

Lowering the Average Age of your Sailors: Attracting Youth and Keeping Them Engaged

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College Sailing, Program Director, National Team, Opti's, Sabots,
Olympics, Youth Worlds, Cruising with the family



Youth Sailing: Understanding the Entry Points

Elementary and Middle School

- Soccer mom structure- easy entry for parents

- Classes for all ages- capture the siblings

High School

- Social scene- allow kids to work together- allow social time

- Show them a sport anyone can do

- Common Goal for all abilities- Travel Racing Team- Cruising adventure

College and Post College

- Easy Access = Low cost= No boat ownership

- Fun and exciting sailing- less summer long series, more events

- Built in Social scene designed for younger crowd- no suit and tie



Elementary and Middle School

PE adventure classes- connect with local schools

Library Readings- (Chicago)

Take your friend sailing (and their parents)

Take kids sailing on cool fun boats

Have fun- Swimming is cool

STEM- Science and Sailing



High School

Let them go FAST!!!

Get them on the trapeze, get them sailing with a spinnaker

Sail them on local sport boats- Beer can scavenger hunt

It's a Club- Have the hand shake- or T-shirt

Allow for social time

Listen to what they want- there is no one typical HS Student

Release your best recruitment tool

The kids!

Fun!

Make it easy to Check it out

The common goal

Racing or Cruising



College and Post College

The Zagat Guide

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Looking for a fun atmosphere with an open Bar

Time- looking to fit in a lot in a small amount of time

No Boat Ownership

Want cool toys

Open Bar- Social scene for young and fun

Different opportunities

Crew U- Singles Hot Spot



Common Themes

Listen

Look at their goals – Don't assume they agree with yours

Be open to not just one way

Keep consistency but allow for some change each year

Different Regattas

Different Cruise Location

Program to Program competition- build program pride

Rotation of Coaches- AYC, keep it fresh!

Regattas are not just for competition

Use Technology- Instagram



“Don’t buy into the Age out”

Focus on classes that can involve kids and adults sailing against each other
Get them in before the “age out”

Teams don’t need an age limit- maybe a new team- with Adults

Adult Team Racing

Match Racing

Point to Point Racing

Program Challenge

Fun new racing- Stand Up Paddle Board, Kite Board, Sport Boat

Show them they have value

Don’t separate them out

College Style club racing- IC midwinters

Zip Car Model

Role Models



Motorboats, yes I said Motorboats.....

Teach how to drive the family whaler

Be open to combine the sailing experience with experience on the water



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Share your ideas with us, we would love to steal them.....



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Thank you for attending this session

