




Grow your club toolkit

Work through the checklist to help identify
what to implement to grow your club.



Grow your club toolkit

Top reasons to complete this review:

- ✓ Easily audit your existing activities against the recommendations
- ✓ Identify where to focus your efforts for most gain
- ✓ Get advice and support in areas any areas you need to develop
- ✓ Quick wins identified  Quick win
- ✓ It will take 20 minutes



Let's grow diving!

One of BSAC's highest priorities is to support clubs with their recruitment and retention of members.

BSAC has a huge number of clubs looking to recruit new members and the organisation is focused to help those clubs achieve their membership goals.

The checklist that follows will help you identify what can be implemented to grow your club's membership. The checklist is part of BSAC's online support available for clubs, of which you can find plenty of resources on our website:

1. Comprehensive 'Grow your club' web support section, starting with this toolkit, at **bsac.com/growyourclub**
2. Free promotional materials, available to order at **bsac.com/shop**
3. Watch our Know and Grow programme online **bsac.com/knowandgrow**

The team at BSAC is on hand to support you. We appreciate that for some clubs there may seem like a lot to do. We have highlighted the quicker wins but please do contact **marketing@bsac.com** or call **0151 350 6224** for support.

We look forward to hearing from you.



Useful contacts:

General marketing enquiries – marketing@bsac.com

Enquiries on all things social media – socialmedia@bsac.com

Set goals and make a plan

Success usually starts with a good plan. Be clear about what you want to achieve and keep it simple. Involve as many members as you can in this process – the more people that engage and ‘buy in’ to the process, the better the results and the more enjoyable it will be for all. Completing this checklist will help you establish where to focus your efforts.

☒ **Firstly, who is going to ‘own’ this checklist and the plan?**

Owner:

☒ **Have a measurable goal (or goals) in place for membership growth**

Goals need to be SMART (Specific, Measurable, Achievable, Relevant and Time bound).

E.g. 10% growth in new members in over the next 12 months.

Goal 1:

Goal 2:

Goal 3:

☒ **Share and discuss the club’s goals and ambitions with members**

The more people that engage the better. Some members may be able to help with projects, many may be able to help in other ways.

☒ **Establish the ‘doers’ (and the ‘blockers’) in your club**

The ‘doers’ may not be the longest-term members with extensive diving experience. They may be newer members that bring valuable enthusiasm, new skills and fresh thinking.

☒ **Have a plan on how to achieve your goal/s**

Agree owners of the tasks. Share the load! Support at bsac.com/marketingplan

☒ **Read the ‘Five-steps to recruit new members’ guide**

bsac.com/fivesteps

☒ **Watch our free Know and Grow webinars online**

Get the insights and learn the practical skills and techniques to turn your branch into an active growing buzzing dive club at bsac.com/knowandgrow



Keep active and keep members engaged

If clubs are active with their diving, training, socials and trips they usually have healthy membership recruitment and retention as a result. Most members are lost in their first year so looking after members in the first 12 months is particularly important.

Keep active

✓ Have an active diving and trip programme for the year

Try and set much of this out at the end of the year ready for the next one. Add the 'Events' to your Facebook Page (and share photos afterwards). Ensure you have trips that newly qualified divers can join.

✓ If you need to, get creative with your diving programme

Don't let boat (or any other) restrictions affect your diving programme. If you can't fill a charter boat and/or don't have access to a RIB for any reason, get creative! You could book individual spaces on a charter boat or join in other club trips. Or go shore diving!

✓ Have an active training programme

If you're short of instructors, check out the Branch + Centre partnership scheme at **bsac.com/partnershipscheme** to connect with a local BSAC Centre and share resources. Alternatively, get in touch with your Regional Team (**bsac.com/regions**) or contact BSAC at **drt@bsac.com** or on **0151 350 6203**.

✓ How long is Ocean Diver training taking?

