

Top Tips for Immediate Engagement

Presented by Betsy Alison
Director of Adult Programs, US Sailing



Tip #1 - Convert Youth and Teen Members into Adult Members

Create pathways for younger sailors to enter the Club/Sailing Center membership

- i. Use Team racing as a vehicle – invite younger sailors to team up for club team racing practices and events to sail with and alongside adults
- ii. Use keelboat opportunities (PHRF, nearshore/coastal races, deliveries) to engage young sailors to learn the ins and outs of bigger boat sailing – could be a link to Junior Big Boat Programming
- iii. Teach teens tricks of the trade in fleet One Design Classes – invite teens to be part of your team and get your friends to do the same. Teaching skills in non-youth boats can set the tone for a lifetime of involvement

Tip #2 - Reach out to Local Corporate/Business entities

Some companies have short/medium term contract employees from out of state or overseas who are new to area without a social network outside of the work environment.

SOLUTION

Create a short term “membership” that can accommodate these folks providing easy social engagement and opportunities to learn how to sail, participate on powerboats to support events, and/or join a sailing team.

Tip #3 - New member – No Problem

Even if they are joining as a social member, invite them to play

- a. Strongly encourage taking a Safe Powerboat Handling course
 - i. Gives them or verifies skills operating YOUR safety boats
 - ii. Engages them immediately with other members
 - iii. Provides a pool of candidates to volunteer for club events, especially in a supporting capacity to RC
- b. Invite them to participate in single gender sport – CYC Women on the Water program.
- c. Make it easy for them to get involved in a one design fleet without having to buy a boat right off the bat – and encourage participation

Tip #4 - Promote “First Sail”

- if your club is not already doing so, get onboard
 - a. Two-hour experiential opportunity to “try sailing” at your club, and then present the next step possibilities
 - b. Can be done in the shoulder seasons, or even when the water is frozen. Give them a taste and reel them in.
 - c. First Sail ops accompanied by a social event – try sailing and meet some new folks

Tip #5 - Appeal to Gen X - Millennials, Gen Y, and Gen Z

- a. Bring a friend or two or three to a scheduled hosted “event” where trying/going sailing with peer groups while learning some skills – team work on board with some basic coaching followed by a social gathering for telling tales and taking refreshment.
- b. Set a day or two of family friendly “learn what we’re about” and join the fun. Affordable and engaging.
- c. Make it affordable to join – graduated joining fee; fleet boat usage

Tip #6 - Make sure your club is seen as a FUN place to be.

Create/host sailing events that are not ordinary

- a. Score in creative ways: participation, leading a leg, random combined team scoring within a race
- b. Club cruising destination sails – “race” to a nearby harbor, overnight, and “race” back
- c. Pursuit races with a party
- d. Host some sailing practices with “skill activities” and “games” not always win/lose race drills
- e. Use the Portsmouth Yardstick (PY) or Portsmouth handicap scheme for some small sailboat races. The handicap is applied to the time taken to sail any course, and the handicaps can be used with widely differing types. Doesn't matter what you come out to sail in or on.

Tip #7: Know Your Audience – And If You Don't Know, Engage Them

Who are they?

Millennials (Gen X) = 1965 – 1980 (40 – 55)

Gen Y = 1981 – 1999 (21 -39)

Gen Z = 2000 – 2019 (0-20)

Then what?

Invite them to be part of leadership and change

Board

Steering Committees

Activity Groups

Tip #8: Think Way Outside of the Box

Engage the Local Community

1. Non-sailing events: speakers; interesting films
2. Open House events
3. Engage non-sailing parents of youth sailing participants
4. Participate in a local raffle for a cause – give a “give away” as a chance to get someone new to test the waters
5. Shoulder season activities – at the club open to the public
Show them what you’ve got!
6. Your members (and junior sailing participants) are your best salespeople

Tip #9: Expand Your D&I

Dispel the Myth that sailing is only for “Rich White Guys”

- Partner with Orgs: Boys and Girls Club; YMCA; Special Olympics; local military
- Help make sailing affordable for newcomers: gear swaps; “borrow rack” of foulies; opportunities to learn to crew first (Crew – U)
- Hire instructors of diverse backgrounds
- Scholarship local kids
- Be disability friendly (1:6 families have someone with a disability)
- Single parent consideration
- Include single gender activities
- Therapeutic sailing - ??

Tip #10: Offer Adult Sailing Education

Not every club member is a good a sailor as he/she would like to be

Offer refresher opportunities that are fun – adults play in boats

Got a fleet: Become a private or public keelboat school

Small Keelboats: Basic Keelboat and Performance Keelboat

Have a Basic Keelboat and Cruising Keelboat Instructor

Can teach courses on water and on-land like Co-Nav

Can test out experienced sailors for upper level certs and IPCs

Have a Level 1 and Level 2 trained instructor teach adult dinghy refreshers

Use Skill-Up to track progress in Dinghy/Powerboat/Keelboat skills –FOR Adults!

Teach skills on Cruising/PHRF boats to increase participation in other club events

A “Junior Big Boat” for adults

Not keen on sailing: provide opportunities to engage in race management or as volunteer support!

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