











Leveraging the 2010 Olympics

A decorative graphic consisting of a solid teal horizontal bar that spans the width of the slide. Below this bar, on the right side, are several horizontal lines of varying lengths and colors, including teal and white, creating a stepped or layered effect.

Benefits of Vancouver 2010

- a) Awareness**
- b) Curling is cool with kids**
- c) Broader market base for clubs to tap into**

Capture the fever

- be prepared with a Club Plan

- a) Key positions**
- b) Promotion and advertising**
- c) Open House**
- d) New Leagues**
- e) Progressive Learn to Curl sessions**
- f) Member engagement**
- g) Follow-up**

Key positions

- a) **Clubs are full of members with different skill sets.**
- b) **Do some research to find out what skill-sets you have access to inside and outside of your membership**
- c) **Approach your members and ask them to help out. If nothing else, they will be flattered that you are recognizing their skill-sets.**
- d) **Areas: communications, finance, event organization and.....**

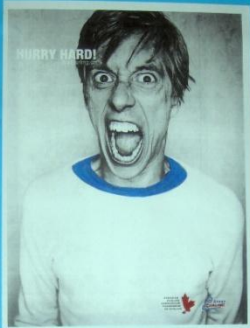
Promotion and advertising

- a) Find a resourceful person in your membership for designing promotional materials – or use existing materials on CCA website
- b) Posters & pamphlets – circulate in your community, send to existing members and offer incentives, post on community bulletin boards, in libraries, church bulletin boards
- c) Data base – existing e-mail contacts
- d) Contact Curl BC office for support
 - * Promotional materials, website/social media advertising, Kurling promo set, etc.

Open House

1. **Designate a go-to person**
2. **Strike a committee with promotion, registration, facility, food & beverage, instructors**
3. **Meet well in advance and set our your agenda**
4. **Day of – all hands on deck**
 - **provide incentive to volunteers for being involved**
5. **Follow-up afterwards to make sure everyone is contacted and invited to join this season**

APRÉS CURL



**INTRODUCTION
&
WARM UP AREA**



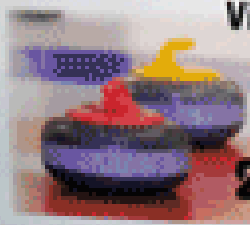
**CURLING
CLASSROOM**



Try Curling

You have done it
now what???

Phone or talk to the
Victoria Curling Club ...
the people are
friendly !



250-386-6396

Create New leagues

- **Youth**
- **Family**
- **Party Night**
- **Leap-frog**
- **Olbie/Newbie**

Progressive Learn to Curl

- **1 day wonders don't work**
- **Qualified Instructors – pay them!**
- **3 to 4 sessions required for adult training**
- **Follow-up sessions throughout the season**
- **End of season wrap up**

Member Engagement

- **Ambassador Program**
- **Volunteering**
- **Communicating**

Follow-up and communication

- **Constant follow-up with new curlers as well as existing members**
- **What are your key communication pieces?**
- **Newsletters, website, social media, reminders, club bulletin boards, telephone committees**

Summary and question period