



Scottish
Swimming

Club Marketing

TOOLKIT

Club Marketing Toolkit

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Introduction

This toolkit is designed to support and guide aquatics clubs with their marketing efforts whether the aim is to attract new members, support existing members, gain volunteers, sponsors or publicity. It assumes no prior knowledge or experience of marketing or PR and includes templates as well as relevant examples.

A digital version of the toolkit is available on the Scottish Swimming website under the Club section, however we ask that any printed version of the marketing toolkit is passed on to relevant committee and club members within your club.

Please dip in and out of sections of this guide which are relevant for your club. The first section offers a step by step guide to marketing planning for those with the time and resource to allocate to this. Other parts offer more practical advice, guidance and example templates.

If you need further advice or guidance please contact Scottish Swimming on email: marketing@scottishswimming.com



1.0

A Guide to Marketing Your Club



1. A GUIDE TO MARKETING YOUR CLUB

“Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others.”

Kotler and Armstrong

Marketing or promoting your club can help to recruit and retain members, secure sponsorship and raise the profile of your organisation within the community.

Clubs offer vast benefits to the community, from participation to excellent athlete development and opportunities for teachers, volunteers and coaches. Marketing just gives you a chance to summarise and shout about the good work you are doing with an aim to gain members, funding or awards.

Scottish Swimming's club accreditation scheme – SwiMark, encourages good governance within clubs and ensures basic policies and procedures are in place before focusing on the marketing, however the two go hand in hand and if you have volunteers with experience or interest in the field of marketing, this can help you to get started. If you don't have the resource internally this guide will point you in the right direction and offers some general advice.

1.1 So why should you Promote your Club?

Promoting your club is about telling people what you can offer them. It's not just about your current members, it's about talking to people you would not normally talk to, to gain a positive outcome for your club.

The benefits and outcomes of promoting your club include:

- Recruiting new members to grow the club
- Securing sponsors to increase funds
- Increasing loyalty to retain more swimmers
- Gaining grants for essential equipment

1.2 What are the Steps involved in Promoting your Club?

1. The first question to ask yourself is who do you want or need to talk to in order to achieve the desired outcome? The people you are trying to reach are called your **target audience**.

Who do you want to talk to?

- Do you need to speak to parents?
- Do you need sponsors?
- Do you need to talk to grant organisations?
- Do you need spectators to come to your events?

Use template **3.1 in Appendix 3** to support this exercise.

2. Once you have established who you need to talk to the next question to ask yourself is what do you want them to do? Why do you need to talk to them? Combine this with step 1 to create a simple statement of intent or an objective:

What do you want them to do?

- We want more swimmers to join our club to grow our membership
- We need more parents to volunteer
- We want to attract more sponsors to secure funding
- We need more coaches to support swimmers at entry level
- We need pool providers to provide more pool time to support training
- We want more people to come to our fundraising events

3. The third step involves deciding how you are going to do it? This is the part that requires a bit more thought. It is less about the method you will use to reach your target audience but more about the unique story you can sell. Ask yourself what makes your club unique? What makes your club stand out from the crowd? Did an elite athlete train with your club in his or her younger days? Do you train at one of the most modern facilities? Do you have excellent coaches? Do you have a recreational or social element to your club? If you are unsure ask your current members what they like about your club.

Once you have identified your top 5 'selling points' for the club include this within your statement at the end:

We want more swimmers to join our club and grow our membership by promoting our links to Olympic athlete Camilla Hattersley.

Or

We need to get more parents to volunteer by communicating the benefits of getting involved and profiling some of our long standing volunteers.

Or

We want to attract more sponsors to secure funding by raising the profile of the club in the local community and creating an appealing sponsorship package.

Now that you have defined the WHO, the WHAT and the HOW, you have actually defined your first top level marketing objective. When doing this exercise and creating your objectives try to limit these to 3 or 4 so you become really focused on your club's priorities. You can use [Appendix 3.2](#) for this exercise.

1.3 Understanding your Audience

Knowing what your offering is before you communicate is the key to creating impact with people. Before you can define this you need to better understand your target audience.

Set up a grid with your target audience in the middle and think about writing a profile of your audience. Use template [3.3 in Appendix 3](#). Think about these questions. What age are they and what are they like? What is their lifestyle and attitude? What type of behaviour do they display? What do they read? How do they use the internet? What motivates them?

Start to collate information in a grid format as follows to create a PEN PORTRAIT.

Let's say a club was trying to recruit more Masters members from among the pool of club parents. Place the target audience in the centre of your PEN PORTRAIT then start to populate the information under each blue heading – put in as much as you know.

Example PEN PORTRAIT

PROFILE

Family fun mum
Age 30–50 with children at home
Relatively affluent, own their home
Busy parents who swim ad hoc as family activity
Mix of working and non-working parents

LIFESTYLE AND ATTITUDES

Family is a full-time job
Activities are mainly for children's benefit
Limited free time as they prioritise family and spend time 'ferrying children to activities'
Good family health, fitness and diet is important to them
Education and being successful is important

BEHAVIOUR

Use Facebook more than other platforms
Still read a Broadsheet newspaper /news online
Email is primary communication tool
Word of mouth is powerful influencer
Constantly share comments and images of their family time and/or child's achievements

MOTIVATION

Associated with spending quality time with family
Family holidays are important to them
Seeing their children enjoy themselves and learning new skills is important
Relax and de-stress from their busy lives

Once you have created a pen portrait you can think about what sort of offering you would need to provide around your SERVICE or PRODUCT; your PRICE; the PLACE where it's accessible and the PROMOTION of it. For instance, in the example above targeting mums of club swimmers you may wish to offer the following:

PRODUCT

Swimming times that suit the family e.g. at the same time as children's lessons because they are short of time

PRICE

Not particularly price sensitive but could offer a Family discount for adult and child or whole family membership – encourage free trials

PLACE

Adult swimming needs to be local, in the same pool as club swimming or close by so adults have time to swim

PROMOTION

Promote on Facebook, through email database and at swimming club events where parents are present. Encourage 'shareable content' to increase word of mouth recommendations

If a club wanted to recruit more students, a separate pen portrait would be created. Students for example would be more price sensitive and may use applications such as WhatsApp more than email. Create a Pen Portrait for each objective and a quick summary of how this impacts on your offering to them in terms of the product, the price, the place and the promotion of it.

1.4 What is your Offer?

In this section we explore in more depth what your club wants to offer in terms of PRODUCT, PRICE, PLACE and PROMOTION.

1.4.1 Product

Product relates to the product or service you are offering and so in the world of swimming this could be club membership; adult training sessions; specific discipline sections such as water polo; or volunteering opportunities. It's not enough to describe the product or service in these terms. Always think about your **unique selling point** – something no other club has. Perhaps it's a special family membership package; a chance to try out mini polo or a specific marketing role in your club?

1.4.1.1 Finding your unique selling point and key messages

To find your unique selling point or USP, as it is often referred to, you need to carry out an analysis of your club's strengths, weaknesses, opportunities and threats. This is referred to as a SWOT analysis and there are some basic rules to help you do this effectively.

Set up a grid or one page for each of the 4 sections of your SWOT analysis –there is a template in [Appendix 3.4](#):

STRENGTHS	OPPORTUNITIES
WEAKNESSES	THREATS

Then start to populate the grid with the Strengths and Weaknesses of your club as well as external Opportunities and Threats that may impact on your club. This is a good exercise to do with a group of committee members at your club.

There are a few rules to keep you on track:

- **Be specific** add in numbers where you can e.g. 'Membership is growing by 10%' rather than simply 'Membership is growing'
- **Make statements meaningful** A good test is can anyone say 'So What?' at the end of a statement e.g. 'Training takes place at Tollcross pool' v 'Training at Tollcross gives opportunities for long course training'
- **Opportunities and threats are EXTERNAL** outwith your control e.g. 'New Government health agenda to combat child obesity may increase funding' would be an opportunity
- **Strengths and weaknesses are INTERNAL** e.g. 'Swimming is the number one participation sport in Scotland' would be an opportunity not a strength.
- **For Strengths think of items unique to your club** e.g. links to elite athletes, modern pool facilities, recreational elements, multiple disciplines, excellent coaches, accreditation, history, great results?
- **Prioritise the lists down to no more than 5 in each box of the grid**

Fine tune your answers to get your top 3 strengths. These are your key messages. One or two of these key messages might be unique to your club giving you a **unique selling point**.

“A multi-discipline club offering opportunities in swimming, water polo and diving to give broad appeal.”

“Winner of Scottish Swimming’s Club of the Year 2019 giving us a raised profile in the community”

The above example could so easily have said 'Winner of Scottish Swimming’s Club of the Year 2019' on its own but anyone reading it could ask 'So what?' The key is to specify the benefit to the club. Write down your three strengths and highlight which is your most unique selling point. [See Appendix 3.5.](#)

1.4.2 Price

When working on your unique selling point to define your PRODUCT offering you may want to research other clubs. The same applies when working on your pricing model. Your first starting point is to know what other clubs charge and how they collect their fees. Is it a monthly fee plus a joining fee for the year? Is the Scottish Swimming membership included or is it separate? Can parents pay by direct debit?

When promoting your club and the price of membership it is a good idea to think about the behaviours and motivations of your audience.

- **What is the easiest way to pay for a busy parent?**
- **Is your pricing and payment method modern and effective?**
- **Can you break down the price to show how cost-effective it is over time and put this into your promotional materials?**
e.g. 'Train 3 x a week for just £2.50 per session'
- **Can you compare the price to something parents can relate to?**
'That's less than the price of a cup of coffee'

You may want to consider other flexible membership pricing options such as included competition fees, kit inclusion and so forth. The main aim is to make your offering attractive and relevant to your target audience while still meeting the needs of the club.

1.4.3 Place

It helps if your club is easy to find and the facilities meet your needs. For swimming clubs this can be a challenge as swimming pools are not owned by the clubs and depend on close partnership working with Local Authorities/Trusts or private pool providers. Pool time or space is often in high demand and comes with a price tag which varies widely.

Among the pools your club has access to, think about the strengths of the venues and the benefits to members.

Questions might include:

- Is parking readily available and inexpensive?
- Is the pool a world class competition facility?
- Is it within a newly built school and therefore is brand new?
- Are the surroundings pleasant?
- Is it easy to get to?
- How are the facilities for swimmers – e.g. hairdryers, clean changing rooms?
- Is there a spectator gallery/ wifi access for waiting parents?
- Is there a coffee shop you could strike a deal with to offer discounted coffees?
- Is it possible for adults to swim in a Masters group while their children are training?
- Have any elite athletes trained in that pool?
- Have any national records been broken there?
- Are you near the university or college if you aim to attract students?

When you start to think about the strengths of the facilities you use, you can incorporate these into the messages you communicate when trying to recruit members, parent volunteers and spectators.

Often the best way to communicate a sense of place is through images. Can you access really good images of the pools from the pool providers or gain permission to take your own. If you have a website or leaflet you may want to consider a map with directions or link to Google Maps if it's hard to find – anything that makes it easy for your target audience to find your club.

