

Building Your Fleet in a Fun and Interesting Way

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Why are we here?



Why are we here?

- Welcome, we'll address:
 - Building fleets from a Fleet development perspective and grassroots perspective.
- Audience, show of hands
 - How many people are trying to grow their fleet
 - How many people have had success



We all want to increase membership in our class/fleet.

Most of us recognize that the biggest potential for growth can come from youth sailors.



*For our
discussion
Youth is
Under 30*



International Lightning Class Boat Grant Program



Whitney Kent and Team at the
2014 Women's North American
Championships



Ben Spector and Team at
the 2014 Wild Oyster
Regatta



ILCA Boat Grant Program



- The Lightning Class wanted an innovative way to attract the interest of younger sailors and grow participation in the Class. The Boat Grant Program provides young sailors the opportunity to experience Lightning sailing at its best.



Boat Grant Objective

- Grow Participation in the Lightning Class by exposing youth sailors (Under 30) to the Lightning and its events
- Bring awareness and engage excitement in Lightning Class members and the sailing community by investing in future growth



The Program – 10 Year Anniversary

- 2016 marks the 10 Year Anniversary of the Boat Grant Program.
- During the initial year \$35,000 was allocated from the ILCA Fund.
- The ILCA/ Boat Grant owns 2 boats that are 1-3 years old and we replace them every other year.
- Each grant includes the use of a competitive boat for the season, money for regatta expenses, entry fees , boat maintenance, and insurance.



Applying to the Boat Grant Program

- **Who should apply?**
 - Young adults aged 19 or older, College students, Grad students, recent grads.
- **Requirements**
 - Sailing resume for skipper and crews, letters of recommendation, two sailing references.
- **Selection Process**
 - Committee of six volunteers with geographic diversity rate each application per the Criteria.
- **Selection Criteria**
- (published on website along with application)
 - Age of team
 - Financial need of team
 - Plan for use of boat
 - Proximity to an established Lightning fleet
 - Strength of sailing resume
 - Strength of recommendations
 - Ability to maintain boat
 - Ability to travel
 - Ability to store boat



Cost for Recipients

- Skipper and crew must join the ILCA
 - \$55 for Skipper
 - \$10 for Crew
- Insurance deductibles for any damage if insurance claim is needed.
- Boat storage at YC or sailing center
- Travel expenses
 - ❖ Mentors and Boat Grant Committee work closely with recipients to minimize their expenses when going to events.
 - ❖ ILCA reimburses for 50%- 75% of travel expenses



Boat Grant Mentor

- **Mentors**
- **What/Who is the mentor and what will they do?**
- The mentor will be a member from a local fleet
- Show how to rig the boat, tune, boat handling techniques
- Assist in boat maintenance and upkeep
- Help with regatta planning and logistics
- He or she may be able to help coach, assist, and even sail with the recipient.
- They are there to make the experience positive and to help the team learn as much as possible.



Program Infrastructure

- Two Co- Chairs
- 7 Committee Members
- Meet on conference Calls BI-Monthly
- Tasks Delegated
 - Applications
 - Marketing and PR
 - Boat Logistics
- Judging Panel for applications

Boat Grant Committee

ILCA Boat Grant Fund

- The Boat Grant Program relies on yearly donations from members to help make this program self sustaining.
- \$\$\$ Donations
- Sails
- Boats
- Equipment
- Time

Donation and Funds



Boat Grant Program Success

- Renewed youth presence at regattas
- Quality applications continue to get stronger
- Continued interest from outside the class
- 40% of total recipients are still active members in ILCA.
- 8 are now boat owners
- The program is run by two past recipients



Successful Results

- Justin Coplan and Caroline Patten represented the US in the 2015 Pan Am Games in Toronto finishing with the silver medal!
- 3 past recipients competed in the 2013 World Championships in Italy, two teams finishing in the top 5
- 10th Anniversary Regatta to take place this year at the 2016 Lightning North American Champs



Success in the Sabot

- Started a summer Sabot League
 - Got adults back into 'kids' Fleet
- 8' learn-to-sail, learn-to-race
 - Mostly used by kids
- One Design
- Designed to be built at home
- Long tradition in Southern California.



What happened

- Opening Day at Coronado Yacht Club, traditional adult Sabot Race.
 - 2015 had a record 22 racers
 - up from 12
 - Did it the following week...then all summer
 - Record was 32 boats one week!



