

# NW Area Meeting Clubs Update

Dominic Oughton

A decorative graphic in the bottom right corner of the slide. It consists of three overlapping triangles. The largest triangle is red and points upwards. Overlapping its bottom-left corner is a white triangle pointing downwards. Overlapping the white triangle's bottom-right corner is a blue triangle pointing upwards.

# 12 months on...

- Quarterly Clubs Chat established & held 4 times
  - Well attended (at least a dozen clubs)
  - Highly valuable (especially sharing covid regulations / work-arounds / experiences)
- Helped to broker a new home for the Anabasis Mountaineering Club
- Helped to drive the launch of 'Clubs Are Open'



The Liverpool-based Anabasis Mountaineering Club has reached the end of its journey, 60 years after it began back in 1961. Long-standing member Dave Atkinson captures the Club's history in this warm tribute:

Happily, thanks to an agreement with the Rucksack Club, brokered with BMC support, our members are able to 'migrate' to a new home, where a warm welcome awaits and three Huts to an Anabasis one.

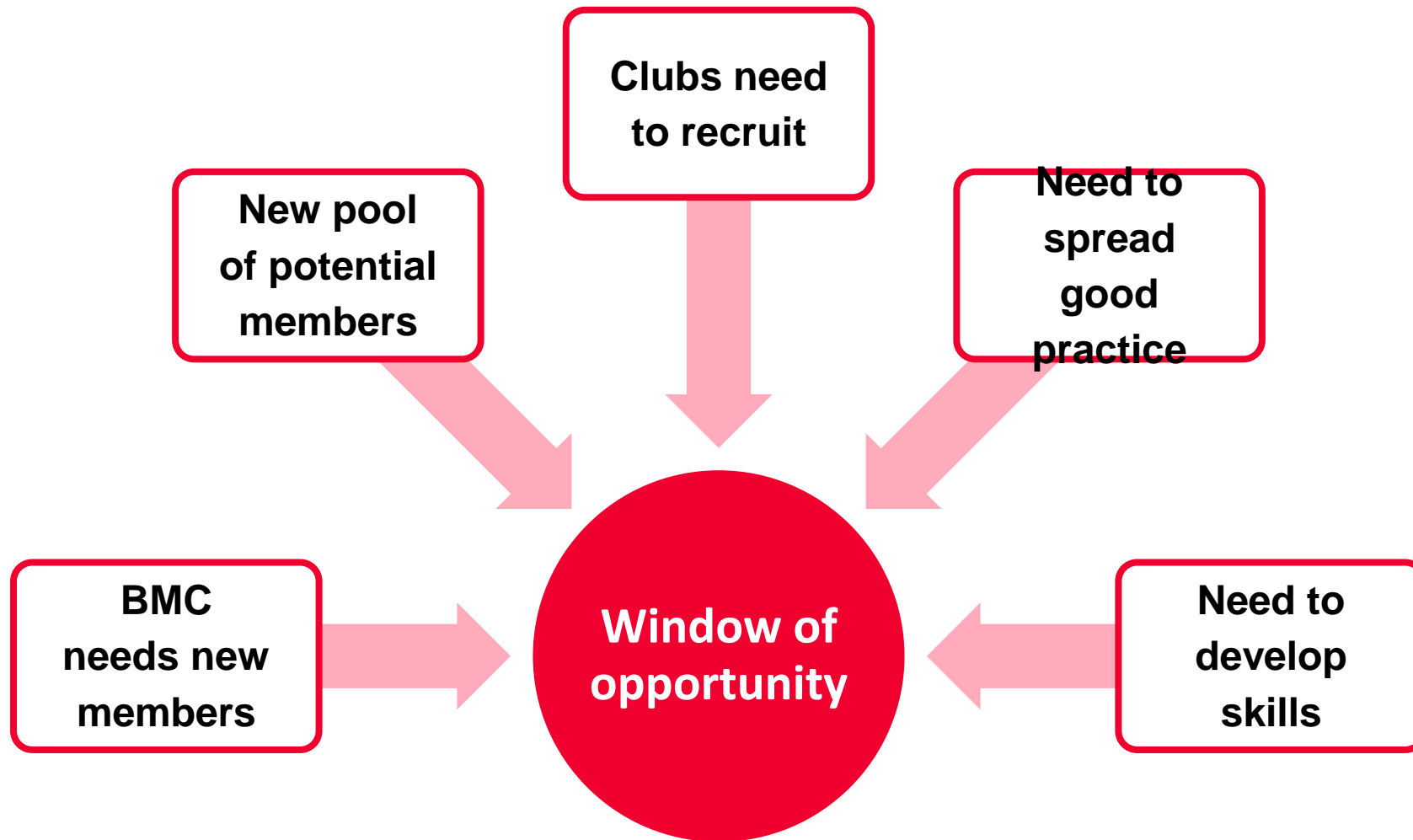
# Clubs are Open

## #FindYourAdventure

A campaign to  
drive club membership



# Opportunity



# Progressing the Plan - Key Actions

Almost 50 clubs represented at webinars in May and June

- Ideas for Message → Audience → Making Connections → Action
- Confirmed that this campaign was of value and interest to clubs.