1.4.4 Promotion

The final piece of your four part marketing plan for each target audience is to PROMOTE your offering. In this section we will summarise ways to promote your product based on what you are trying to achieve but there is more detail contained within the **Social and How to Use it** and **How to do your own PR** sections separately. Before you promote your service offering you need to know what the purpose of the promotion is (based on your original marketing objectives).

We can use the **AIDA** model to help with this as it illustrates the different thought processes people go through before buying a product or service.

Think about the people you are trying to reach. Which of the following do you need to do drive the most?

The AIDA Model



Awareness

This is about making more people aware of your existence as a club or more aware of your membership offering. It's usually the first stage in marketing – people can't join you if they do not know you are there in the first place.

Interest

Next you need to capture people's interest. Make it relevant to them and promote the benefits, not just about swimming in general but of your club specifically. If they like what they hear then they will read further and do some of their own research.

Desire

Desire is about moving people from liking your service to 'wanting' it. The best way to do this is to create an emotional connection with your audience and the club by offering free trials where they can meet the coaches and the team.

Action

Ultimately you want your target audience to act by joining, sponsoring, volunteering or supporting. Initially it could be a simple action such as liking your Facebook page, downloading your brochure, or signing up for a newsletter. Further down the line it could be joining your club or becoming a volunteer.

Whatever you are trying to achieve there are many different ways you can promote your club and these are outlined below with more in depth guides contained within the toolkit.

Example: Types of Promotion

Types of Promotion	Explanation
Advertising	Used to communicate to a mass audience. Can be costly in local press upwards of £200, but posters in pools or relevant places can be cheap and effective. Conversion often low but good for driving awareness especially radio.
Public Relations	Developing a positive relationship between the organisation and the media and the public. Good relations involves creating positive news stories and favourable publicity through the media but also involves minimising the impact of negative situations. Most PR is delivered through digital channels rather than print.
Sales Promotion	Promotions designed to create a short term gain e.g. waiving the joining fee for a short time to promote membership; offering a student discount at a certain time of year.
Personal Selling	One to one selling which can be very useful for sponsorship meetings as it's possible to bring samples of kit, brochures, promotional materials and build a relationship with a potential sponsor.
Direct Mail	This involves sending marketing to a named individual or organisation. Clubs can buy lists of names, e-mails and postal addresses for this purpose. Email is one of the most effective conversion tool and has overtaken direct mail by post.
Internet Marketing	Placing adverts on internet pages through programmes such as Google's AdWords. This can be expensive and is a mass marketing tool. Developing reciprocal links to your website with specific partners is often a FREE way to market your club on the internet.
Social Media	Place daily messages on social media such as Facebook and Twitter to keep customers interested in your organisation. You can even run promotions, flash sales and discounts just for your social media readers with links like 'sign up now' or 'join today'. Or you can market in a more subtle way by giving relevant content such as coaching tips.

2.0

Building Your Brand



2.0 BUILDING YOUR BRAND

2.1 What is your Brand?

Many people get confused over the difference between brand and brand identity. The brand of your club is the way people feel about it. It creates an emotional connection with people and embodies the values that your club holds and instils. A good way to think about it is that the brand is the heart of your club. Brand identity is the face of your club. It is the logo, the signs, the straplines, the images and the tone of voice that you adopt in communications. Brand identity creates a first impression. In the corporate world most companies have a logo. While not essential it is a good way to sum up your values and give your club an easily identifiable mark which conveys a professional image.

2.2 Developing a Brand Identity

There are many ways to develop a brand identity or logo, from using a graphic designer to getting your young swimmers to design one in a 'logo design competition'. Some quick pointers when developing a logo are given below:

- **Limit colours to 2 or 3**
- **Make sure it works in black and white, and in reverse white on black too**
- **Ensure the resolution is high so it is good quality**
- **Avoid small intricate detail which can get lost**
- **Do not copy others – you can infringe copyright**
- **Have in a variety of file types (JPG, EPS, PNG)**

On the file types here is a quick guide as to what they are used for:

- 1 JPG referred to as J-peg is the standard format used to copy or paste into word documents, presentations. It is not usually high enough quality to blow up for large format printing on banners, posters etc.
- 2 EPS or Vector format is the type commonly used by designers and is resizable without losing any of the quality.
- 3 PNG is a low resolution version used to paste on to a coloured background or for use on the internet on websites for example

Companies and agencies charge different prices for developing a logo. It can be a good idea to see if anyone has the skill set among your volunteers or members. Perhaps a student would like to do it as a project for art or there is an ex-swimmer who is studying graphic design. For further help in developing a logo please contact marketing@scottishswimming.com.

2.2.1 Strapline

When thinking about your logo it can be a good idea to develop a strapline that accompanies your logo. Often this can be a vision statement for your club, what you aim to achieve or something that makes you unique.

Here are some examples of logos that are simple, have swimming as the theme and work in two colours or even black and white.



2.3 Being Visible

Once you have established what your brand identity is and have a recognisable logo for your club, you need it be seen. Think about having it at every opportunity people have to interact or see your club. Some typical examples are given below:

- **Place it on your kit – on t-shirts and swimwear, caps and bags/towels**
- **Have it on your website, Facebook page or other social media platform**
- **Put it at the end of every email in the signature**
- **Place it at the top of every club document, letter, minutes of meetings**
- **Put it on your presentation slides at meetings**
- **Put it on every press release you send to local newspapers**

Depending on budgets and resources you can go further in terms of producing pull up banners, usually for around £50–100 at the time of writing, that you can display at swimming pools or club meets.

Once you have established your identity ensure your members are aware of it and what it means. Insist that members wear the branded caps or kit to swimming meets and you will soon start to engender a sense of pride in the club and others will start to notice your brand.

3.0

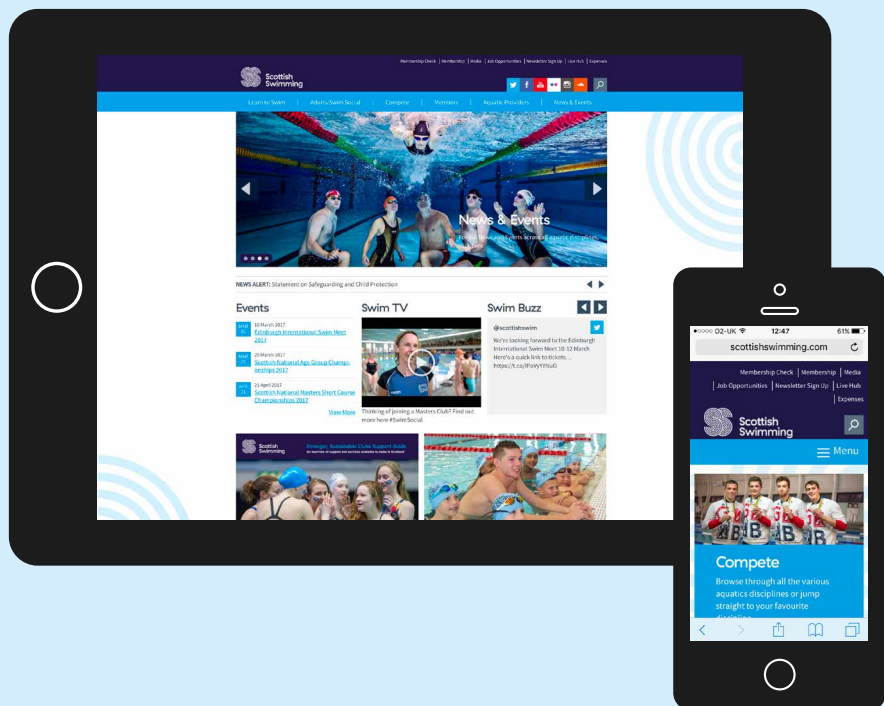
Creating a Digital Footprint



3.0 CREATING A DIGITAL FOOTPRINT

The digital age is well and truly upon us. For clubs this can mean significant savings if you no longer have to print every document, nor create leaflets or expensive letterheads. Most marketing activities can be done digitally at a fraction of the cost and much more quickly.

So what is a digital footprint? Your digital footprint is your online presence. Think of it as your online brochure, a snapshot of what you do and somewhere you want people to go to find out about your club. It might be a website, a Facebook page, a blog or a video on YouTube. Whatever medium you choose, we have some guidance on how best to create it.



3.1 Building a Website

A website is a great tool for any club to have whether it's to post your results, welcome new members, share information or give timetables. They are simple and inexpensive to create and there are some basic steps you need to take to create or improve your website. When developing a website or any form of digital communications make sure you comply with the [Scottish Swimming Wellbeing & Protection Policy: Children and Young People](#) (link) and specifically [Appendix 17 – Guidance on Digital Technologies Including Communication, Social Media, Photos and Video](#) (link) listed in [Appendix 1](#). You will also need to gain necessary parental consent for use of photographs and videos detailed in the form in [Appendix 2](#).

1 Needs

Decide what the needs of your website are and what information you need on it. Use [Appendix Template 3.6](#) to help you.

This should look like a big list for example:

- Results from swimming galas and meets
- Training plans
- Minutes of meetings
- Flyer or video to attract new members
- About Us section – club committee members
- Information for coaches
- Events coming up and fundraisers

2 Must Haves

Narrow down your list to 'must-have' items on the website. What absolutely needs to go on there? What are the things that visitors to your site absolutely need to be able to find. This will help to shape the navigation on your website so it becomes the 'main menu'.

3 Decide How To Build

There are many ways to build a website and one of the most cost effective solutions is to use one of the free templates out there such as WIX (www.wix.com). These website builders have different templates to choose from and can also offer you a hosting package. All websites need to be hosted which is normally paid for on an annual or monthly basis for as little as £5 a month.

If you are more confident going to a website design agency or a graphic design student then set yourself a budget and get a quote for the work. Costs can range from £500 to £10,000 so it's best to shop around. It can be a good project to give some of your older swimmers as part of a Duke of Edinburgh award or similar.

4 Register

For a website you need to register a Domain Name and check if it is available. The domain name is what appears in the address bar in your browser (Chrome / Safari/ Internet Explorer). You can check if a domain name is free by going to domain name check sites such as www.domaincheck.co.uk

Ideally, choose the name of your club, keep it short and have an easy ending to remember such as **.com** or **.org**

5 Resource

Remember your website needs to be kept up to date. Do you have someone in the club who is prepared to take it on, to keep the news and results up to date, to add new blogs or news posts and to monitor traffic to the website and report on results?

6 Design and Build

When designing your website it is a good idea to set up a spreadsheet with the menu headings and navigation you wish to have on your website. First level navigation, that is the main menu headings people see on the Home Page of your website can either go across the top of your website, down the left hand side or even something more creative. Second level navigation can only be seen when you click on one the first level menus. When planning the design make a list of the first level and second level menus in a spreadsheet. An example is given below and you can use [Template 3.6 in Appendix 3 to help](#).

