



### Promoting your club in your community:

Promoting your club through your local community can be a good tool to gain new members, sponsorship and awareness.

#### **Online**

The use of online platform is a fantastic way to get the word out about your club and keep your local community up to date with what's news and upcoming events. Potential online platforms to use include your clubs website, Facebook, Instagram and Twitter.

#### **Through businesses**

Many local cafes, shops, gyms and supermarkets will allow the club to put a promotional poster or pamphlets in the businesses. Ensure you have an up to date contact number or email address on your advertisement.

#### **Newspapers**

The club can use local newspapers for both advertising the club or an event to having a story to release. This can be a useful way to let your local community about the work that goes on in your club, such as a good news story.

#### **School Newsletters**

The club can seek to gain new members through advertising and recruitment drives through local primary and high school newsletters. This is a good way to get new Junior Surf members and Lifeguards.

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