Many members don't renew for a second year. Could this be that training is taking too long? Remember eLearning, your Region and the Regional Training Days are there to help. More at **bsac.com/trainingdays**

✓ Have an active social programme

✓ Link up with other clubs

Good things happen when clubs get together. You could run a shared training event, trip or charter. Find clubs at **bsac.com/findaclub**

✓ Attend bigger multi-club events

Sign up to events like the Menai Boat Run, Kernow Dive Festival and NW Dive Festival

✓ Get access to a pool

If you don't have a pool, look to 'pool share' with another local club **bsac.com/poolshare**

✓ Apply for grant funding

Injections of grant funding can have a very positive effect on a dive club's vitality. Guidance online at **bsac.com/grantfunding**



Looking after new members

Members are most at risk of leaving in their first year and second years of membership. Here are some tips to help you keep them.

☒ **Have a buddy/mentor system for new members** Quick win

Assign a 'buddy' or mentor to look after new members through their first year. Think about the best member for the job (it doesn't have to be a committee member). This is just as important for already trained divers as it is for new trainees.

☒ **Involve new members with expedition and trip planning** Quick win

This will help new members (whether new trainees or already qualified) feel involved and enable them to learn about an exciting side of BSAC club life.

☒ **Have (informal) six month temperature checks**

Check in with new members after six months. Is membership what they expected? Are they happy? Are they doing the training and trips they expected? You will then have six months to get things on track (if necessary) before they're due to renew.

☒ **Keep new members training**

Whether they are new trainees or joined already qualified, do your best to help members achieve their training goals. eLearning is available to help with theory sessions at bsac.com/eLearning. Remember your Regional team is on hand to help with in-house or Regional training (bsac.com/regions).





Keep members engaged

The more in touch and engaged your members are, the more likely you will keep them.

☒ **Have weekly announcements on club nights** Quick win

Share what's going on in the club. Engage members on past and upcoming activities and events such as training, trips, socials and events.

☒ **Keep in touch with members digitally** Quick win

Make regular announcements on your Facebook Page and other social media sites you own. Post to your WhatsApp group and group email. Keep them connected and up to date.

☒ **Encourage members to book onto regional SDCs** Quick win

More training equals a greater likelihood of keeping members. Events at bsac.com/events

☒ **Let members know how they can help** Quick win

The following may seem like a lot of work but they are quick wins and only need to be done once (or maybe once per year).

For example, they can help by:

1. Reviewing your Facebook Page
2. Reviewing your Google Maps listing
3. Tag the club's social media in their diving posts on Facebook/Twitter/Instagram
4. Bring along their friends, contacts and family members to try diving
5. Putting a couple of club posters up somewhere



Make digital your best friend

The most successful clubs in terms of member recruitment and retention have websites that deliver a stream of new member enquiries for them. Additionally, these clubs experience a higher than average conversion rate (from Try Dive to member) with these leads. Your club's digital presence is crucial but it's important to keep it simple.

Get more leads from your website

✓ Sign up to the websites for clubs initiative Quick win

Firstly, to get a great website without the hassle, check out our 'websites for clubs' offering from Partner, who make it easy to run a club website. More at bsac.com/websiteadvice

Once you have a website up and running, think about your two target audiences:

1. People wanting to learn to dive
2. Already qualified divers (most of whom will be PADI Open Water or equivalent level who may not have dived in the UK yet).

Think about what they will want to find out on your website and what you want them to do. Make it welcoming and easy for them to get involved.