1st Level	2nd Level
About Us	History Committee Contact Us
News	News Newsletters
Squads	Performance Squad National Girls Squad National Boys Squad
Events	Calendar Results
Get Involved	Volunteering Fundraising Sponsors
Login	Members Only Information

Then you are ready to go for the build either through the templates suggested or by another organisation. Always think about succession planning. Committees change and you need to ensure a few different people know about how the website was designed, built and also have access to update it.

Make sure your design works on a mobile phone as more and more people are accessing websites via mobile devices. You may also want to think about compliance with accessibility guidelines to ensure it's user-friendly for those with a disability.

7 Promote Your Website

While it's good to have a website set up, there is not much point unless people know it is there. Take every opportunity to promote the site. Have a launch and tell all your members it is up and running through emails, meetings and give them the URL link written as **www.yourdomainname.com** or **www.yourdomainname.co.uk**. Useful sites and examples are given below:

www.swimwarrender.com
www.stirlingswimming.co.uk

www.aberdeenasc.org.uk
www.swimglasgow.co.uk

Generally speaking the shorter and more relevant your domain name the better. It is something you should actively promote both online – through email signatures, blogs and social media and off line by having it printed on to a banner too.

The other way to promote your website on the internet is through something called Search Engine Optimisation or SEO. This is a way of making sure Google can find your website. When you do a search on Google it lists sites according to certain factors such as – how relevant is your site to the search term? If someone searches for the exact name of your website then it is likely to have a high ranking.

Google also ranks websites according to how fresh and relevant the content is and whether you have any good links coming into your website. For example would one of your sponsoring companies place a link from their own website to your site?

There are ways to improve your ranking by researching key words and tagging your pages but it is best to talk to an expert in that field or do research of your own on the templates websites discussed earlier.

8 Use It Or Lose It

The last piece of advice on websites is to make sure you use it. Keep the content fresh and up to date, that way people will keep referring to it and you will attract new members, volunteers and potential sponsors. Websites are also a great way of communicating with your existing members to keep them included and informed.

You can link your website to Google Analytics, which is a free reporting tool telling you how many visitors your website gets per month per year and from where. It's useful to see how your website grows and develops. Good luck! For more advice contact **marketing@scottishswimming.com**

4.0

How to do your own PR



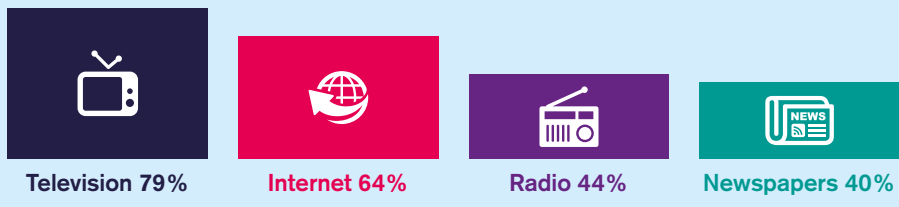
4.0 HOW TO DO YOUR OWN PR

Getting regular and good publicity for your club puts your organisation to the front of people's minds which is essential for attracting new members, volunteers and sponsors. The best way to achieve publicity is to reach out to all media. TV is still the dominant news source for people in the UK with 79% sourcing their news this way, internet is ahead of radio and newspapers with 64% now consuming their news through the internet and radio and newspapers are used by 44% and 40% of the population respectively.*

4.1 The media landscape in the UK

In the UK, the media is dominated by the BBC as a public broadcaster and newspapers which have seen a decline in consumption driven by the rise of digital news platforms. The circulation of national newspapers has declined from 30 million in 2003 to 12.4 million in 2017 and social media sites such as LADBible and The Huffington Post, which now has a readership far bigger than any national newspaper, are beginning to dominate the landscape. Among the social media platforms Facebook still dominates with 76% of people getting their news from this platform compared to 32% from Twitter. What is clear is that the media world is changing rapidly and we cannot ignore any of the channels or platforms if we want to get our message out to a large and varied audience.

Use of main platforms for news nowadays – 2018* All adults 16+



In the internet section of the questionnaire, we ask respondents 'In which types of ways do you access and use news through internet sources nowadays'. A possible answer here was 'Watch TV news online'. 54 people selected this option who didn't originally say they used TV

for news, bringing the total for TV news (online or offline) to 81%. Another option here was 'Listen to radio news online', similarly 26 people selected this option that hadn't originally said they use radio for news, bringing the total for radio (online or offline) to 45%.

* SOURCE Ofcom News Consumption Survey 2018 – www.ofcom.org.uk

The device people choose to access the news from has grown and changed from TV and radio alarm clocks to mobile phones and tablets which are rapidly overtaking desktop and laptop computers. This means that however you promote your club whether it be via website, email or social media – it needs to be tablet and mobile phone friendly.

4.2 Creating a Story

Getting busy journalists and reporters to pay attention to your story can be a daunting task especially if you feel you do not have much to say. By doing the majority of the work for the media, you are much more likely to get your press release published but first you need to find your story.

Ask yourself the following questions:

- **Did an elite swimmer train at your club?**
- **Do you have a rising star in the club you want to profile?**
- **Has your club overcome a difficulty or challenging situation?**
- **How has your club impacted on volunteers' lives in a positive way?**
- **Could other people relate to the story you'd like to share?**
- **Does your story evoke any emotion?**
- **Could your story inspire other people to take up swimming?**

Once you have your story you can create a news article for your website, newsletter and a press release that you can send out to all media.

4.3 How to write a Media Call

A Media Call is a short alert that goes out to media to inform them of an event. It is just the bare minimum in terms of content and facts so you should clearly state

- **What your event is about – any special venues or guests attending?**
- **Why the event taking place**
- **Where the event is happening including full address and postcode**
- **When is the event including a date and time?**
- **What is the detail? e.g. what time is the photo opportunity with a star?**
- **What time are guests available for interviews?**
- **How do you want the media to react? Do you want them to come?**

Do you want them to publicise the event or is it a closed event and under embargo? (i.e. they cannot publish it until a certain time)

There is an example of a Media Call in [Appendix 3.7](#) These can be sent to your local press contacts at the radio, local TV, local newspapers or even bigger national papers if the event is important enough.

4.4 How to write an Effective Press Release

It is a good idea to submit a press release on the day of your event or simply to break a story. Getting the media to notice, read and publish your press release is the challenge as journalists receive multiple press releases every day.

Follow our simple steps below, **‘the 6 I’s’** – **Impress, Inform, Include, Insert, Incorporate and Images**

Use double spacing for your press release so it is easy to read and stick to 2 pages maximum.

1 IMPRESS With The Title

Ensure your title grabs attention from the start. Compare the following two titles. Which one is more appealing?

“New National Framework for Swimming launched by Scottish Swimming in Aberdeen on 6th September with Olympian Duncan Scott”
or

“Double Olympic Silver Medallist Duncan Scott launches new Learn to Swim Framework in Aberdeen on 6th September”

2 INFORM In The First Sentence

In the first sentence mention the Who, What, Where, When and Why of your story so that a journalist can understand what the story is about straight away, e.g.

“On 6th September double Olympic silver medallist Duncan Scott launched Scottish Swimming’s new National Framework for Swimming in Scotland at Aberdeen Sports Village Aquatics Centre.”

3 INCLUDE Facts And Figures

Facts and figures give your story credibility and importance. Consider some of the following figures used in the example above.

“The new National Framework, which has already been adopted by 25 Local Authorities, will eventually be rolled out across the whole of Scotland, benefiting around 100,000 children”

4 INSERT a Quote

Ask someone relevant or as senior as possible for a quote to include in your press release. It’s a good idea to insert this and then share this with the person you are quoting for final approval. You may want to consider approaching other relevant people who would help to give the story more prominence. Could you approach an

elite athlete who trained with your club or get a statement from the National Governing Body?

Example:

“Ally White, Director of Performance comments:

“Learning to Swim is an essential life skill. By getting the fundamentals right at as early an age as possible, by developing a love for the sport and by progressing through achievable steps on the aquatic pathway, children of all ages, abilities and backgrounds are opened up to a range of opportunities.”

5 INCORPORATE Editor’s Notes

At the end of your press release write End and add ‘Editor’s Notes’ followed by a ‘boilerplate’ – a short paragraph about your club or other relevant information. You also need to include your contact details – telephone and email address.

Example:

Editor’s Notes

About Scottish Swimming

Scottish Swimming is the national governing body for swimming in Scotland. Scottish Swimming represents our clubs, swim schools, aquatic disciplines, athletes, coaches and thousands of talented and committed volunteers across the entire swimmer pathway. We are focused on delivering in the following key areas to reach our vision to ensure that everyone can swim: learn to swim, participation in aquatic activities, club development, coaching partnerships and performance.

For more information visit www.scottishswimming.com

For further information on this press release please contact Helen Plank on 07702 872964 or h.plank@scottishswimming.com

6 IMAGES

Make sure you have a photographer who can supply high quality, free to use images to the media. It can make a real difference to getting your story published.

Remember to check your spelling and grammar and bring printed copies to your event. If the press release needs to have an embargo (i.e. it cannot be released before a certain time) then write this at the top. ‘UNDER EMBARGO UNTIL 6TH SEPTEMBER AT 11.00AM. A full example of a press release is given in [Appendix 3.8](#).

4.5 Sharing your Press Release

Now that you have created your press release, you need to decide when, where and how should you send it. If your press release is for an event and you wish press to turn up then generally holding your event in the morning is better. Midweek, Tuesday or Wednesday is always a good day to secure the press whereas Mondays and Fridays are busier. If you are sending it to local press find out when the deadlines are. Sending something the day before deadline or even specifying which date you would like it published can also work well.

Sending the press release as an attachment and in the body text of the email by email is the quickest and easiest way to send it and you can attach images as well this way. Address it to multiple journalists by using the Blind Copy (BCC) function in email. Make sure the subject of your email is also attention grabbing and relevant to the story.

In terms of where to send it try to think laterally on this one. It does not just have to be the local newspaper. How about sharing it with Scottish Swimming, sportscotland, the local council, the local radio station, local TV, British Swimming, your local university or even a lifestyle magazine. You never know who will pick up the story and the broader your reach the more likely it will be published. Place it on your website as a news story and have a short extract or teaser with a link on your social media posts.

5.0

Social Media and How to Use it



5.0 SOCIAL MEDIA AND HOW TO USE IT

Social media is a phrase used to describe programmes and platforms that enable people to connect and engage with each other in online communities. An increasing number of clubs are using social media as a marketing tool to raise their club profile because it is free, fast and accessible. By 2022, 80% of the UK population will have a smartphone – currently around 75% of the population have one. Among 16 to 24 year olds 95% have a smartphone and the majority of internet traffic comes through mobile devices rather than laptops.*








When used safely, social media can be a highly effective means of communication but clubs need to adhere to Scottish Swimming's Guidance on Digital Technologies Including Communication, Social Media, Photos and Video – an extract from Scottish Swimming's Wellbeing & Protection Policy: Children and Young People to promote safe use (see Appendix 1). By 2021 it is estimated that there will be over 3 billion social media users around the globe – there are already over 2.77 billion.* Love it or hate it, social media is here to stay and this guide will show your club how to embrace it to promote your club in a positive and safe way.