Since then:

- Sign-off for investment from BMC Board
- Steering group: volunteers & BMC staff developing and implementing proposals
- Development of branding and pilot testing of graphical concepts
- Clubs self assessment checklist available on BMC website
- Resources for Clubs on Clubs Are Open page of BMC website

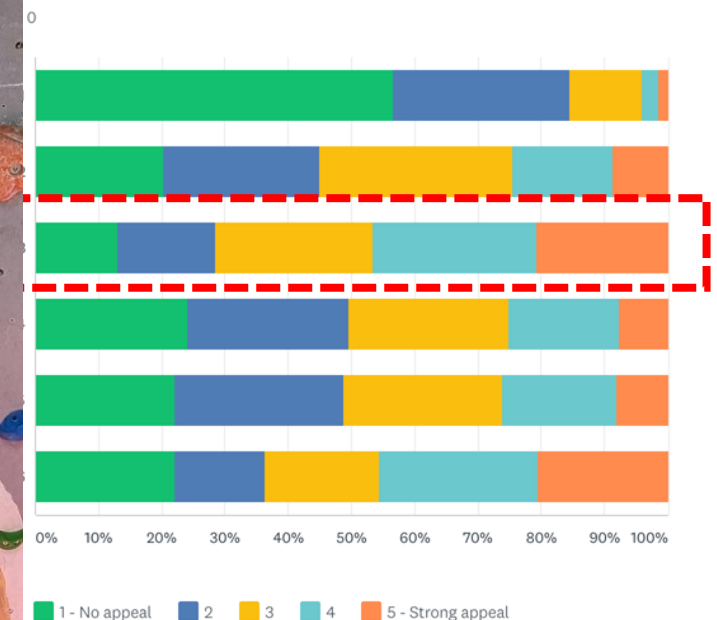


# Branding &

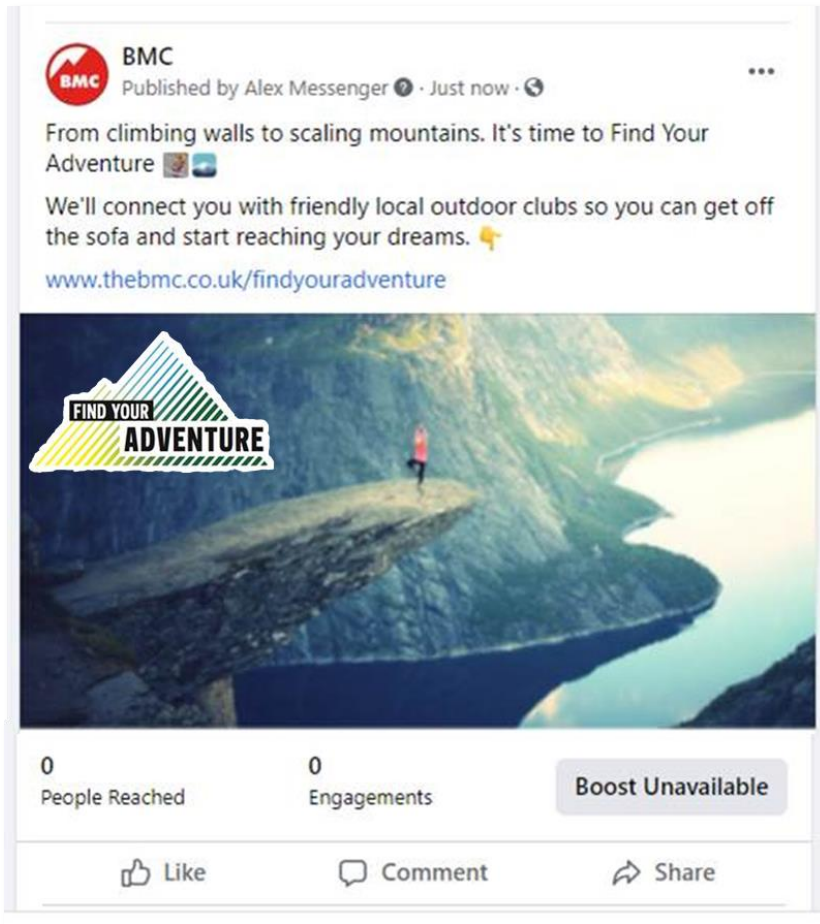
- Even the word 'Club' confuse and turn-off
- Public face of campaign
- New 'landing page' campaign
- Branding for social media, leaflets, T-shirts and
- Logo tested with over 1000 people - leading contender



