



Welcome Packs are a useful resource to provide new members with all relevant information they need when they join your club. This guide will suggest the information and format you should consider when creating or reviewing your welcome packs.

## WHAT INFORMATION TO INCLUDE?

- **Statement of intent** - what is the pack and who is it for? (Try to aim for 1-2 sentences maximum e.g. "the aim of this pack is to provide parents and members with information about the club, the coaching and what can be expected".)
- **About the club**, containing...
  - Club vision - what are the aims of the club?
  - Club values - what are the values of the club, what does the club stand for, how do your members conduct themselves?
  - Club history - founding date, notable achievements (facilities, performances, accreditations etc.)
  - Current club information - club size, club demographics, location, facilities, equipment
- **Club contacts**, containing...
  - Committee roles title and brief description of their role
  - Current position holder name
  - Email addresses (create rowing club specific emails rather than person email addresses e.g. *secretary@rowingclub.co.uk*)
- **Training and competing information**, containing...
  - Training details (times, locations, what to wear, who is present etc.)
  - Competition schedule (times, location, club racing kit, who is present etc.)
  - Safety information (water-based sport; basic swimming competency, perform swim test and capsized drill)
- **Membership information**, containing...
  - Costs (club membership rates, monthly payment options if available, standing order options if available and Scottish Rowing licence options)
  - What are the benefits of membership (access to equipment, facilities, coaching etc.)
- **Useful links**, containing...
  - Your club's social media accounts and website.
  - Scottish Rowing website

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- **Volunteering**, containing...
  - A request for all members and parents to volunteer in club activities (e.g. driving to a regatta, being on the committee, coaching, fundraising etc.). By asking up front and creating a volunteering culture (a club is run by volunteers, for volunteers) you are more likely to get help.
  - Reference to your club's volunteer agreement.
  - Reference to what your club members will get out of volunteering; CPD plans, giving back to club, upskilling themselves etc.
- **Important policies**, containing...
  - Reference to your clubs' policies such as safeguarding protection policy, safety policy, equality policy.
  - Reference to your club's public liability insurance.

## WHAT ELSE SHOULD BE CONSIDERED?

- **Size** – you should aim for your welcome pack to only contain the key, basic information that everyone in the club should know. Keep sentences short and where possible try to keep each section to a maximum of 1 page.
- **Branding** – as one of the first pieces of information that a new member or potential funding provider will see, it is imperative that your branding is consistent, professional and modern. It should also reflect that you provide in all other aspects of your club; your physical presence (e.g. equipment, facilities, racing kit), online presence (e.g. social media and website channels) and your personal presence (how your rowers interact with each other and with other people e.g. other clubs, funders, other sports etc.).
- **How to use** – you should always have copies of this available at your club; so that it can be handed out to new or prospective members immediately. Digital copies should also be available on your website, and the welcome pack should be circulated immediately when inquiries are made to the club about new members or recruitments drives commence e.g. learn to row programs.

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