5.1 Which platform?

There are many different types of social media from internet forums, blogs, social networks, to podcasts and instant messaging. In this section we focus on the social networks: Facebook, Twitter, YouTube, Instagram, LinkedIn, SnapChat and WhatsApp.

Table 1 summarises the information you need to know about each of these networks, their size and reach, as well as their primary uses.

Table 1: Social Networking Sites

NETWORK	FACTS	USES
Facebook 	2.27 billion active users worldwide. Facebook has 65% market share in the UK. 60% of the population have a Facebook account and the most popular age group is 25–34 (26% of users)	A great platform to speak to a mass market of ages and locations. It enables sharing of comments, photos, LIVE videos and information to a closed group or on a business page
Twitter 	326 million active users. In September 2015, Instagram overtook Twitter in terms of users.	Primarily a platform for passing news and headlines delivered in 280 characters or less. Ideal for commentary and to announce news.
LinkedIn 	303 million active users. In 2016, it passed the 20 million users mark in the UK. 75% of users are over the age of 35 and 79% of users are male.	Used as a business to business platform by professionals to discuss the future of work, the state of their industries, what organisations are getting it right and how the professional world can be a better place.
Instagram 	1 billion active users. Younger audience than Facebook, with 61% of its UK users aged 18 to 34. Also a slightly female skew (64%) compared to 56% of Facebook's.	A contemporary platform used to share inspirational images and videos – primarily used by young people who may choose to follow their heroes.
YouTube 	1.9 billion active users. Gender useage on You Tube is fairly even however a staggering 79% of the content is consumed via a mobile phone.	Video sharing channel where organisations can set up their own broadcast channel to communicate video content to a mass audience.
WhatsApp 	1.5 billion monthly active users. In the UK approximately a third of connected mobile users use WhatsApp as a messaging tool.	A mobile messaging platform that allows group chats to be set up to deliver information and important messages. Stay in touch anytime, anywhere.
Snapchat 	287 million active users. Snapchat is more popular among females and a younger demographic with 77% of users aged 18 to 24.	Snapchat is about living in the moment to create short, sharp messages, photos and video clips which can be shared and promoted immediately and then disappear.

* SOURCE www.statista.com

SOURCE www.statista.com www.avocadosocial.com/the-latest-uk-social-media-statistics-for-2018/

Every club will have different needs depending on size, priorities and resources. Think about whether you want a communications platform or do you wish to advertise too? If you are unsure where to start on social media or have doubts about setting up a network then Facebook or Twitter are typically where clubs start and Facebook has a much larger percentage of users than any other network. The advice from Scottish Swimming would be:

- 1 Familiarise yourself with Scottish Swimming's Guidance on Digital Technologies Including Communication, Social Media, Photos and Video – part of the Scottish Swimming Wellbeing & Protection Policy: Children and Young People. This is available in [Appendix 1](#)**
- 2 Choose a network that will enable you to achieve your aims**
- 3 Ensure you have enough resource to use the platform and to monitor it**
- 4 Set up your profile ensuring appropriate privacy and security settings are in place**
- 5 Ensure images comply with the Guidance on Digital Technologies Including Communication, Social Media, Photos and Video – part of the Scottish Swimming Wellbeing & Protection Policy: Children and Young People (see [Appendix 1](#))**

5.2 Getting started on Facebook

Facebook is the largest social network by a long way. In the UK there are 32.7 million monthly active users – that's nearly half the population. Facebook offers the opportunity to set up a Facebook page – a sort of micro-website and many clubs and organisations choose to set up a business page rather than set up a website. Before you set up a page ensure this has been discussed within your club and has committee approval with dedicated resource to update the page.

To set up a Facebook page go to www.facebook.com/pages/create

Facebook Facts

- **People 'like' your page to become fans of your club and follow your news**
- **You can post messages, photos and events on your Page**
- **Your posts will show up in the 'news feeds' of your fans**
- **Fans can share your posts and 'like' them using the 'Like' button**
- **You can respond to any posts and comments by fans on your Page**

5.3 Public or Private?

Facebook is a public network and therefore only post things you are happy for everyone to see. You can restrict your privacy settings by going to 'Privacy' under 'Settings' in the top right corner of Facebook and ensuring only 'Friends' (that is fans) can see your posts, but it is essentially a public network and should be treated as such.

What you can do is set up a closed group on Facebook which can be extremely useful for posting information you do not want everyone to see. Examples of this might be posting up lost property after a swimming gala, sharing travel arrangements to swimming meets or venue information. This leaves your public page on Facebook free for more official content.

An extract from our Wellbeing & Protection Policy: Children and Young People is given in [Appendix 1](#), but please note the following check list for images

MAKE SURE

- **Athletes' modesty is to be protected at all times:**
- **Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.**
- **Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.**
- **Poolside shots of children should normally be above the waist only in a swimming costume, though full club kit shots are approved.**
- **Athletes should only be photographed in swimwear during action shots.**

5.4 What to Post and How?

Social media is all about having a two way conversation. By engaging with people who comment on your posts you show you are interested in people and active. You can also divert conversations and turn a negative into a positive. At Scottish Swimming we are guided by our top ten rules of engagement.

Top Ten Rules of Engagement

- 1 Brand your page – is it recognisable as your club? Is your logo on there or an appropriate photo?**
- 2 Post at least once a day to keep content fresh but think before you post – it's a public network!**
- 3 Have a 'Call to Action' so at the end of the post can you point people to a link on your website to join or to book or to read more?**
- 4 Edit before you post. Check spelling, grammar and use <https://bitly.com/> to shorten untidy links to longer articles and paste the shortened link in your social media post**
- 5 Widen the conversation and comment on other news relevant to swimming**
- 6 Encourage interaction by asking a question, answering comments or create a poll online**
- 7 Use video and images (action shots in pool only)**
- 8 Time your Tweets at peak traffic times e.g. 10am, 3.30pm, 8.00pm for more engagement**
- 9 Participate in Facebook when you are at swimming competitions by posting results, times and information**
- 10 Avoid auto-linking posts to Twitter. Twitter language is different and restricted to 280 characters.**

5.5 About Twitter

Twitter was set up in 2006 and allows users to send and read messages to and from other users. The messages are called Tweets and must be no longer than 280 characters. This character limit encourages use of shorthand and abbreviations and the use of the hashtag symbol '#' to group conversations around specific topics.

It is a great way to update your fans and followers with passing news, results at a swimming meet, quick announcements and to point people to articles on your website. We recommend you read 5.10 Safeguarding before you start.

5.6 How to set up up a Twitter account

Before you set up a social media account make sure your club and committee have discussed resourcing and responsibilities around who will keep it up to date. It is a significant commitment with a need to generally post at least once a day. Often it is better to share the workload with access given to a few trusted 'Tweeters'. The latest information on how to set up a Twitter account can be found here <http://www.wikihow.com/Make-a-Twitter-Account>. Remember by creating an account you are agreeing to Twitter's terms and conditions which are worth checking over. Also you need to create a memorable password involving numbers and letters. You will need this to access your Twitter account.

5.6.1 User name

When you sign up for Twitter you will be given a Username or @name which is what people will see in Tweets. Try to keep it short, easy to remember but also relevant to your club. Some examples are given below:

@COGST @WarrenderBC @swimHearts @ScottishSwim

When you create and 'post' Tweets it is a good idea to tag other relevant groups in your Tweet and that way they might share or like your post to extend how many people share your Tweet.

5.6.2 Hashtags

Hashtags represented by the # symbol allow you to group conversations. For example when Scottish Swimming Tweet about education we always add the hashtag #scotswimsmart and then we can look at all of the Tweets we have created under that category.

5.7 Twitter Navigation

The navigation on Twitter is reasonably simple:

Me: This is how you look to the outside world so it's a chance to make it your own.

Home: This where you find all the Tweets you have signed up to by following. You can also access all direct messages, see where your Tweets have been mentioned, favourites, and access where your Tweets and been retweeted. There is also a "Trending" column. This shows you the most popular topics being Tweeted.

Explore: A search that allows you to find Tweets by topic, find contacts from Google Mail, search Twitter for names of friends, or invite people to follow through emailing them.

Notifications: Shows what the people you are following have shared, liked, retweeted.

Messages: Shows your direct message history and any new messages that come in

In the Top Right Corner you can go to **SETTINGS** or **EDIT YOUR PROFILE**



Settings This is the area from which you can make changes to your account. There are 8 different areas:

- 1 Account:** This is where you change your username, email address, language options, can add location details to your Tweets and protect your Tweets.
- 2 Timeline:** A section where you can show the best Tweets first or not.
- 3 Notifications:** In this section you can sign up to receive notifications only from people you follow.
- 4 Privacy and Safety:** This is where you can protect your Tweets so you have to approve all followers, adjust photo tagging, protect what you see by deselecting 'sensitive media', view your blocked accounts.
- 6 Orders and Payments:** Shows purchases made on Twitter
- 7 Display and Sound:** You can adjust text size and sounds
- 8 Data usage:** Shows if you are using wifi to see video and images
- 9 About Twitter page**

5.8 Editing Your Profile

This is your chance to make your Twitter Profile your own and communicate your brand to the outside world.

Name

Make this your club name, it is not your user name

Biography

This is your chance to sum up what your club does in a few words. You may want to include your unique selling point. It's good if it can be light hearted and fun. Here are a few examples of club biogs

"Scotland's Premier Swimming Club"

"City of Glasgow Swim Team"

"The home of competitive swimming for Bo'ness, Linlithgow and the Surrounding Areas. Contact the Club Secretary: clubsec@bonessasc.org"

"Learn to Swim, Swimming, Masters, Water Polo, Lifesaving, Fitness, UKCC Swimming Courses"

Location

Twitter "geo-tags" its users. When you register your profile and put in location it tags you with that location and it appears on your profile.

Profile Picture

This is the profile picture used in the profile and viewed with your Tweets. Ideally this is your club's logo. It needs to be a maximum size of 700kb and measure 71 pixels by 71 pixels.

Header Photo

Twitter allows you to change the header photo on your profile. A panoramic photo is best and it needs to be 1500 pixels by 500 pixels if you do not want Twitter to resize the image.

Website

Include your club's website here

Birthday

This is mainly targeted at individuals who have personal profiles.

5.9 Getting Started on Twitter

Now that you have a Twitter account you can follow others, and be followed by users.

When you follow someone (e.g. @ScottishSwim) you are subscribing to their Tweets, and their updates will appear in your personal feed on your Twitter homepage.

Your followers can also send you a Direct Message or DM (see safeguarding below).

To follow someone go to their page. Top left you will see a FOLLOW button. Click on it and a green tick will appear next to the word "following". To return to your home page click "home".

You can remind yourself anytime of who you are following by clicking on the FOLLOWING button on your profile page. Similarly click on FOLLOWERS to see who is following you.

