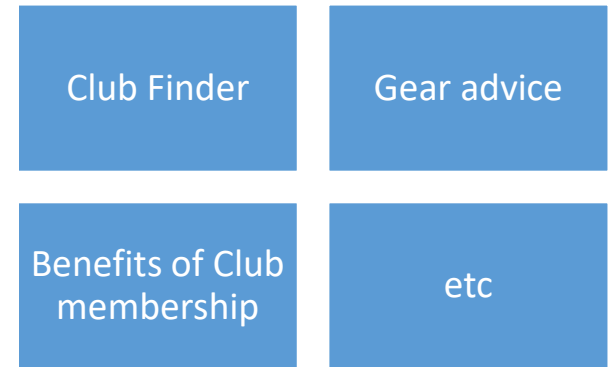


www.findyouradventure

Enter your email here to start to



Landing Page



Resources



Six weekly emails (work in progress):

- What is a Club – **Join a Club**
- How to choose a Club – **Find your Tribe**
- What is a 'meet' and what should you expect – **Start your Adventure**
- What is a 'hut' – **Basecamp for your Adventure**
- Other benefits of Club membership – **Equipped for your Adventure**
- OK- I'm convinced, what do I do next? – **Let's Go Adventure!**

Club skills and readiness



Club self assessment checklist or 'how to reflect on how potential new members will find your club and how you will appear'.

This self-assessment is divided in three sections:

Contact

The hardest part of attracting new members is making it as easy as possible for them to find that your club exists. For example:

- How do potential new members find your club, what are the first impressions given out by your website, posters etc.?
- Does your promotional material reflect the club you are or aspire to be?
- How geared up are you for receiving new members?

Connect

So, a potential new member has discovered that your club exists, how and why do they make contact with you?

Retain

After a potential new member has made contact and perhaps attend a couple of meetings, wall session or the like, how is the enquirer converted to a club member.

Link to download on 'Clubs Are Open' page

<https://www.thebmc.co.uk/clubs-are-open-recruitment-promotion>

Club self assessment checklist



Some areas are a simple a yes/no answer others will be more nuanced and require a score. Compete with a yes/no X or ✓; give yourself a score of 1 to 5 for the nuanced areas. For example:

Club has a dedicated website	Site is checked & maintained annually	Contact details are maintained annually	Site describes activities undertaken by club
✓	✓	X	3

Each section ends with a Notes/follow up action box for you to complete.

The checklist also has blanks for clubs to localise, we won't have thought of everything.

Although designed with new members in mind, there is no reason for this checklist not to be used to review the general 'health' of a club.

Lessons from a Club campaign



Warminster Adventure Sports Club [WASC]

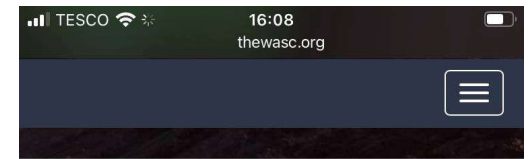
A tribe of outdoor enthusiasts based in Wiltshire and North East Somerset.

- BMC & BC affiliated community multi sport club
- No entry criteria
- ~55 members

www.thewasc.org

www.facebook.com/thewasc

www.facebook.com/groups/thewasc



“ The WASC isn't just a club, it's a community. It's warm, friendly and inclusive. It's your best adventure waiting to happen.

— Karla Lethbridge



Make friends and get outdoors!

Lessons from a Club campaign



WARMINSTER ADVENTURE SPORTS CLUB

Climb, Trek, Paddle, Cave

A tribe of outdoor enthusiasts based in Wiltshire and North East Somerset; we hold weekly meets, social events and trips all over the UK and abroad in all seasons

Free trial, affordable membership

Friendly community

No experience necessary

Families and individual members welcome

Want to come and play? Find us online:
facebook.com/thewasc.org www.thewasc.org
e: communications@thewasc.org

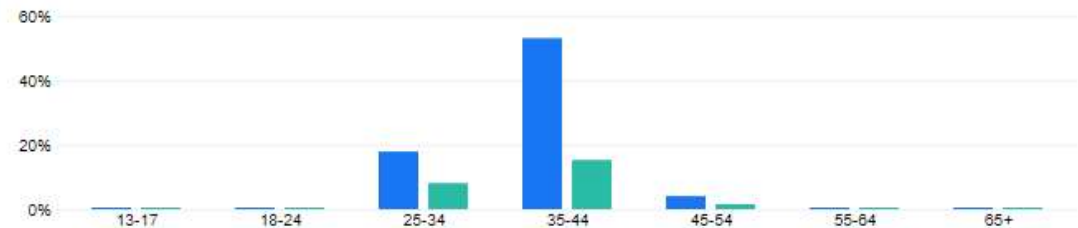
Warminster Adventure Sports Club (or WASC) is a tribe of outdoor enthusiasts based in Wiltshire and North East Somerset. We hold weekly meets, social events, and trips all over the UK and abroad in all seasons of the year. Climbing, Canoeing, Kayaking, Paddleboarding, Caving, MTB in fact...



