



CLUB PROMOTION BRAINSTORMING TOOL

Have we got a promotional plan? Yes / No

Have we had a brainstorming session / meeting? Yes / No

What are the selling points of our sport or club?

What are our club strengths?

What are our sports' Strengths?

Can we modify our sport to attract a new market of participants?

Do we have flexible membership options?

Website – where is it at?

What other forms of technology do we use to advantage?

Do we have merchandise for sale? Branded gear, Hoodies, jackets, beanies, sun hats, track suits etc?

Have we canvassed out membership for skills they may have and can support our club in?

How do we currently promote within our membership?

What is the outside image of our sport? Do we know? How could we find out?

What does our ‘front of building’ signage say? Do we have signage?

Is our sport played by juniors at our club? What is the drop off rate? What age if so? How can we amend/rectify this?