5.10 Safeguarding

On Twitter you have a choice to make your account public or private. If you protect your profile then your Tweets will not come up in search results on Twitter and you will be notified every time someone wants to follow you so that you can decide whether to allow them to follow you or not. To make your account private go to **Settings and in Privacy and Safety select the 'Protect my Tweets' option at the top of the page.** If your account was public and you change it to private it will only make things private from that point onwards. **Remember if you protect you account no-one else can retweet or share your posts so your content will not reach as many people.**

The other key point on safeguarding is to follow the Scottish Swimming Wellbeing & Protection Policy: Children and Young People on the Scottish Swimming website. The main thing to remember is be sensible about what you Tweet. Do not give private information, locations or addresses and think before you post. Check spellings – this is your club's brand that you are representing and there is no way to recall a Tweet once it is out there.

5.11 Top Tips on Using Twitter

1 Break News

- Break your own news first before someone else does it for you. It shows that you are on the ball, are proactive and know how to use social media to best effect

2 Rich Media

- Create a Hashtag for media and your audience to pick up on so that you own the conversation
- Have rich collateral ready in terms of images less than 3mb, a collage of pictures or quotes that you can use in case the media picks up on your post
- Consider activity 'off Twitter'. Actively direct/drive web/Facebook traffic to where the news breaks. Tease your audience with 'where to find up to date stories... stick with us breaking news to follow'
- Assess what content you have during 'down time' between national events

3 Amplify Yourself

- React to fans to create social stories e.g. react to elite athletes posts or Governing Body posts to raise your club's profile.
- Create a Hashtag# campaign with photos and quotes over the top
- Create an immediate database of fans' emails by simply Tweeting 'Send us your email address if you want advance notice of the next national event'. Offer prizes for the fastest
- Piggyback on larger national or International events and start dialogue to interact and show support for each other

4 Value Others

- Create Expert Clinics with your Coaches:
- Value your fans and interact. Reply, Retweet and Favourite their posts. It means a lot to them

5 Exclusive Access

- Be visual. Go back stage to provide photos or quotes in preparation for an event or 'behind the scenes'
- Get your key athletes involved and interact with them. Get them to Tweet before a National Event with your hashtag and build momentum
- Tap into your athletes with a huge following and use them for spin off
- Create surveys with (Yes for Retweet/No for Favourite) questions and provide immediate feedback to keep them engaged. Your audience like to think they are influencing your decisions!

There are other platforms for social media such as Instagram, YouTube, WhatsApp and Snapchat. LinkedIn can be useful if you wish to mix with businesses for sponsorship as it is a professional network and WhatsApp can be useful for closed group communications – for example coaches who need to decide on training times or changes to times or committee members who need to communicate ahead of a meeting.

YouTube tends to be used more for larger organisations who have a need to put out a lot of video footage, for example Scottish Swimming have a YouTube account. Instagram tends to be used by young people – many are under 18, and in general we would advise against using Instagram as it would be difficult to police and monitor what photos youngsters are putting up.



For more advice and information on social media the UK Safer Internet Centre is a great resource and is able to send out further information.

<https://www.saferinternet.org.uk/>

5.12 Advice for Athletes on Social Media

For athletes in competitive environments there are some basic guidelines to follow when using personal Facebook or Twitter accounts and social media in general. **Every time you tweet you are conducting your own press conference. People will use social media to make judgements on you.**

The top 10 considerations are:

- 1 Be yourself. Don't try to be someone you are not.** Try to use social media as a positive tool. Be authentic. Feel free to talk about your interests outside of aquatics, for example. Offer insight but be careful when using humour.
- 2 Everything could end up in the media.** DO NOT write anything on Facebook or Twitter that you wouldn't want to see in a paper, on TV, radio or across the internet. Do not write any negative comments or insults about other athletes, squads, teams, coaches or judges.
- 3 Respond, respond, respond but not during Competition time.** Think of the fans. Engage with them up to and after regular meets or competitions, but don't get drawn into disputes. We recommend you do not engage with social media leading up to and during a competition.
- 4 High value messages.** Ensure the messages you send out are high value to people. Share really useful links, news related to your sport, things that are really funny or inspirational.
- 5 Don't become a weapon in your competitor's arsenal.** Do not talk tactics, intricacies of your training regime, injuries etc. Chat generally around a performance or PB being hit.
- 6 A friend indeed!** There are many people out there with a false identity. Be choosy over your Facebook friends. Only choose people you know and trust. REMOVE ANYONE YOU DO NOT KNOW. Be wary of those with no mutual friends. Change your privacy settings to 'friends only' to limit who can see your pictures and updates.
- 7 Don't link Twitter to Facebook.** Facebook allows you to send a Tweet each time you make a status update. Try to resist.
- 8 Engage your brain.** Stop, think and then think again before posting anything. It is easy to post the wrong thing in the heat of the moment.
- 9 Reputation.** Any posts, pictures, and videos need to be in line with your role as an elite athlete and ambassador for the sport. Remove any potentially offensive images or images.
- 10 Conduct.** Remember, review and abide by the Elite Participation & Selection Agreement & Code of Conduct.



6.0

How to Gain Sponsorship

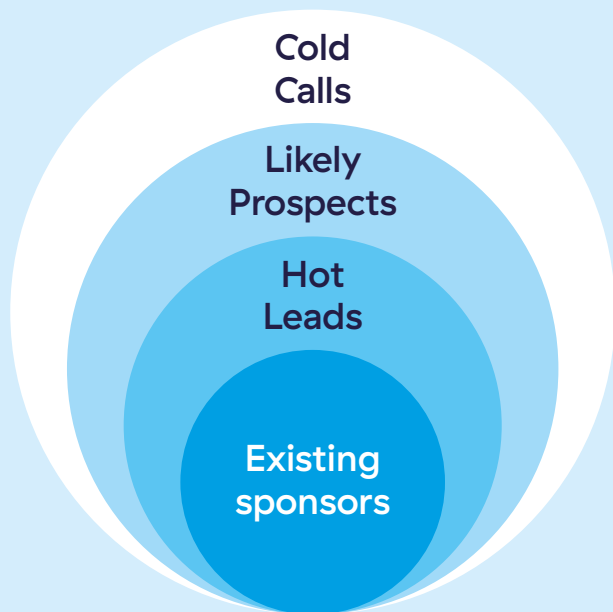


6.0 HOW TO GAIN SPONSORSHIP

Gaining sponsorship for your club is an excellent way to source new kit, gain training for coaches or obtain new technology. As a starting point think about putting yourself in the shoes of a sponsor. For many businesses sponsorship is not a top priority and therefore getting time with a business to discuss sponsorship can be challenging. Making it as easy as possible for them by presenting a proposal, a rights and benefits schedule, details of how their sponsors fees would be spent are also steps in the process that make it easier to gain sponsorship. Companies often prefer to talk about partnerships rather than sponsorship where both partners invest time, effort and money to deliver shared or common objectives. Our step by step guide below can help you to attract partners.

6.1 Who to Approach

As firm believers in making life as easy as possible, we recommend you start with your hot leads and existing sponsors first. Within your club you will have members, contacts, parents and perhaps even existing sponsors. This is the first place to start when thinking about people to approach. Do any of the swimmers parents' work for local companies or big organisations that



would like to be linked to your club? Do you let your members know regularly that you are looking for sponsorship? Make a list of sponsorship prospects and categorise them as hot, warm or cold depending on how connected they are to your club. You can use [Appendix 3.9](#) to do this.

6.2 What to propose?

Before making contact with any organisation for sponsorship it is important to consider what you want to ask for and why. You also need to consider what's in it for them. Companies often want to support organisations out of a sense of corporate social responsibility but they usually like to give funds for something specific such as kitbags, training, weekend camps and so forth. Occasionally companies are happy to give general funds to support a club but funding from sponsors should never be relied upon to cover running expenses as there is no guarantee of receiving it each year.

The best way to plan what you want to propose is to create a short proposal. The length and detail of the proposal will vary depending on who you are approaching and how much funding you are requesting. Use images, statistics, logos and quotes to bring your proposal to life. How about creating a video instead of a document? Consider calling it a Partnership or 'Working together' rather than Sponsorship. Relationships with sponsors nowadays are much more two-way and companies tend to like to work together with organisations. If your club lacks resource or time to pull together a proposal is it a task you can assign to a group of Young Leaders in the club?

6.3 How to Structure Your Proposal

There are two ways to start your proposal. Either begin with some generic benefits of swimming and some impressive statistics or by telling the sponsor about your club. If you start with your club then make sure you get the benefits of sponsoring swimming after that section. Try to make each sponsorship proposal you send out bespoke to that particular company and research their vision or objectives.

Example 1

Swimming is the number one participation sport in Britain. More than 2.5 million people swim at least once a week and the same number are learning to swim through swimming lessons across the country. It is a sport for all and a sport for life with participants of all ages from cradle to grave. It is a family-centred sport from the bonding experience of parent and child lessons to the shared swimming adventures on family holidays. Swimming equips children and adults alike with essential survival and life-saving skills that open up a whole range of exciting water sport opportunities such as water polo, diving, canoeing, surfing, sailing, scuba diving and windsurfing.

Example 2

About us: Scottish Swimming is the national governing body for swimming, diving, open water swimming, synchronised swimming and water polo. Swimming is a sport for all, a sport for life. We are committed to developing the sport in an inclusive, equitable and fair way. Our vision is simple: 'Everyone Can Swim'. Our three strategic objectives are:

- **To increase the number of people of all ages and abilities participating in swimming for health, fitness and fun.**
- **To support and develop stronger, more sustainable clubs that will provide increased and quality opportunities for people to participate at all levels**
- **To enhance the aquatic pathway, ensuring high performance results through effective athlete development and quality coaching**

Our Mission is to inspire our members and partners in the development of aquatics, providing leadership and expert support, resulting in more people taking part and reaching their full potential.

We are innovative, focused and inclusive in all that we do. We try new things and open our mind to new ideas. We are at our best when we combine ambition and high standards with a sense of fun!



6.4 The Benefits of Swimming over other sports

Scottish Swimming have developed a benefits flyer for swimming available on the website but you may want to include some of the following benefits and statements when putting together your proposal:

- **Rio 2016 was the most successful Olympic Games for swimming in 108 years**
- **Over 30% of the Olympic GB Swimming team was Scottish**
- **Aquatics has contributed 25% or more of the Team Scotland medals at every Commonwealth Games since 2002**
- **Duncan Scott won the accolade of Scotland's most decorated athlete at a single Commonwealth Games ever winning 6 medals in 2018**
- **Swimming is one of the few Scottish sports that produces home-grown athletes who train at world class facilities in Scotland**
- **Swimming is the No.1 participation sport in Britain. Over 2.5 million people swim at least once a week**
- **Swimming covers 5 disciplines including diving, open water, synchronised swimming and water polo**
- **Scottish swimmers and para-swimmers contribute more medals to Team GB than athletes of any other sport**
- **At a junior level swimming is one of few sports that attracts both girls and boys**
- **Swimming can be enjoyed at any age from cradle to grave**

6.5 Communicating your Unique Selling Point

When telling an organisation about your club you need to communicate your USP (Unique Selling Points) and preferably your vision of what you are aspiring to be or become. Always keep in mind what the benefits could be for a company linking to your club. An extract from the Executive Summary of City of Glasgow Swim Team proposal is shown below.