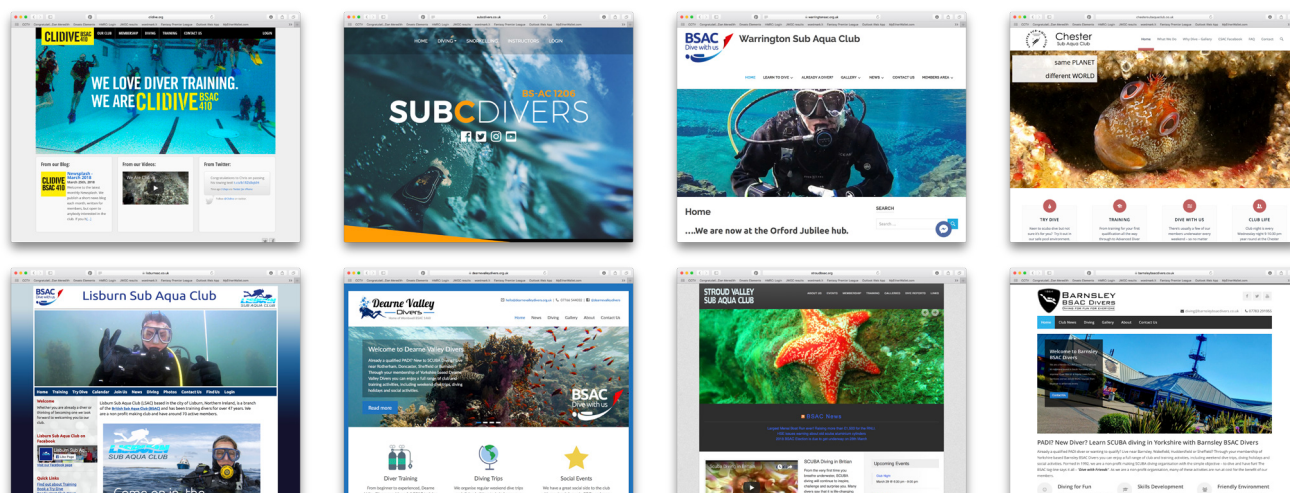
✓ Make it easy for people to contact you Quick win

Add your contact details to the top of all website pages. Give people options to contact you - offer phone as well as email/online form.

✓ Have a great 'Try Dive' or 'Try scuba diving' page Quick win

This needs try dive information, the benefits of, picture/s (or even better - video), testimonials, and a very clear 'call to action' to book a Try Dive (i.e 'Book a Try Dive now' button in bright red).

Guidance at bsac.com/trydivewebpage



✓ **Have a great 'Already a diver?' page**

This needs to cover the benefits of 'club life' and joining your club, picture/s (or even better - video) testimonials, and a very clear 'call to action' to arrange a visit.

Guidance at bsac.com/alreadytrainedwebpage

✓ **Make it easy for people to book a try dive or visit** Quick win

The 'try scuba diving' and 'already a diver' pages need to be 'signposted' (clearly linked to) from your homepage, main navigation/menu and ideally, all other pages. Consider a Try Dive offer of some kind.

✓ **Make your website look good**

This is your shop front to the world and people will judge your club by it. Clean and simple is best.

Guidance at bsac.com/websiteadvice

✓ **Make it someone's job**

Assigning someone to look after the website is a good idea. That person can recruit other club members to help if need be, but it needs a 'driver'.

✓ **Keep it updated**

An out of date website will put off potential new members as it makes the club look inactive. You could 'cheat' by adding a newsfeed from the club's Facebook page and a feed of 'Events' from Facebook.

