

The Post College Crowd: Hear from THEM why they Stay Sailing

**Saturday, February 8, 2014
1:00-2:00 PM**

Moderator: Amy Gross-Kehoe

Panel: Joel Hanneman, Lauren Maxam,
Austin Dias, Katrina Williams, Rachel Daugherty



Candidates for Membership

1. Legacies –

- Grew up Sailing, Yacht Clubs or Sailing Centers
- Interested in sailing, competing, want to give back
- Educated consumers

1. Recreational Sailors –

- Intimidated, some experience, active water lovers, want more!
- Could be intimidated, “don’t know enough,” not on the inside

3. New Sailors –

- Peeking over the fence!
- Interested, fulfilling lifelong dream, need entry point
- *“Sports for Business”* Model



Hook 'em Young! Membership Programs/Incentives

- Discounts in Membership/Initiation Fees, Each year buys a discount on Adult Initiation
- Sponsor Age Appropriate Events

Youth Memberships

Juniors members in their own right (bring parents to dinner)

Events (Karaoke night, BINGO night, Dances, College Night, Rules, Strategy)

College/Young Adult Memberships

Summer Jobs, Connections to local business

Sailing Events, Boat use, competitive opportunities, Camaraderie



Get 'em in the Tent! Programs that work

Legacies –

- Junior/Associate memberships (<25,30,35,40) opportunity to get in for less!
- Fleet of boats for use, storage for existing boats
- Inter/Intra club competition, Match Racing, Team Racing, Fleet Racing
- “Fresh Crew” Model – Happy hour, bring a friend, free food, babysitting
- Wednesday night Crew Pool –post race free food, keg, drink special
- Speakers, Seminars, Events
- Ski Trips
- Bareboat Charter Deals, Cruising
- Travel – sister club in a cool port of call



Get 'em in the Tent! Programs that work (*continued*)

Recreational Sailors

- Sailing Lessons, Racing Lessons
- Seminars
- Inter/Intra Club Competition that requires a new member/woman on each boat
- “IRONMAN” Event – Tennis, Sailing, Horseshoes... (?)

New Sailors

- Interested, fulfilling a lifelong dream, need entry point
- Learn to Sail Classes
 - “*Sports for Business*” Model – Tennis, Golf, Sailing
- US Powerboat Classes
- State/USCG License Classes
- Local Charities – Leukemia Cup, Hospice, Sea Scouts...



Ideas to Take Home

- Take “MEMBERS ONLY” off your sign; “Serving Members & Guests”
- Own boats for member use, storage for personal boats
- Open Youth Sailing programs
- Green Fleet Friday, Family Sailing nights - Families invited to come, non-member parents welcome! Can set up a guest account.
- Offer Sailing Lessons – open to public (Additional fee)
- Host US Powerboating Class
- Host US Sailing Training – Speaker Series
- Rely on current networking resources – members, members’ kids, use young members!
- Reach out to other organizations, local runners clubs, ski clubs, College Teams
- Fitness Center
- Don’t Give Up!! There is no silver bullet!



Positives for Sailing

- Varying Forms
- Environmentally Friendly
- Lifetime Sport
- Mentally Challenging
- Family Oriented
- Grassroots Growth – Jr, HS, Col
- Travel/Adventure
- Varied Physical Demands
- Independence
- Social
- NOT Triathlon/Marathons

Challenges

- Equipment Intense
- Vast Options – miss niche at first
- Perceived as Complicated
- Time Intensive
- Seasonal
- Perceived as Exclusive
- Expensive