Example 4

A partnership with City of Glasgow Swim Team has many benefits for your organisation. You will be working with one of the United Kingdom's leading and most successful swimming clubs. With an active membership of over 300 people, a large domestic support base and an international reputation your message can reach far and wide.

You will be linked with aspiring children from age seven upwards and engaged in helping these young athletes become healthier and pursue their sporting dreams.

City of Glasgow Swim Team swimmers are regularly well represented on both the national and international stage, including the European & World Championships as well as the Commonwealth & Olympic Games.

At the local and regional level, City of Glasgow Swim Team swimmers excel on a weekly basis, with the Club being known as the main hub of performance swimming in the west of Scotland area.

6.6 What are you Proposing?

This is the part of the proposal or proposition where you explain how you want to work in partnership. If you need sponsored kit for all of your swimmers then explain how many swimmers you have, what equipment or kit needs they have, how will they be used – always thinking about the benefits to the company. For example how long does a kit bag last, where will it be seen, how many times will it be seen and by whom? At which local, District and National competitions will the kit be on display? How many spectators are there and how many participants? Do your colours stand out? These are the types of questions a kit sponsor may wish to know and by communicating this information you are showing good knowledge, a pro-active approach and consideration for your sponsor's needs.

When presenting your proposal be as specific as you can and try to find out what the company is trying to do. In this example we know that Healthy Biscuits Ltd are trying to reach more parents to encourage healthy snacking among children.

Example 5

A partnership with Healthy Biscuits Ltd

We would like to work in partnership with Healthy Biscuits Ltd to:

- **Promote a healthy lifestyle** by encouraging mums with children age 5 to 16 to offer Healthy Biscuit snacks to their children before and after swimming.
- **Change snacking habits** by offering money off vouchers for Healthy Biscuits distributed to all 200 swimming club members and their parents, coaches and teachers.

Alternatively the following points could be expanded
What could Scottish Swimming do for Healthy Biscuits?

1. **Reach parents and children aged 5 to 16**
2. **Reach a regular and pipeline audience through the Learn to Swim classes**
3. **Raise the profile of Healthy Biscuits in the local community**
4. **Build relationships with trusts and local authorities**
5. **Connect digitally with parents**

6.7 Include a Rights and Benefits Schedule

A Rights and Benefits schedule details exactly what you will give a partner in return for their sponsorship fee. By including this it shows that you have thought through the whole sponsorship process and what you can do for a potential sponsor/partner. An example with different levels is given below:

Example Number 6

Rights and Benefits Schedule

As an example of a Rights and Benefits Schedule for discussion we could offer specifically:

- **Naming and branding rights and designation as Sponsor of Scottish Swimming**
- **A minimum of 2 Perimeter boards at 3 National Events: Scottish National Age Groups Championships; Scottish National Open Championships and Scottish National Short Course Championships**
- **Logo inclusion in the Programme of the above three events**
- **A large banner advertising at the above mentioned events**
- **Money-off product vouchers sent out digitally to 22,000 members in 160 swimming clubs**
- **Product samples to at least 6 training camps or sessions during the year**
- **Joint media call and photo call with Brand Ambassador with club swimmers involved**
- **Promotion through our monthly newsletter and social media channels with a minimum of 26 posts in the year**

Once you have included this your proposal is probably complete. Get someone else to check it for you. Then you can start to approach potential partners.

6.8 How to Approach Partners

The days of sending out endless letters to companies are over. It is much more time efficient to phone, email or meet face-to-face with potential partners. If you have a team of Young Leaders in your club that can take this on then that is an excellent way to contact sponsors. Companies are much more likely to listen to a team of well organised young people who have taken this on as part of a work experience project or Duke of Edinburgh Award.

The best approach is to:

- 1 Find out who the Marketing or Sponsorship person is. (In a small business this might be the Managing Director)**
- 2 Phone the person to arrange a meeting (but know what you are going to say first – remember your key messages from Section 1, keep it succinct!)**
- 3 Arrange to have a meeting**
- 4 Present your proposal at the meeting either as an informal discussion with some paperwork to leave behind or as a Powerpoint presentation depending on the size of the organisation, how many people are coming, the location and the degree of formality.**

Remember to be specific and realistic. If it's a small business you may only wish to ask for a modest amount of value in kind. For larger corporate firms you may be able to ask for more, but there is still a need to say what the money will pay for, whether it's equipment, technology or training.

For more support and guidance around sponsorship contact marketing@scottishswimming.com



7.0

Celebrating
Success



7.0 CELEBRATING SUCCESS

Swimming clubs are a real asset to local communities and most depend on an army of proactive volunteers. To raise the profile of your club it is worth highlighting your success and sharing it with as many relevant organisations as you can.

7.1 What story to celebrate

Identifying a story to communicate is the first step in the process. Think about some scenarios that might be relevant.

- **Do you have a long standing volunteer who is willing to be profiled or do an interview?**
- **Could you do a quick interview with a volunteer and write it up to send out or save on your website?**
- **How about running a survey with parents or even a child friendly one to get their thoughts on swimming – you could publish the results?**
- **Winning competitions or perhaps one of your volunteers has been nominated for awards?**
- **Have you gained a new sponsor or kit?**
- **Is it a special anniversary of your club e.g. 20 years?**
- **Are you the fastest growing club, the smallest club or the oldest club in your area?**
- **Do you have archive photos or videos worth sharing?**
- **Have you had a Masterclass for some of the youngsters from an elite athlete?**
- **Have some of your swimmers been selected for national competitions – if so how many and when is the competition?**
- **Have your coaches just been on training courses and reached a new level of qualification?**
- **Are you having a fundraising event you need to promote?**

Now that you have a story you need to decide how best to communicate it and to whom. Is it something to be shared with existing members on your website, in a newsletter or through social media? If it's something you would like to go more public then write a press release or article for local press and send on to your contacts and key organisations including the national governing body.

7.2 Key Messages

While you have a story to communicate it is important to weave key messages into the story as these need to be communicated as much as you can. For guidance identifying these turn to **Section 1: How to Market Your Club.**

7.3 Which Medium?

There are many ways to present your successes and shout about them but some are more effective and impactful than others.

Video

Video has 130% more reach on social media than images and can be produced very quickly through iPads. When producing video keep it simple and short to a maximum of 2 minutes or even 15 sec and 30 sec clips can work well on social media. There are editing apps such as Quik and iMovie that can add text to your video. Instagram has a feature called Boomerang which is ideal for short videos too. We advise you use the Wellbeing & Protection Policy: Children and Young People – an extract of which is in **Appendix 1** to ensure you comply with guidance in this area. When embedding videos into presentations they need to be saved as WMV files rather than MP4 files.

Images

Images work well and there are so many filters available on phones these days to give them stand out. Collages go down particularly well – an example is given below with text over the top depending on what message you want to communicate.

Example Collage



Press Release

This is the most effective medium when you want to send a story to local press and can be sent either in the body of the email or as an attachment. Guidelines for creating an effective press release are given in Section 4 of the Club Marketing Toolkit.

Presentation

If you are presenting your story to a group or a more official group such as a potential story a presentation might suit better. PowerPoint is the most widely used presentation tool but there are others such as Prezi.

There are a few useful pointers when using PowerPoint:

1. Create a branded template for your club

You can easily create a branded template specific to your club by going into the Master view on PowerPoint and saving it with relevant fonts and logos placed in the footer of your document.

2. Simple is best

While PowerPoint has an array of animation tools, sounds and slide transitions your message will be communicated more effectively if you keep it simple. However if you are good with animations they can be really effective to introduce text on slides or liven up a long presentation deck.

3. Stick to a colour palette

Try to use your logo colours or stick to a palette of around 2 or 3 colours.

4. Avoid bullet points

If you have too many bullet points you can lose your audience. SmartArt Graphics in PowerPoint are an excellent way of presenting the information in a more visual way.

5. Ensure images and videos are embedded and high quality

It is best not to rely on internet connectivity to play videos, instead embed them into your presentation. For images ensure they are high quality and if using text on top make sure it is legible.

6. Use consistent font

If you have a brand font your club uses then stick with that or use a simple font such as Arial.

7. Rehearse, rehearse, rehearse

Use the presentation view to have your notes pages visible when you present or print them out for your presentation.

7.4 Keeping content fresh

The best way to keep your content and stories fresh is to give a small team the responsibility which includes some of the Young Leaders in your club. It can be a great of engaging or re-engaging some of the senior swimmers and can be useful as part of a school project or work experience. It lightens the workload if more people take it on and also helps with succession planning too if committee members change regularly.

Next Steps

We hope that the advice in this toolkit will prove to be useful and help you get started on a journey that promotes your club and helps you achieve some of your goals. For further advice in this area please contact the marketing team at Scottish Swimming at marketing@scottishswimming.com

Good luck marketing your club!

App 1

Guidance On
Digital
Technologies,
Including
Communication,
Social Media,
Photos & Videos



GUIDANCE ON DIGITAL TECHNOLOGIES, INCLUDING COMMUNICATION, SOCIAL MEDIA, PHOTOS & VIDEOS

There are significant benefits for organisations using texts/emails and setting up social networking sites. Not only is it cheap, it's one of the most direct forms of communication with young people. However, there are risks. Adults who seek to harm children have been known to use messaging to "groom" children. This area is now specifically addressed by the Protection of Children and Prevention of Sexual Offences (Scotland) Act 2005.

For children and young people, the safeguarding risks of these technologies include:

- Inappropriate access to, use or sharing of personal details (e.g. names, email addresses)
- Unwanted contact with children by adults with wrongful/questionable intent
- Being sent offensive or otherwise inappropriate material
- Sending offensive or otherwise inappropriate material
- Online bullying by peers
- Grooming for sexual abuse
- Direct contact and abuse

For adults, risks involved include:

- Their communication with children being misinterpreted
- Potential investigation (internal or by statutory agencies)
- Potential disciplinary action
- Suspension from the sport
- Added to the PVG Children's List and barred

TEXT & EMAILS

Staff/volunteers must consider whether it is necessary to communicate with children via text and email. The general principle is that all communications with children should be open, transparent and appropriate.

Good practice would include agreeing with children and parents/carers what kind of information will be communicated directly to children by text

message and should be sent in a group communication. This information should only be "need to know" information such as the last minute cancellation of a training session.

In the first instance parent/carer consent must be obtained for all children under 18 years. Contact should always be made at the phone number/ email address the parent has provided on the child's behalf. Parents/carers should be offered the option to be copied in to any messages their child will be sent. Although consent is not legally required for young people aged between 16 and 18 it is still recommended that parents are informed of the intention to send their child(ren) emails or texts. It is also good practice to obtain the consent of the 16 to 18 year-old.