Guidance at bsac.com/activewebsites

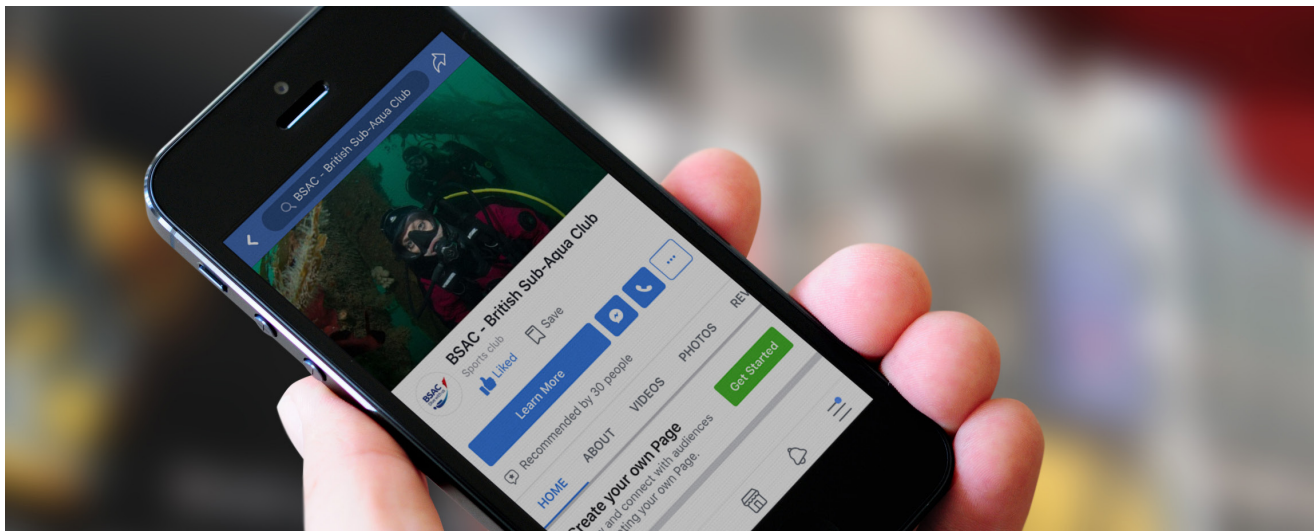
✓ **Know what makes you special and get that across on your homepage**

In marketing this is called your 'unique selling point' or USP. Be clear about why people should choose you over an alternative. Ask members to help. Understand why they choose/chose you and this could help shape your messaging here.



Fly on Social Media

With almost 83% of people in the UK actively using social media, it's clear that it's here to stay. Social media allows conversations to happen between your club and the people important to your club, including prospective members. If you're starting from scratch, Facebook is a good place to start. More at bsac.com/socialmediasupport