This ad reached 21,366 people in your audience.

People Placements Locations

75.1% Women 24.9% Men



Lessons from a Club campaign



Warminster Adventure Sports Club created a poll.
8 March · 🌐

Lockdown is ending - what activities are you most wanting to do?

<input type="checkbox"/>	Added by Warminster Adventure Sports Club Kayak trip	22 votes	...
<input type="checkbox"/>	Added by Warminster Adventure Sports Club Hill walking	11 votes	...
<input type="checkbox"/>	Added by Warminster Adventure Sports Club Mountain biking	11 votes	...
<input type="checkbox"/>	Added by Warminster Adventure Sports Club Climb outside	10 votes	...
<input type="checkbox"/>	Added by Warminster Adventure Sports Club Kayak training	9 votes	...
<input type="checkbox"/>	Added by Warminster Adventure Sports Club Ballistics (air rifles)	9 votes	...
<input type="checkbox"/>	Added by Warminster Adventure Sports Club Bushcraft	8 votes	...
<input type="checkbox"/>	Added by Warminster Adventure Sports Club Climb inside	6 votes	...
<input type="checkbox"/>	Added by Warminster Adventure Sports Club SUP trip (bring your own)	6 votes	...
<input type="checkbox"/>	Added by Warminster Adventure Sports Club Caving	2 votes	...

Warminster Adventure Sports Club
9 January · 🌐

Socially distanced local paddle on the canal with new member [Kamala Davies](#)! Look at that happy face. We spotted almost all the ingredients for a roast dinner drifting down the canal. We think maybe someone said the wrong thing and dinner was flung out of a barge window. [#lockdownlife](#) What are you up to this weekend?

Lessons from a Club campaign



Engagement = Conversion

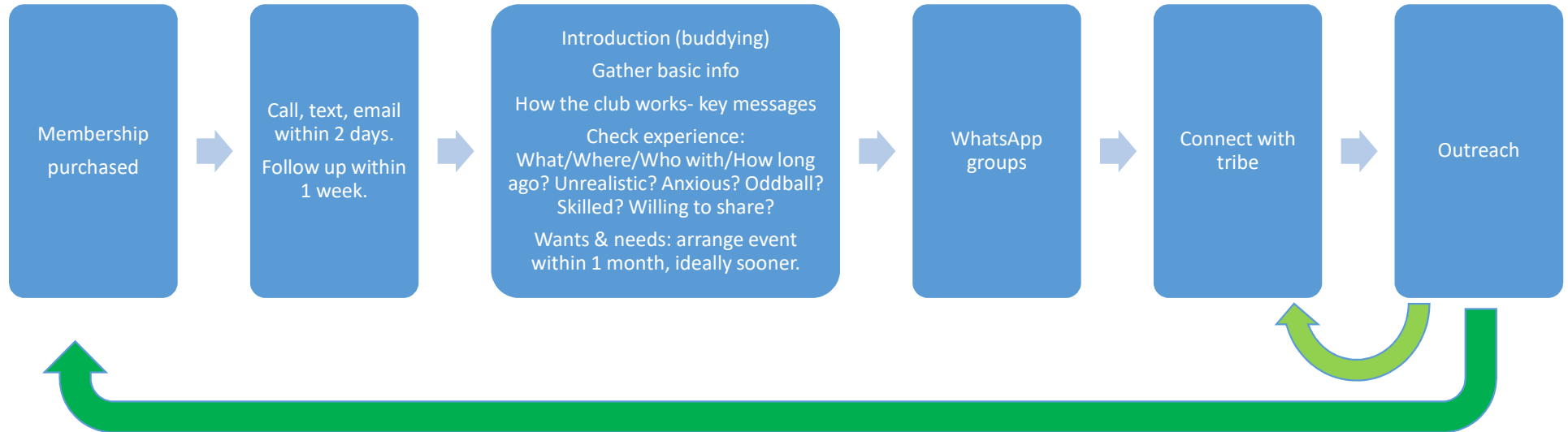
Joins Facebook group → message within 1 week:

- Welcome & introduction
- What adventures are you hoping for?
- My phone number & invitation to meet F2F

Comment on post → tagged response within 24 hrs

Email → reply within 2 working days

Lessons from a Club campaign



Lessons from a Club campaign



Critical mass of new members?



