



Before advertising your Learn 2 Row courses, we suggest you work through the below checklist to ensure your club contact information is clear, correct and up to date.

1. Consider how you want potential Learn 2 Row participants to contact you and ensure your committee and coaches are aware of this
2. Update your club website's home page with the relevant information you wish to be known about your club - first impressions are important!
3. Update your websites contact details
4. Ensure the correct address for your club is on your website, LinkedIn and all social media pages
5. Reply to queries and requests in a timely manner - people do not want to be kept waiting to potentially join your club - they may go elsewhere or find another sport!

## CONSIDER THE FOLLOWING

6. Who is your club's target audience? (Juniors, Seniors, Students, etc)
7. Consider what your club wants to get out of the L2R courses - gain new members? Coaching experience for your volunteers? Financial gain?
8. Don't undervalue your offering - consider different pricing structures for 'Pay to Play' and block courses.
9. Timetable your Learn 2 Row sessions to work with your club's needs - things to consider include club sessions, your coaches time, tide and sunlight etc and time of year - when are the first opportunities for new members to race? When can your club members best support the course?

#LEARN2ROWSCOTLAND

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