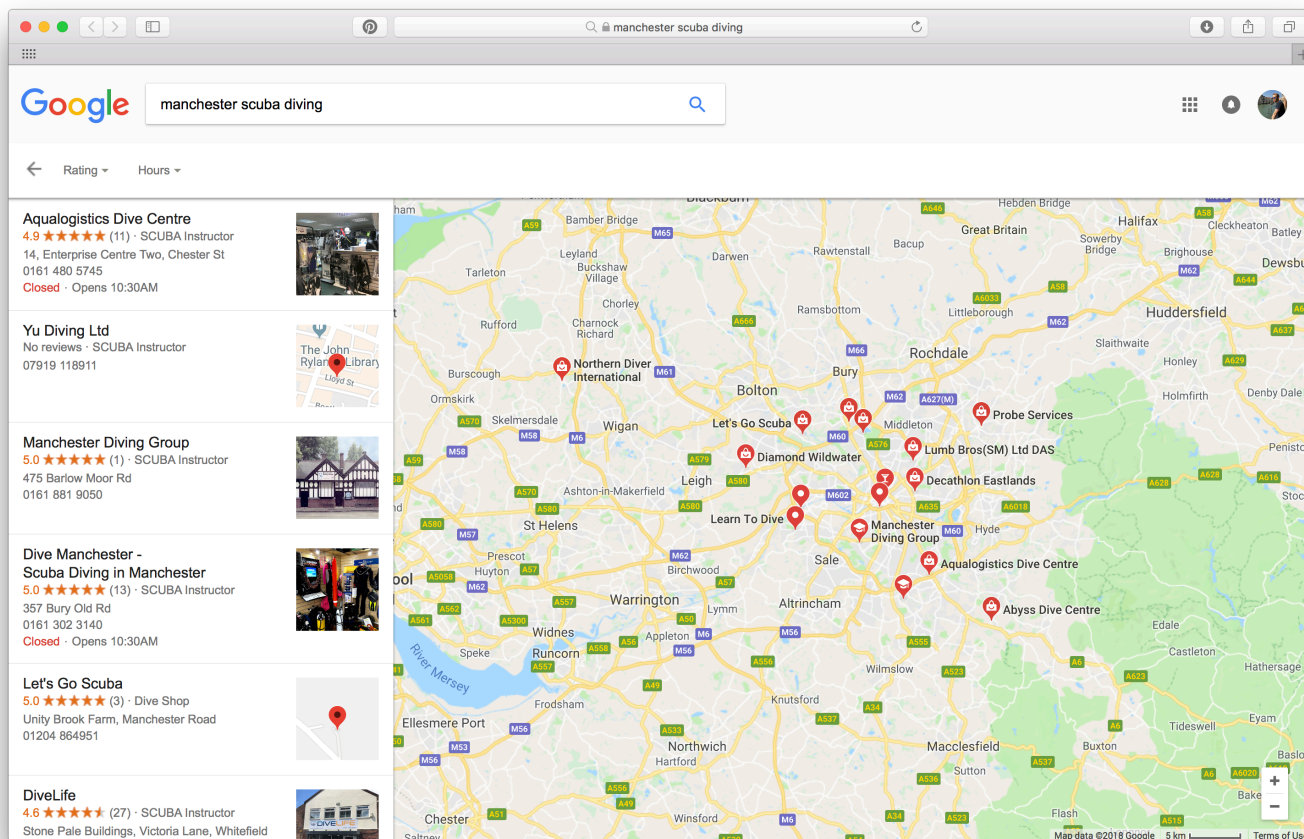
- ☒ **Have a Facebook Page** Quick win
Facebook 'Pages' are a better recruitment tool than Facebook 'Groups'. If you have a 'Group' already, set up a 'Page' as well to attract new members. Guidance on getting started on Facebook at bsac.com/getstartedonfacebook
- ☒ **Be active on your Facebook Page**
Post as much as you can on diving, training, trips, socials etc. It's best if there are a few owners of the Page who can all add content, comments and so on as the page administrators. Guidance on making the most of Facebook at bsac.com/makethemostfacebook
- ☒ **'Boost' Facebook posts to recruit new trainees** Quick win
Get in front of more people on Facebook with 'boosted' posts. Boosting to 'friends' of people who already 'like' your Page can work very well. Step-by-step guidance on how to do this at bsac.com/FBboost
- ☒ **Get members to recommend your club on Facebook** Quick win
Guidance if needed at bsac.com/rateyourclub
- ☒ **Ask members to tag your club's Facebook Page in their posts** Quick win
- ☒ **Add 'Events' to your Facebook Page (trips, socials, courses)** Quick win
Guidance if needed at bsac.com/facebookevents
- ☒ **Find out if your area has a community notice board Page and use it** Quick win
Most towns and cities have community notice board type Facebook Pages. Find out if there is one for your area and use it to promote your club. Share invites to try diving, new 'learn to dive' courses and so on.
- ☒ **Expand beyond Facebook into Instagram, TikTok or Twitter**
Make the most of photos and videos by using other social sites bsac.com/twitterandinstagram



Become number one in local Google search results

- ✓ **List your club on Google Maps**  **Quick win**
Guidance if needed at bsac.com/googlemaps

- ✓ **Get members to review your club on Google Maps**  **Quick win**
Guidance if needed at bsac.com/reviewyourclub

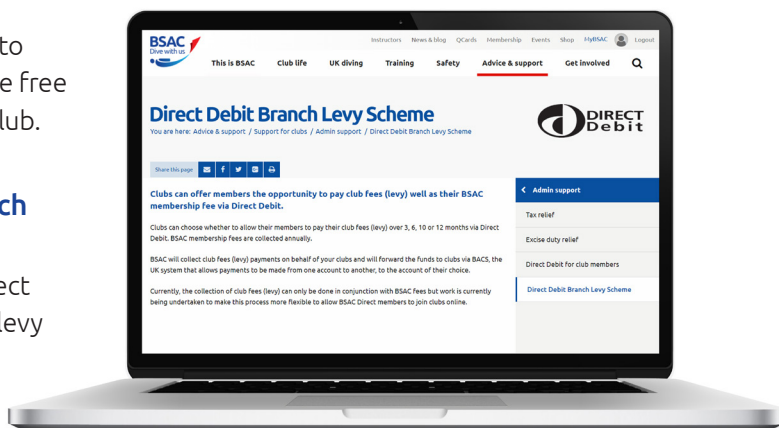


Digital services for clubs

BSAC has digitised the management of memberships to help save you time and effort. Take advantage of these free services to lessen the administrative burden on your club.