-5, which logo appeals to you the most? Where 1 is no strong appeal



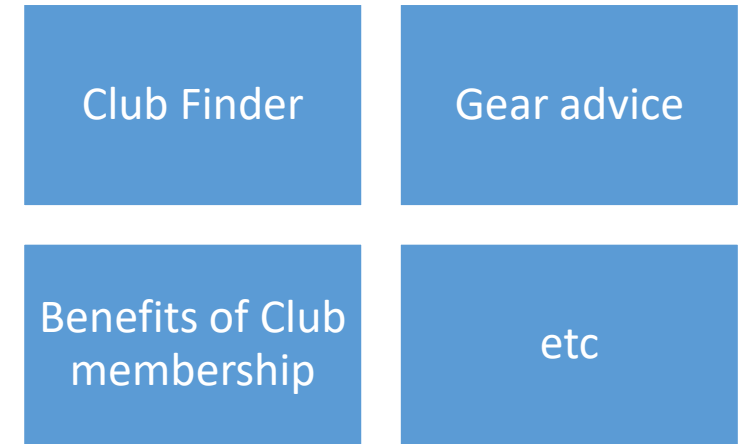
# Branding & Communications



## Social Media Campaign



## Landing Page



## Resources



### Six weekly emails (work in progress):

- What is a Club – **Join a Club**
- How to choose a Club – **Find your Tribe**
- What is a 'meet' and what should you expect – **Start your Adventure**
- What is a 'hut' – **Basecamp for your Adventure**
- Other benefits of Club membership – **Equipped for your Adventure**
- OK- I'm convinced, what do I do next? – **Let's Go Adventure!**

# Club skills and readiness



**Club self assessment checklist or ‘how to reflect on how potential new members will find your club and how you will appear’.**

**This self-assessment is divided in three sections:**

## **Contact**

The hardest part of attracting new members is making it as easy as possible for them to find that your club exists. For example:

- How do potential new members find your club, what are the first impressions given out by your website, posters etc.?
- Does your promotional material reflect the club you are or aspire to be?
- How geared up are you for receiving new members?

## **Connect**

So, a potential new member has discovered that your club exists, how and why do they make contact with you?

## **Retain**

After a potential new member has made contact and perhaps attend a couple of meetings, wall session or the like, how is the enquirer converted to a club member.

**Link to download on ‘Clubs Are Open’ page**

**<https://www.thebmc.co.uk/clubs-are-open-recruitment-promo>**



# Lessons from a Club campaign



## Warminster Adventure Sports Club [WASC]

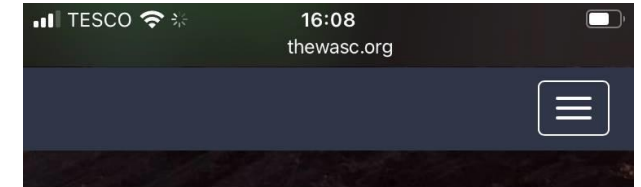
*A tribe of outdoor enthusiasts based in Wiltshire and North East Somerset.*

- BMC & BC affiliated community multi sport club
- No entry criteria
- ~55 members

[www.thewasc.org](http://www.thewasc.org)

[www.facebook.com/thewasc](https://www.facebook.com/thewasc)

[www.facebook.com/groups/thewasc](https://www.facebook.com/groups/thewasc)



“ The WASC isn't just a club, it's a community. It's warm, friendly and inclusive. It's your best adventure waiting to happen.

— Karla Lethbridge



Make friends and get outdoors!

# #FindYourAdventure Charter



**It's a Joint Effort between Clubs and The BMC**

## **Core Team / BMC**

- ✓ Commit Funding
- ✓ National media campaign
- ✓ Resources & Templates
- ✓ Landing page & 'funnel'
- ✓ Email 'drip feed' follow-up

## **Clubs**

- ✓ Sign up to #FYA Charter
- ✓ Get ready – web & social
- ✓ Prep posters / flyers...
- ✓ Hold a 'new members' event
- ✓ Be proactive, responsive &

**Joint Target → 10% Growth in membership of #FYA Clubs**

More info at <https://www.thebmc.co.uk/clubs-are-open-recruitment-promotion>