The following good practice is also required:

- All phone numbers/email addresses of children and young people should be recorded and kept securely in a locked cabinet or password-protected electronic file or database
- The number of people with access to children and young people's details should be kept to a practical minimum. A record should be kept of their numbers/ addresses, namely by the Club Membership Secretary Appendix 17 – Version 1 October 2018
- Messages should never contain any offensive, abusive or inappropriate language. They should not be open to misinterpretation
- The organisation should be clear that messages should be sent only to communicate aquatic related matters: details of meeting points, training, match details, competition results etc. The same message should be sent to every member of the group/team
- Communication by text/email between coaches/ volunteer and children/young people should include a copy to a third party e.g. copy to relevant Wellbeing & Protection Officer (WPO) and/or parent

INTERNET

The internet brings with it an opportunity for organisations to extend their community profile, advertise and communicate easily with their members.

Sometimes this is done via social networking platforms such as Facebook and Twitter. Thought should be given to content, tone and how sites or social networking platforms and pages will be monitored.

In terms of publishing information and pictures, the following good practice should be noted:

Permission

- Written parent/carer consent must be obtained for all children aged under 18 before publishing any information or pictures of a child. If the material is changed from the time of consent, the parents/carers must be informed and consent provided for the changes.
- Special care must be taken in relation to vulnerable children e.g. child fleeing domestic violence or a child with a disability, and consideration given to whether publication would place the child at risk.
- Young athletes who have a public profile as a result of their achievements are entitled to the same protection as all other children. In these cases, common sense is required when implementing these guidelines. All decisions should reflect the best interests of the child.

Use of Images & Information

- Information published on the websites/social networking sites must never include personal information that could identify a child e.g. home address, email address, telephone number of a child. All contact must be directed to the club. Credit for achievements by a child should be restricted to first names e.g. Tracey was Player of the Year 2002.
- Children must never be portrayed in a demeaning, tasteless or a provocative manner.
- Information about specific events or meetings e.g. coaching sessions must not be distributed to any individuals other than to those directly concerned.

Concerns

- Any concerns or enquiries about publications or the internet should be reported to the Club WPO.

SOCIAL NETWORKING SITES

The following is recommended if the club decides to allow mutual access between it and its members (including children):

Permission

- Obtain written permission from parents/carers of under 18s to allow mutual interaction with the organisation profile. Make parents/carers aware of the profile's existence, the site the child will be accessing and the restrictions of use for this preferred site
- An official agreement should be in place which states that access to members' profiles are used only to pass on relevant information or to answer questions regarding organisation or sport issues. This agreement should also be incorporated into the club rules or Code of Conduct
- Set up a club profile rather than staff/volunteer profiles. This avoids access from members to individual's profiles
- Keep the club profile on "private" – allowing only members access to it (the organisation can monitor this and accept or decline requests to join)

Concerns

- Informal online "chat" with members around subjects outside the sport/activity should be immediately discouraged.

Private matters or questions should also be discouraged. However, any disclosures should be removed from the site and dealt with in line with accordingly.

INTERNET FORUMS

There has been an increase in the use and abuse of internet forums to target individuals or to engage contributors in debates which can cause upset and embarrassment to children and young people.

Sites should be well monitored and any offending comments removed. A coach, member of staff or volunteer should refrain from being drawn into any debates concerning selection, performance or personalities – even where the subject of the discussion is anonymous. This could be considered a breach of the code of conduct or poor practice.

PHOTOGRAPHY & VIDEO

The aim of these guidelines is not to prevent bona fide persons from recording footage for performance development reasons or the recording of achievements.

They aim to:

- Ensure that children are protected from the misuse of opportunities to take or manipulate film and video footage in a way that harms children or places them at risk of harm
- The possible identification of a child when an image is accompanied by personal information, which can make a child vulnerable to an individual who may wish to contact and start to 'groom' that child for abuse
- Identification and locating of children where there are safeguarding concerns, which would increase their vulnerability due to:
 - Their removal from their family for their own safety
 - Restrictions on their contact with one parent following a parental separation
 - Being a witness in criminal proceedings

Some sports take place in areas where organisers have little or no control over the environment such as an open river or areas to which the public have general rights of access e.g. the open countryside. In these circumstances, organisers should take all reasonable steps to promote the safe use of photographing and filming and to respond to any concerns raised.

Key Principles:

- Scottish Swimming will take all reasonable steps to promote the safe use of photographing and filming at all events and activities with which it is associated. However, Scottish Swimming has no power to prevent individuals photographing or filming in public places.
- Scottish Swimming reserves the right at all times to prohibit the use of photography, film or video at any event or activity with which it is associated.
- Scottish Swimming has produced a Photographic & Video Equipment Policy

PUBLISHING IMAGES

Rules to remember:

- Ask for parental/athlete permission to take/use their image. This ensures that they are aware of the way the image will be used. A photography/video consent form is one way to do this.
- Images will not be shared with external agencies unless express permission is obtained from the child and parent.
- If naming a child or group of children in an image, only use their first names, as this will reduce the risk of inappropriate, unsolicited attention from people within and out with the sport.
- Never include other detailed information about an individual.
- Special care must be taken in relation to vulnerable children e.g. child fleeing domestic violence, and consideration given to whether publication or use of the pictures/film would place the child at risk.
- Athletes' modesty' is to be protected at all times:
- Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.
- Poolside shots of children should normally be above the waist only in a swimming costume, though full club kit shots are approved.
- Athletes should only be photographed in swimwear during action shots.
- Scottish Swimming will do everything reasonable in the individual circumstances to give effect to the wishes of parents and children. All actions by Scottish Swimming will be based on the best interests of the child.
- No unsupervised access or one-to-one sessions will be allowed unless this has been explicitly agreed with the child and parent.
- No photographing or filming will be permitted in changing areas, toilets or showers.
- All images and accompanying information will comply with Scottish Swimming policies, where this is within the control of Scottish Swimming.

USE OF PHOTOGRAPHIC EQUIPMENT AT AQUATICS EVENTS

Scottish Swimming does not want to prevent parents, carers or spectators being able to take legitimate photographs or video footage of competitors.

However, there is evidence that certain individuals will visit sporting events to take inappropriate photographs or video footage of children/young people.

All Clubs should be vigilant about this possibility and implement appropriate procedures:

- Notification prior to event to clubs/parents/athletes of potential photography/filming during aquatic event.
- Registration of intention to photograph will be required on the day. This enables tracking of the equipment and operator should concerns arise in the future.
- Those who have sought and obtained permission to photograph or film will be formally identifiable e.g. a badge or sticker will be issued, after production of the letter of approval and identification
- Information about what to do if concerned about photographing and filming will be available at all events.

Concerns:

Anyone behaving in a way which could reasonably be construed as inappropriate in relation to filming or photographing should be reported to the person in charge on the day. The circumstances should be reported to the person in charge on the day or Wellbeing & Protection Officer.

Where appropriate the person in charge / Wellbeing & Protection Officer should report concerns to the police.

ELITE ATHLETES

As young athletes progress higher up the competitive ladder within their sport, elite level events are increasingly likely to take place in a public arena. Elite young athletes who have a public profile as a result of their achievements are entitled to the same protection as all other children.

In these cases, common sense is required when implementing these guidelines, for example avoiding the inclusion of names and some other personal details alongside photographs may not be practical or desirable. All decisions should reflect the best interests of the child.

Scottish Swimming provides information, guidance and support to help athletes manage the media.

MOBILE PHONE, CAMERAS & VIDEO

There have already been a number of cases where children have been placed at risk as a result of the ability to discreetly record and transmit images through mobile phones.

There is also scope for humiliation and embarrassment if films or images are shared on popular websites such as YouTube. The use of mobile phones in this way can be very difficult to monitor.

Clubs should follow the guidelines within this section as well as adopt and follow the Acceptable Use of Mobile Phone Policy. Particular care is required in areas where personal privacy is important e.g. changing rooms, showers, bathrooms and sleeping quarters. No photographs or video footage should ever be permitted in such areas of personal privacy.

All concerns about the inappropriate use of mobile phones to record photographs or video footage will be dealt with in line with Scottish Swimming Complaints Policy and or Disciplinary Procedure. This may include the concerns being reported to the police.

App 2

Activity,
Transport
Permission Form
Including Photo
/ Video Consent
& Medical
Declaration
Information



PERMISSION FORMS

_____ **[Club Name]** values the involvement of your child and we are committed to ensuring that all children have fun and stay safe whilst participating in swimming.

We need you to complete this form at the start of every year and to let us know as soon as possible if any of the information changes. All information will be treated with sensitivity, respect and will only be shared with those who need to know:

Child's Name: _____ **Date of Birth:** _____

Address: _____

_____ **Postcode:** _____

Tel No: _____

Emergency Contact Name 1: _____

Relationship to Child: _____

Contact Tel No: _____

Email: _____

Emergency Contact Name 2: _____

Relationship to Child: _____

Contact Tel No: _____

Email: _____

Name of School: _____

Tel No of School: _____

Name of GP: _____

Tel No of GP: _____

Address of GP: _____

_____ **Postcode:** _____

GENERAL & MEDICAL INFORMATION

Please complete the following details. If none, please state "none".

If your child has any faith, cultural or wellbeing needs that are relevant to this event, please provide details including any additional information here that the leaders may need to know. (Health Information is covered below)

Does your child have a disability/medical condition that will affect their ability to take part in swimming? If yes, please give details:

Does your child take any medication? If yes, please give details:

Does your child have any existing injuries (include when injury sustained and treatment received)? If yes, please give details:

Does your child have any allergies, including allergies to medication? If yes, please give details:

Is there any other relevant information which you would like us to know about your child? (e.g. access rights, disabilities, etc)

CONSENT – MEDICAL TREATMENT

I consent / I do not consent (delete as appropriate) to my child receiving medical treatment, including anaesthetic, which the medical professionals present consider necessary.

CONSENT – TRANSPORTATION OF CHILDREN

Transport club permission

I **consent / I do not consent** (delete as appropriate) to my child being transported by persons representing **[Club Name]** for the purposes of taking part in aquatics.

I understand **[Club Name]** will ask any person using a private vehicle to declare that they are properly licensed and insured and, in the case of a person who cannot so declare, will not permit that individual to transport children.

I understand that **[Club Name]** will not be liable for anything that happens to my child prior to arrival or after departure from the programme at dismissal time.

Transport by others permission

I have made the following transport arrangements for my child, tick the option in use:

- I will be transporting my child to the event
- I, the parent/carer of _____ have agreed that they will travel to the activity with _____ designated person
- I, the parent/carer of _____ have agreed that they will travel alone to the activity, by foot / public transport (please indicate which option will be used)
- I, the parent/carer of _____ have agreed that they will travel to the activity, within their own transport. (17, 18yrs and above only)

Departure

I have made the following departure arrangements for my child, tick the option in use:

- I will be collecting my child from activity
- I, the parent/carer of _____ have agreed that they will be collected from the activity, by _____ designated person
- I, the parent/carer of _____ have agreed that they will travel home alone from the activity, **by foot / public transport** (please indicate which option will be used)
- I, the parent/carer of _____ have agreed that they will travel home alone from the activity, within their own transport. (17, 18yrs and above only)

CONSENT – PHOTOGRAPHS, VIDEOS AND PUBLICATIONS (INCLUDING WEBSITE)

Your child may be photographed or filmed when participating in aquatics.

