

Promotion Doesn't Have to Cost Your Club

Get imaginative. There are a number of means of free promotion used successfully by sporting clubs to attract new members and or volunteers including:

1. Word of Mouth – use meetings, newsletters and email lists to get your members talking – tell your friends and your friends of friends...
2. Establish a club website, Facebook page, Twitter page, blogs - see [Using Technologies](#)
3. Build an email tree using your own lists and ask recipients to forward to others who might be interested
4. Advertise in community media sources e.g. community announcements
5. Use community notice boards to paste fliers and posters. Shop windows can also be a useful point of exposure e.g. Members all take 2 fliers and commit to placing them
6. Include information in local school newsletters. e.g. a local baseball club promoted through their local school newsletter and asked if club registrations could be left at the school office for club collection a fortnight after the article – it worked very well
7. Use local library, community centre term programs, council newsletters and publications
8. Local politicians also have communication channels with their electorate. If you can get them on board e.g. Number 1 Membership Holder, opportunities to tap into their communication channels may be possible
9. Develop fliers / posters / signage about the club
10. Run free events which bring new people to the club e.g. Come and Try Day, equipment sale, information nights
11. Assign Junior Ambassadors to speak at their school assembly etc. If you have any well known members request that they become Ambassadors and sell the club whenever they can
12. Submit Media releases – a great form of advertising in small community newspapers as people are more inclined to read an article than an advertisement
13. Develop an organisation newsletter – distributed to the local community