

# EA Meeting 19/01/19

Membership Strategy, Website, & Championships

# Key Membership points were raised at Exe

- What do the 300 members that do not attend Nationals get
- How do we retain and grow our membership
- The answer to both points is the same; Increase & publicise benefits:
  - £5 Noble insurance and other sponsors benefits in Blue pages, diary & online
  - Dedicated training plan covering all Regions/Areas
  - Useful / value added content in Diaries, on website and via Social Media
  - Hold events we all enjoy & make a noise about it online & in publications
  - Improve communication with current, old & potential members
  - Make joining & renewal as frictionless as possible
  - Realise volunteers already justify subscriptions through the work they do

# Membership Actions

- Arrange & fund training events in each Area (**Area Reps & CM**)
  - Agree significant budget to fund (**here & now**)
  - Focus on new inexperienced members if possible
- Continue the great work already done with Sponsors (**CD**)
- Forward all potential content for diaries & website (**All**)
- Make joining easier with online forms & payment system (**??**)
- Improve contact with Ent owners
  - Update club contacts info: promote Membership & Events (**??**)
  - Setup mailing lists for news letters & promotions (**??**)
  - Be spontaneous on Social Media to promote activities & attract sponsors (**All**)
  - Publish event reports : Y&Y, SM, Website (**All**)

# Website

- Current website:
  - Views well on PC's but not on mobile devices
  - Attracts fees for the slightest of modifications to design
  - Has no real membership capabilities for subscriptions or members only area
- Options:
  - Sailing Club Manager focused solution (Expensive @ £5/member p/a)
  - Contract an experienced site designer (£4k to £5k + VAT)
  - Have our current site made responsive (Circa £900+ VAT)
  - Take control in house & do it ourselves on Wordpress
    - Requires Strawberry marketing to cooperate to transfer Domain
    - Volunteer & Circa £200 p/a for hosting & template fees etc.

# Championships

- Currently booked in 2019 MBSC (with Ospreys), 2020 & 2026 LSC
- Have enquired with Scorpions ref sharing 2021
  - They have a venue pencilled in and meet next week
- Which venues should we target?
  - Traditional ?(Brixham, Paington, Abersoch,)
  - Others please suggest
- Recent decline in attendance makes venues nervous
  - We can share to overcome this but need to find suitable partners
  - Scorpions, Albacores, Larks, Twelves, Others ?

# Rebuilding Attendance

- 28 Entries in Abersoch, 38 in Exe (8 from Looe)
- What do we need to change?
  - Format: 3 or 4 day event with 3 races per day to reduce impact on families
    - Question: would 38 entries from 2018 return for a 3 or 4 day event (this defines our risk)
    - Would preferred venue clubs host a shorter event & what would the fees be
  - Content: Provide a more attractive event with possibly higher fees
    - More training & buddy system
    - Subsidise family activities
    - Generate a welcoming & fun culture
  - *Promotion*
    - *Subsidise deserving entries from each region, Raffle free entries for each area ideas please*

# Issues to resolve today

- Funding for Trackers at Nationals
- Funding Photographer at Nationals
- Daily reports from events
- Championship Administrator at National Events
- Volunteer to update club and area contact details