SUN, 18 APR

Learn to climb - full



Created by William Fryer



SAT, 17 APR

MTB Skills with Mudmeister G - full



Created by William Fryer

Lessons from a Club campaign



“Comms & Development is Sexy but High Maintenance”

Student Focus



- University Clubs are a natural recruitment ground for BMC affiliated Clubs
- Students leaving Uni have experience of being 'in a Club'
- ...and significant skills
- ...including 'how to be a committee member
- ...and may well be moving to a new area and in need of climbing partners



- We'll be reaching out to University Clubs to pass on the message:
- #FindYourAdventure

Working with Partners



- Partners Forum
 - Training
 - Retail
 - Suppliers
 - Outdoor Industries
- Beyond
 - Landowners / Land Managers
 - Accommodation Providers

Let's share ideas on what to do...



A: Promotion (BMC)

How should the BMC promote #FindYourAdventure?

- What resources would be most useful
- Ideas on the 'six steps' to joining

B: Promotion (Clubs)

How do Clubs tailor and promote the campaign locally? e.g.

- Posters, flyers, local media
- Presence at Walls, Shops, local groups

C: Contact

- Why should a potential new member contact your club rather than stay with their current Facebook/climbing wall group?
- What are the best channels to promote your club and for a potential new member to contact you?

D: Welcome & Engagement

- How would a potential new member perceive your club?
- How welcoming are you to new members – and how do you know?

Breakout Session C feedback



Why should someone join a club rather than stay with their current social media/wall etc group

- Meet people after moving to a new area
- Finding people with relevant hill/climbing experience
- Social aspect
- Access to huts, but beware terminology, huts can mean different things to different people (alpine v a lawn mower) and not reflect what a club hut really is.
- Community, belonging and opportunity
- Stability and longevity
- Training
- Joining a club can feel intimidating
- Be clear on what to expect, everything is not necessarily all laid on like booking an instructor

What are the best channels to contact your club

- Facebook very successful with several clubs but recognition that it reaches an older demographic
- Potential new members can have different perceptions and preferred social media/communication channels to current members
- BMC facilitated workshops to help current committee members understand how to reach out to, in particular younger, new members would be useful.

Breakout Session D feedback



- How would a potential new member perceive your club?

- Ageing
- Split between very old and very young
- Intimidating, not very approachable
- Specific activity focus

- How welcoming are you to new members – and how do you know?

- Not very careful about establishing new members when joined
- Primary activity focus, so not welcoming to other activities listed on website but not pursued.
- Difference on approaches between national and local clubs.
- Inadvertent consequence of approaches that exclude i.e. weekday meets that only suit the retired.
- Target activities, i.e. bouldering for young members

Breakout Session D feedback

- Those present felt that Charlotte's presentation gave a clear indication of how they could be doing more to encourage new members.
- National clubs feel that their issues are very different to local clubs, but all clubs feel, and foster, a sense of uniqueness.
- Clubs should agree internally what sort of membership they want to have and not try to be everything to everyone.
- Clubs effectively operate a social contract, consider activities driven from the 'top down' and 'bottom up' - developing engagement and a sense of belonging.
- Checklist designed to help clubs to reflect on what 'the club thinks it is; appears to be; aspires to be'.

Next Steps - Draft



Date	Core Team	Clubs
Now	Commit Funding	Sign up to #FYA Charter
w/c 14 June	Develop media posts	Update BMC Club info
w/c 28 June	Resources & Templates	Get ready – web & social
Early July	Go Live!	Go Live!
July	Weekly ads & emails	Flyers & posters?
August	Follow-up reminders	Organise an #FYA meet?
September	Review & refine	Review & refine

#FindYourAdventure Charter



It's a Joint Effort between Clubs and The BMC

Core Team / BMC

- ✓ Commit Funding
- ✓ National media campaign
- ✓ Resources & Templates
- ✓ Landing page & 'funnel'
- ✓ Email 'drip feed' follow-up

Clubs

- ✓ Sign up to #FYA Charter
- ✓ Get ready – web & social
- ✓ Prep posters / flyers...
- ✓ Hold a 'new members' event
- ✓ Be proactive, responsive & welcoming

Joint Target → 10% Growth in membership of #FYA Clubs