- ✓ **Look at signing up to the Direct Debit Branch Levy Collection scheme**

Retention of members is higher if they pay by direct debit. BSAC can manage the BSAC and local club levy fees for you. More at bsac.com/ddlevy or call **0151 350 6201**.



Take care of new member leads

Take great care of your new member leads (enquiries). They are vulnerable and need extra special treatment.



✓ Respond to enquiries within 24 hrs Quick win

Leads go cold quickly. Respond quickly and in a friendly manner to get people visiting your club. Remember to keep information light at this stage. Think about having a team of 3-4 people on standby to ensure you respond quickly, even if it's just a quick – “thanks for your message we'll get back to you shortly”.

✓ Read the guidance on converting 'Try Dive' visits to members

Some clubs convert 10% of visitors to members, others convert 90%+. So, getting this right can make a big difference. Learn how to improve conversions at bsac.com/getnewmembers

✓ Read the guidance on converting 'trained diver' visits to members

Guidance at bsac.com/convertalreadyytrained

✓ Buddy system for visitors Quick win

Assign a 'buddy' to look after try divers and already trained diver visitors. Think about the best member for the job.

✓ Encourage visitors to 'like' your Facebook Page and review their Try Dive experience

✓ Follow up after visits (and give them a reason to come back) Quick win

The club or ideally the 'buddy' needs to follow up with the visitors. Would they like to visit again? Think of a 'hook' to get them back. Let them know of an upcoming learn to dive course or great dive trip they could join the club on (already trained divers can dive up to seven times within a year with a club before joining and still be covered with BSAC's insurance).



Perfect your Try Dives

There are Try Dives and there are Try Dives. Perfect the management and the experience for participants, and you will gain many more members. The points from Part 3 work in tandem with this section. Try Dive support can be found at bsac.com/trydiveclubs

- ✓ **Make Try Dives business as usual every week**
If you have Try Dive leads don't keep them waiting, get them in the pool as soon as you can.
- ✓ **Read the 'How to run a successful Try Dive event' guide**
Download at bsac.com/trydiveevent
- ✓ **Use Facebook ads to promote Try Dives** Quick win
Guidance on how to do this at bsac.com/facebookads
- ✓ **Order free Try Dive promotional materials and participant packs**
Order at bsac.com/shop or see what materials we have available at bsac.com/promomaterials



Increase your local visibility



- ☒ **Order free posters and leaflets from BSAC** Quick win
 Order at bsac.com/shop
- ☒ **Order free Get started in SCUBA magazines** Quick win
 Order at bsac.com/shop
- ☒ **Get a free* customised outdoor banner for your club and hang it somewhere prominent** Quick win
 Order at bsac.com/shop
- ☒ **Get a self-standing pull up banner (for your pool or leisure centre)** Quick win
 Order at bsac.com/pullupbanner
- ☒ **Ask members to take posters, leaflets and mags (above) and 'find homes' for them** Quick win
 Possibles: work places, dentists/doctors, libraries, local shops, leisure centres, pubs. Ensure these have clear contact details on for your club. Ideally with a Try Dive offer.
- ☒ **Invite a journalist to do a try dive or learn to dive**
 Guidance at bsac.com/journalisttrydives
- ☒ **Get in the local paper with a club story**
 Think of what you are doing (or could do) that would make a good local news story. Exciting expedition trip or new diving discovery? Try Dive event? Charity event? New pool? Talk to the papers. Great pics will increase your chances of being published. Guidance, including 'tried and tested' stories at bsac.com/localmedia

* Every club is entitled to one free banner since the change of branding in 2017.
 If your club has already claimed a free banner since then, you will be charged a nominal fee of £15.





British Sub-Aqua Club (BSAC)

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