

## **Judo Saskatchewan Membership Drive**

**If you want to increase your club membership for the 2009 / 10 season then you need to start working on ideas today. If you want more members then you need to dedicate some time and effort to increase the numbers in your club.**

**Below are some ideas to help with your clubs membership drive. I have also included ideas from the Moose Jaw Judo Club and Lloydminster Judo Club who both have 100 members in their judo clubs. As you will see they have to make the extra effort to make their judo clubs grow!**

**Note:** There are a lot of good ideas in this document – do not just read the document – act on some of the ideas! GOOD LUCK!

### **Reason to Join Judo today!**

Judo is a fun dynamic Olympic combat sport that has traditional values that is built for the modern day athlete.

### **Moral Code of Judo:**

Courage	Modesty
Sincerity	Respect
Honour	Friendship

Judo Saskatchewan has a proud tradition of producing national champions and Canada Games Champions. In the past 12 years Judo Saskatchewan has produced two athletes that have represented Canada at Olympic Games; 1996 Nancy Jewitt-Filteau; 2008 Frazer Will.

### **Increasing your Judo Club Membership Ideas**

**A) Advertise Everywhere** – color ads posted every where and have all the contact information, club location, cost and practice times.

DO NOT BE SHY to advertise what you have done in the past. If you have produced provincial champions, national and international champions then advertise this. You need to let people know that you are running quality programs.

**B) Old Club Members:** Phone them or send information to them through the mail – people who have done judo before might be interested in doing judo again but they need a push; they need goals and they need to know what the direction of the club is going

Club Reunion/BQ – have a year end and start of the year BQ with old and new club members.

T.V. Taylor Question to the Judo Clubs:

*“One idea that keeps coming up when I attend inter-sport meetings is the question of do clubs and/or coaches contact the participant if they stop coming or start missing - the personal interest in an individual idea. And if a past student does not register at registrations do you give them a personal cal/contact to find out why then support them if they come and learn/support them if they have chose another sport.”*

**Note:** For someone that has been out of judo for a while I think you need to sell them on the idea of the health benefits of coming 1 day a week for a full season. Many former athletes/members of clubs feel that they might have commit to a full training schedule – if you can get them out 1 time a week they will have fun and then they can decide if they would like more.

**C) After School Judo Program:** Contact a school a see if they would be interested in bring a group of kids 1 time a week after school for an activity. (make it a 4-6 week introduction program) You just need to have a junior or assistant coach run a fun judo program that will spark and interest in a few of the kids. (it is good to have the head coach on the mat for the first practice)

It would have to be a well structured program that has been approved by the head coach.

A large number of judo clubs have permanent facilities in which you can invite the school right into the judo club. You have great facilities and the kids will really embrace the idea of being part of the judo club.

Note: you want to have the WOW factor – the dojo needs to be clean, have pictures on the wall and look like a place where a parent wants to have their kids do a sport

**D) School Demonstration**

Target ages: 09-12

If you can do one demonstration a year in September that is well structured with hand outs/ advertisement with information on the club it can make a big difference

If you have a judo clubs a permanent facilities try to have a school that is close to the judo club being the athletes on site and into the judo club.

If you have a teacher in the club or a parent that is a teacher it might be interesting to set up a field trip with their class to the judo club of an introduction to judo demonstration.

**F) Summer Time: Camps/Day Cares/Sports Camps** – contact some of these groups and see if you can interest them in a 2-3 day judo camp as an activity during the summer. You can have the Hunt sisters teach them a little judo and have lots of activities and games. The important part is the exposure to the sport. (You would have to make sure there is a well structured plan)

**Note:** you will need to make sure that all of these kids leave happy and with information on when they can start judo in the fall of 2009.

**G) QUALITY PROGRAM:** Important to have a quality program with a number of coaches that work together to make the best practice possible. You want the kids/students wanting to come back and they can not wait to go to the next practice and judo event.

The goal is to have as many or more athletes on the mat in May of the next year that you started with in September. If you are having a hard time keeping athletes through the year then it might be time to change a few things in your program. Judo is like everything in the world it evolves, it changes and it is important that coaches keep current welcome change to their program.

Note: One club coach can not do everything. It is important to get other coaches involved and to get parent groups involved to help with the growth of the judo club.

### **Moose Jaw Judo Club Membership Ideas: 102 members**

1.) **JOINT REGISTRATION:** We join in with the parks and recreation dept of the city at the joint fall registration where all community groups have tables set up with information and registration forms. We have pamphlets done up that we hand out at events.

We also have put together a demonstration disk with video clips from international and local competitions, katas, in club events and slideshows of pictures of club people/events and activities. We use that at registration time so people can distinguish easier the differences between judo and other martial arts. They have a better idea of what to expect when they can actually see it happening.

2.) **TWO WEEKS FREE:** We offer two weeks free to new members to try judo before they commit to paying fees. We also have a family discount for three or more members. First two members pay full price, the rest only pay half price.

3.) **MEDIA / MULTI-MEDIA:** We have our own club website with a full history and we promote it whenever we can. We promote the sport and our club in the media by keeping them informed of our results at tournaments and invite them to all events held at the club including coaching visits, tournaments, clinics.

4.) FUN FOR EVERYONE: We make judo FUN, for everyone. We have a huge Christmas party complete with Santa, games, treats and prizes. We also have an end of year formal banquet with awards and prizes. It makes our club more of a family atmosphere, a place where everyone gets along and everyone is friends. It helps people want to come back when they have friends and the parents are friends too.

5.) SCHOOL DEMONSTRATIONS: Target a few schools that are close to the club and do a demonstration at the school or organize the school to bring them to the judo club.

6.) PARENTS ASSOCIATION: We have develop a parents association that helps us with fundraising, dojo cleanings, planning of events. It's a great way to have the parents interact with each other and they can take control of some project that would normally fall on the coaches of the club.

### **Lloydminster Judo Club Membership Ideas: (100 members)**

- 1) Community registration night: usually all sports are there from the community.
- 2) Provide sport and recreation department in the city: let them know where you are located and provide information on what judo is.
- 3) Club information fliers in community facilities with all judo club information.
- 4) 1<sup>st</sup> Nations: Develop relationship with the Nearest first nation band or Metis Band and let them know the benefits of judo (physical fitness, team work)
- 5) Kids Sport: Talk with local Kids Sport representative/Program and provide information on the program. (you might need to do a partial sponsorship)
- 6) Two free class try out judo to see if they like it.
- 7) Keep your costs affordable.... not to cheap that people think it must be not good because it's to cheap, but still affordable...we do a family registration that costs less if there 2 or more kids. (just a little bit less).
- 8) Bring a buddy night and we get the kids to teach there friend for part of the class. (It was a little hard to manage but we ended up with a few new students out of it.)
- 9) Media: Work with the local media and get the club high lights in the paper and on tv.

10) FACE BOOK ACOUNT: create a face book account for the club where parents and athletes can share photos of the club, competition and events. This is a great way to communicate with everyone in the club!

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**GOOD LUCK! AND START TODAY!**