Snapshot of where we ended

- Weekly races rotating on Thursdays and Fridays
- Lessons every Tuesday
- Rating
 - Sailing experience
 - Size
 - Boat (club vs. private)
- Online results with updated rating
- Ongoing, how can we make it better?



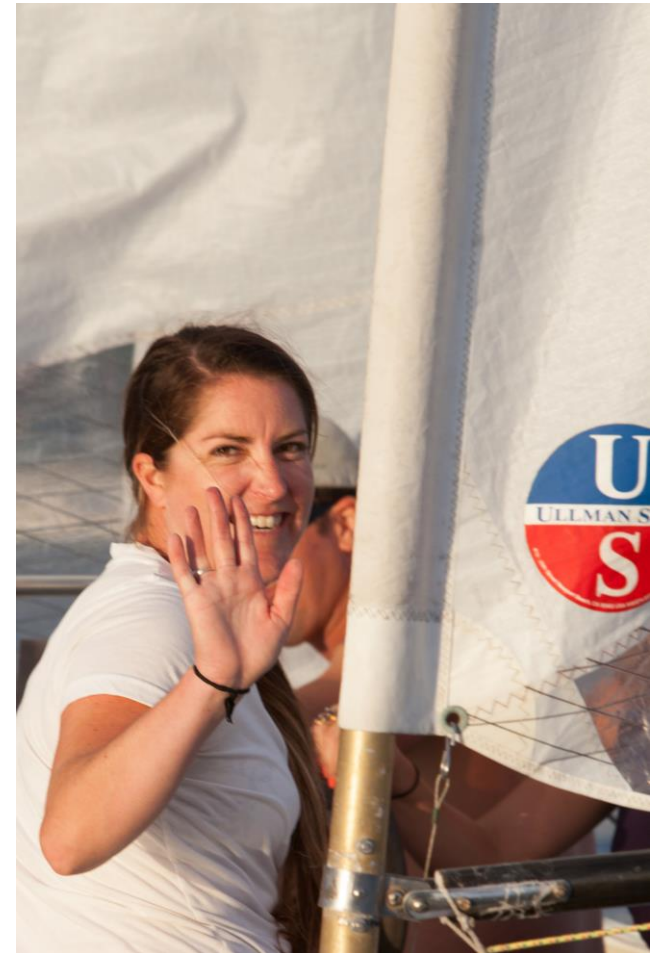
ACE your fleet!

- Create an environment with:

APPEAL

CAMARADERIE

ENTHUSIAM



ACE: Appeal

- Time
 - Easy to rig
 - 5 races, off the water by 7:30
- Handicap Rating System
 - Top professional sailors being beaten by novice racers.
- Cost
 - Inexpensive to drop in or to purchase a boat
 - Fundraise for the Jr. Sailing Program



ACE: Camaraderie

- Easy & fun
- Utilize summer with family and friends
- Peer Pressure
 - Social Media
 - Phone calls
 - Text messages



ACE: Camaraderie

- Easy & fun
- Peer Pressure
- Photos
 - Use on social media
 - Build history
- Online scoring
 - Live results
 - Rating updated weekly
- Good natured competition



ACE: Enthusiasm

- Make it FUN
 - Be organized
 - Get spectators on the water
 - Band, food after racing,
 - Recognize everyone who helped, novice racers at awards
 - Prizes
 - Recycled trophies: Hardware, clothes, bags
 - Skateboard, sail donations



ACE: Enthusiasm

- Make it FUN
- Get better at sailing, any level
 - Starting practice
 - Mark Roundings
 - Encouragement & coaching on the water for lower level racers



ACE: Enthusiasm

- Make it FUN
- Get better at sailing, any level
- Let it snowball
 - Way for anyone to get involved
 - Members raised money for 18 new sails
 - Weekly volunteers who bought everyone pizza



Stacy Childers, photographer



Geoff, our PRO ran races weekly AND initiated fundraising for new sails.



Island Surf, a sail sponsor



KEYS TO OUR SUCCESS



- Building enthusiasm within your class or program fosters a self-sustaining entity.
- Organization & commitment from leaders.
- Shameless self-promotion. It's a good thing!
- Considering (and squashing) issues before they arise.

What about you?

- What has your fleet/ class done to grow participation?
- What can you do differently to engage Youth sailors?
- Please share your stories with the group.
- Questions ?

THANK YOU FOR JOINING US, KEEP US UPDATED ON
YOUR FLEET SUCCESS!

Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

Thank you for attending this session