

CLASSES & FLEETS

How to grow them

How to keep them strong



Introductions & Objective



Agenda

- Classes vs Fleets
- Boats
- Fleets
- Classes
- Lessons Learned
- What others do
- Summary



“I met my Life through Sailing”

Ontario Sailing Association



Classes vs Fleets

- Two separate but similar drivers
- They work together but they have different roles.
 - Fleets are where the “rubber hits the road”
 - Classes coordinate and manage
 - They are the sum (plus) of the fleets
 - They need different types of thinking sometime



First there is the boat

- Elevator pitch ?



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 - What is good about it?
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 - Who probably wants to sail it?
 - Why do they want to sail it?
 - Why yours vs whatever else is out there now?



Pitch

- Optimist
- Laser
- Finn
- 29r
- 49r
- Lightning



Elevator pitch

- Get agreement as to what it is in the fleet



Elevator pitch

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- Preach it



Elevator pitch

- Get agreement as to what it is in the fleet
- Preach it
- Reinforce it to the fleet



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- Identify disciples in the fleet



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- Identify disciples in the fleet
- Sell it to prospective sailors



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- Make it your mantra



Elevator pitch

- Get agreement as to what it is in the fleet
- Preach it
- Reinforce it to the fleet
- Identify disciples in the fleet
- Sell it to prospective sailors
- Make it your mantra
- Do things that reinforce it



Fleets

- Fleets are where the action is.
- Fleets are where the fun is
- Fleets are made up sparkplugs and others
- You need a mix/balance of people
 - Sparkplugs
 - Disciples
 - Participants



People are key

- What brings them out?
 - Fun
 - Competition
 - Being amongst friends
 - Meeting new people
 - Being part of a meaningful team
 - Other things?



Fun – How do we make it happen?

- Schedule events (races and social)
- Balance what most want to do (survey)
- Do different things (mix it up – target rich)
- Let the weaker teams win/improve
- Educate
- Signature events
- Set Goals
- ?



Competition – How do we make it happen?

- Schedule appropriately
- Spontaneous
- Different Courses
- Other fleets - Challenges
- ?



How do we find people?

- Sailors who are Friends
- Sailing schools
- Other fleets (Head-hunting)
- Non sailors
 - Friends
 - Co workers
 - Bars ?
- ? (open houses)



How do we build the Group?

- What do we do to make people feel they belong?



Supply of Boats

- Builders
- Other owners
- Fleet scouts
- Club owned
- Sugar Daddy
- ?



Classes

- Classes grow when the Fleets grow and multiply
- Classes make and manage the Class Rules
- Different Sparkplugs (long-term)
- Coordinate (races – social events)
- Educate (best practices/cross pollinate)
- Communicate



Some Class watch outs

- Needs different skills and timeframes
- Be careful of the “Peter Principle”
- Analyze and understand the class
- Democracy and transparency
- Politics (bad tapes)
- Overextend (\$, Time, Commitments)
- Bad or fuzzy rules



Things only Class organizations can do

- Change the Specs or Rules
- Boat Grants
- Organize Shipments
- Keep the history/memories
- ?



What else?



Change as required

- Race Formats
 - Social Events
 - The boat itself
 - ?
-
- Change for a good reason!
 - Think it through, but don't overthink it.



Always ask the questions

What are we doing well?

What do we need to improve?

What do we need to stop doing?



Summary

- Know your Boat
- Cultivate all the sailors or potential sailors you can get
- Make it Fun
- Help people contribute/participate
- Work together – Volunteers are precious
- Change as needed



Your Opinion Matters

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Thank you for attending this session



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