

# Everyone's **GAME**

**RETAINING YOUR PARTICIPANTS**





# Retaining your event attendees

One of the biggest challenges in running your club or referee society activities is converting the attendees into regular participants.

**Here we have some tips and things to think about to help keep your event attendees engaged with your club.**

- 1.** One of the most common reasons for attendees not joining a club or society is that they can be put off by committing to a long-term membership before they've really decided if the activity is something that they are likely to stick with.

Short term memberships can be a good way to integrate new members into your club or society. Offering six or eight week memberships provides an appealing trial period where the participant can decide if the activity is a longer term commitment, as well as providing additional revenue to your club or society.

Discounts on the annual membership is often a popular follow-on offer and often works best alongside a short-term offer.

- 2.** Provide your attendee/participant with a copy of a club welcome letter from the president or welcome pack with relevant information.

A welcome pack or a letter sets out the culture of your club or society, the way you do things and expectations on all the members as well as useful contact numbers. This not only demonstrates that your club or society is well managed and professional but also that you are keen to make an effort with all members, new and existing.

Your welcome pack could include information on how people can become volunteers too! Whether that's as a first aider, team manager, coach or supporting with hospitality. Remember, there are more ways to recruit new members than just as players or match officials.

- 3.** Invite them to join your club or society social media pages

Whether it's simply asking them to follow your social media channels, or adding them into a private group – making the effort to showcase your communication channels with prospectus members means that following the event, provided they have gone on to follow your channels and that you post regular content, they may be more likely to stay engaged or re-engage with your club or society activities as they'll always see what you're getting up to.

- 4.** Provide them information or a leaflet for upcoming events

Make sure your participants leave knowing what's up next! Whether that's simply by telling them about the next event or training session, or providing a leaflet with more information. Make sure they leave knowing when their next available opportunity is to come back down to the club or society.

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