- Do you give permission for photographs and videos to be taken of your child? **I consent / I do not consent** (delete as appropriate)
- Do you give permission for photos/videos of your child to be used in accordance with the clubs photography and social media policy? **I consent / I do not consent** (delete as appropriate)
- Is your child subject to a court order or care order preventing the publication and sharing of their image? **Yes / No** (delete as appropriate)

CONSENT – CONTACT INFORMATION

[Club Name] may contact your child from time to time via email, text or social networking site.

I consent / I do not consent (delete as appropriate) for my child to be contacted via email, text or social networking site in accordance with the good practice guidelines outlined in Scottish Swimming's Guidance on Digital Technologies.

I do / do not (delete as appropriate) wish to be copied in to these messages.

If you do wish to be copied in to these messages please ensure your email details are in the Contact section of this form.

CONSENT – SIGNATURE

1. I am aware of **[Club Name]** Code of Conduct and Wellbeing & Protection Policy and Procedures.
2. I undertake to inform **[Club Name]** should any of the information contained in this form change.

Parent/Carer's Signature: _____

Print Name: _____

Date: _____

(Please state relationship to child if not parent)

Relationship _____

Child's Signature _____ (If 8 years or older)

Date: _____

App 3

Marketing Templates



Appendix 3

Marketing templates

3.1 Setting Marketing Objectives

Identifying your Target Audience – Who do you want to talk to?

What do you want them to do?

How will you get them to do it? What is unique about your club that will influence and persuade?

3.2 Prioritising Marketing Objectives

Now that you have defined the WHO, the WHAT and the HOW, you have actually defined your first top level marketing objective. When doing this exercise and creating your objectives try to limit these to 3 or 4 so you become really focused on your club's priorities. Write down your objectives in the box below.

1

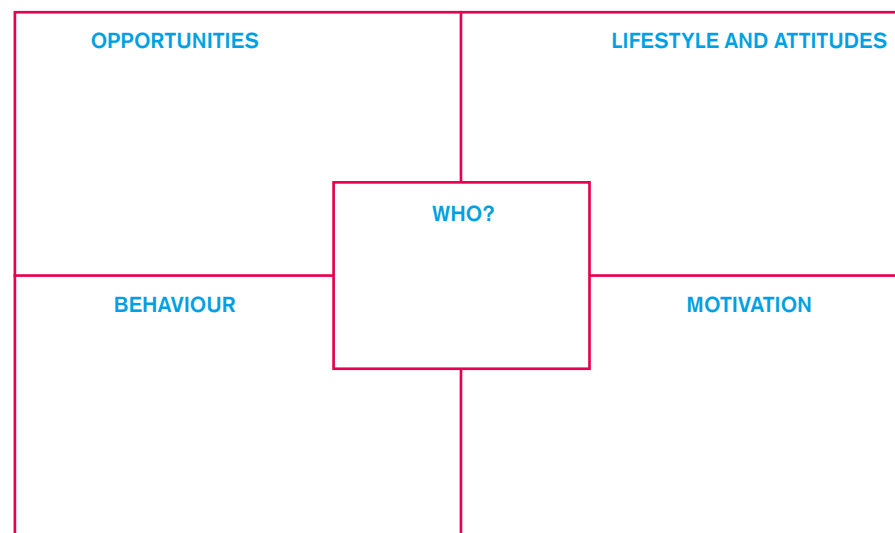
2

3

3.3 Understanding Your Audience

Set up a grid with your target audience in the middle and think about writing a profile of your audience. What age are they and what are they like? What is their lifestyle and attitude? What type of behaviour do they display? What do they read? How do they use the internet? What motivates them?

Start to collate information in a grid format as follows to create a **PEN PORTRAIT**:



3.4 Swot Analysis Template

STRENGTHS	OPPORTUNITIES
WEAKNESSES	THREATS

3.5 Write down your three strengths and highlight which is your most unique selling point. There may be more than one unique selling point.

1
2
3

3.6 Website Development Template

List what you need on your website on the left hand side and then narrow this down to a MUST HAVE list on the right hand side.

Website Needs	Must Haves

Work out your navigation at First Level and Second Level according to Section 3.1 Point 6 in the Marketing Toolkit.

First Level Navigation	Second Level Navigation

3.7 Example of a Media Call

Duncan Scott, double Olympic silver medallist to launch Scottish Swimming's National Framework for Swimming in Aberdeen 6th September

On 6th September double Olympic silver medallist Duncan Scott will launch Scottish Swimming's new **National Framework for Swimming in Scotland** at Aberdeen Sports Village Aquatics Centre.

Date: Tuesday 6th September

Time: 9.45 till 12.00 noon

Place: Aberdeen Sports Village Aquatics Centre, Regent Walk, Aberdeen AB24 1SX

Photo call 11:00am Duncan Scott on poolside and in pool with children learning to swim

The launch will take place from 9.45am until 12.00 noon and feature presentations on the National Framework by Sharon MacDonald, Director of Development, Ally White, Director of Performance at and Duncan Scott, double Olympic silver medallist.

After the presentations there will be time for a photo and interviews with the Directors of Scottish Swimming and Duncan Scott.

There will also be an opportunity for photographs with Duncan Scott on poolside and in the pool with primary school aged children who will have been coached in 'learn to swim' sessions.

This is a national launch of the National Framework for Swimming in Scotland and a joint launch between Scottish Swimming and partners: Sport Aberdeen, Aberdeen Amateur Swimming Club and Aberdeen Sports Village who have adopted the new National Framework for Swimming in Scotland.

3.8 Example of a Press Release

Press release embargoed until Tuesday 6th September 11.00am

Duncan Scott, double Olympic silver medallist launches Scottish Swimming's National Framework for Swimming in Aberdeen 6th September

On 6th September double Olympic silver medallist Duncan Scott launched Scottish Swimming's new National Framework for Swimming in Scotland at Aberdeen Sports Village Aquatics Centre. The new National Framework, which has already been adopted by 16 Local Authorities, will eventually be rolled out across the whole of Scotland, benefiting around 100,000 children nationwide. The Framework supports aquatic providers in the delivery of quality learn to swim programmes, contributing to Scottish Swimming's vision Everyone Can Swim.

The joint launch event between Scottish Swimming and partners: Aberdeen Sports Village, Sport Aberdeen and Aberdeen Amateur Swimming Club (AASC) presented Scottish Swimming's new National Framework for Swimming in Scotland which shows a clear pathway from the Early Years through to Club Ready swimming. While not every child who learns to swim will make it to the Olympics, Scottish Swimming were proud to share Duncan Scott's story as someone who has completed the aquatic pathway over fifteen years and enjoyed recent success at the top level in the sport.

With an estimated 40% of children still unable to swim by the time they leave primary school, there has never been a more crucial time to roll out the National Framework for Swimming in Scotland. The Framework highlights the importance of swimming from as early an age as possible as the first seven years are the most influential in establishing good exercise habits and setting foundations for learning throughout life. Establishing a good relationship with water at an early age helps encourage lifelong participation. What is more, the new framework makes learning fun and it encourages children to take the next steps on the swimmer pathway in to club swimming.

[continues over]

Ally White, Director of Performance comments:

“Learning to Swim is an essential life skill. By getting the fundamentals right at as early an age as possible, by developing a love for the sport and by progressing through achievable steps on the aquatic pathway, children of all ages, abilities and backgrounds are opened up to a range of opportunities. Swimming is a sport for all and a sport for life. While some children will progress into performance through the aquatic pathway; others will enjoy the fun, fitness and friendship that comes with a high participation sport.”

Sharon MacDonald, Director of Development echoed White’s comments:

“Swimming is a fantastic sport which can be started just as soon as the parent is confident enough to take their baby along to the pool. The framework starts with ‘Early Years’ classes which provide fun games and activities which can also be practised at home in the bath. It leads on to swim skill levels which develop the aquatic competences needed for swimming as well as other disciplines such as diving, synchronised swimming, water polo and water safety skills. Ultimately it leads to the child becoming Club Ready or ready for lifelong participation.

End

Editor’s Notes

About Scottish Swimming

Scottish Swimming is the national governing body for swimming, diving, water polo, open water and synchro in Scotland. Scottish Swimming represents our clubs, swim schools, aquatic disciplines, athletes, coaches and thousands of talented and committed volunteers across the entire swimmer pathway. We are focused on delivering in the following key areas to reach our vision to ensure that everyone can swim: learn to swim, participation in aquatic activities, club development, coaching partnerships and performance.

[For more information visit **www.scottishswimming.com**](http://www.scottishswimming.com)

About Sport Aberdeen

Sport Aberdeen is a registered charity and its Aquatics programme provides swimming facilities across the city which offer high quality swimming tuition for all ages and abilities.

With a focus on teaching children and adults to swim safely and provide them with the platform for an enjoyable swimming experience, Aquatics Aberdeen has progressed to become one of the leaders in the local region. This development has been recognised and enhanced through working with other bodies such as Scottish Swimming, RLSS and local swimming clubs.

[For more information **www.sportaberdeen.co.uk/aquatics**](http://www.sportaberdeen.co.uk/aquatics)

About Aberdeen ASC

Aberdeen Amateur Swimming Club is an independent club and its Learn to Swim programme is tailored so that the swimmers develop all the basic skills required for competitive swimming. We teach swimmers water safety and the basics of the strokes, so that swimmers benefit through improved health and increased self-confidence. It is acknowledged that swimming is a life skill which every child should have. We also encourage participation in other aquatic disciplines such as diving, water-polo and synchronised swimming.

[For more information contact **alisonjlow@btinternet.com**](mailto:alisonjlow@btinternet.com)

About Aberdeen Sports Village

ASV is the premier sports facility in the NorthEast of Scotland and home to an array of first class sporting facilities and events. ASV aims to deliver high quality sports services and opportunities for all at the home of sport in the North East. The facility, which opened in 2009, is the result of a joint venture by funding partners the University of Aberdeen, Aberdeen CityCouncil and sportscotland.

[For more information please visit **www.aberdeensportsvillage.com**](http://www.aberdeensportsvillage.com)

For further information on this press release please contact Marketing Manager, Helen Plank h.plank@scottishswimming.com or 07702 872964.

3.9 Sponsorship Prospects and Status

Company	Contact	Category	Status

Company	Contact	Category	Status



Scottish
Swimming

scottishswimming.com



Registered Name and Office:
Scottish Amateur Swimming Association Limited
Airthrey Castle | Hermitage Road |
University of Stirling | Stirling | FK9 4LA