



Ready for Rio?





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What you'll learn: The key lessons from London 2012 and the main opportunities to maximise membership and income for your clubs in 2016.

Who'll find it useful: Learn-to-row co-ordinators, club chairmen, club captains.

Photo: ©James Andrews

The London 2012 effect

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Rowing

GB rowing's London 2012 Olympic success inspires thousands

By Lawrence Barretto
BBC Sport

23 Oct 2012 | Rowing



The Daily Telegraph



PS: The male of the species can row too!

IN THE days before rower Greg Searle competed in the Olympics, his daughter Josie, 11, wrote him a card. It read: "Whatever medal you get (or nothing at all), I am proud of you."

And yesterday, the veteran did her proud by winning bronze in the men's eight - 20 years after winning gold in Barcelona, and 16 years after winning bronze in Atlanta.

Last night Searle, 40, said: "We know we gave it everything we had. We wanted to be able to look at ourselves in the mirror and know that, I'm proud of the work we've done, to be where we were."

Searle, from Middlesex, retired from rowing after a disappointing Sydney Games in 2000. Then in 2006, after commending on a rowing championship, he "got the bug again".

He threw himself back into the sport and joined Phoenix Hill Crew. Alex Partridge, James Foad, Tom Rowley, Richard Egington, Mo Sims, Matt Langridge and Constantine Loumadis in the eight team. They latched ahead of eventual winners Germany before the halfway mark yesterday, but fell back, finishing behind Canada.



Greg Searle

20p

NEWSPAPER OF THE YEAR

Women's rowing Historic first medal for Team GB

Helen Glover, left, and Heather Stanning with their gold medal after winning the women's coxless pair



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THURSDAY 24 OCTOBER 2012
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Rowing Olympic sports: get involved

Olympics 2012: how to get involved in rowing

Good news! You don't have to be push or a protester to enter the world of rowing. You do have to read this article, says Rachel Holmes




INDEPENDENT

Sport + Olympics + Rowing

Golden GB rowers set such high standards that silver is never enough

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Robin Scott Elliot | @RobinScottElliot
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Key learnings and opportunities

Average searches per day before London 2012

163

Searches during most popular day Beijing Regatta

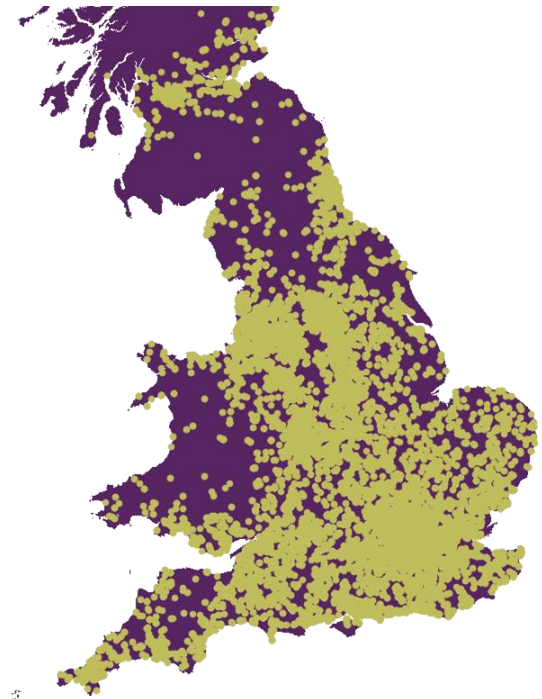
405

Searches during day one of the London Regatta

5410

Total searches during London 2012

33,000



What does your club need?

- Bigger club membership?
- Different types of rowers?
- More coxes, coaches and volunteers?
- More income in the short or long term?
- Better visibility in the local community?

Some ideas to get you started...

Bigger club membership

Learn to Row courses / Club open days / Membership offers e.g. refer a friend / Bring a friend

Different types of rowers

Athlete try-outs / Ex-member days / Erg classes

More coxes, coaches and volunteers

'Come back to rowing' social campaigns / Bring a friend to a rowing day /

More income in the short or long term

One-off taster sessions / Fundraising BBQs / Quiz nights

Better visibility in the local community

Capture passing trade e.g. A-boards / Leaflets / Newspaper / Radio / TV / Social media / Bloggers



BRITISHROWING

Getting ready for Rio - what could your club do?

What does your club need?

What are you going to do about it?

How will people find out about it?

How can you make it the best possible experience?



What support do you need from British Rowing?

- Workshops and courses.
- Marketing templates – banners, posters, leaflets.
- Media release templates.
- Promotion on social media and top tips.
- Promotion on the British Rowing website.
- British Rowing branded goods.
- British Rowing branded event, such as RowFest?

Things to remember

1. Get your story out there.
2. Capture email addresses of those who attend any events.
3. Plan your follow-up communications.
4. Present the club in the best light.
5. Make the best of passing trade.
6. Let your club know what you are doing and encourage everyone to get involved.
7. Ask members for their ideas.
8. Invite the local media along to events.
9. Take the time to plan now, not later.
10. Make sure your details in BR Club Management system are up-to-date.



BRITISHROWING



TEAMWORK



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COMMITMENT



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