

Club Team/Small Varsity Team Meeting

Saturday, January 29, 2011

Topics:

- Recruiting Topics
 - Working with the admissions department
 - Developing contacts in high school and junior sailing
 - Websites
 - On-campus recruiting (walk-ons)
- Fundraising
 - Events
 - Ideas for types of donations
 - Appeals to parents, alumni and potential donors
- Longevity of Student-Run Teams
 - Institutional Memory
 - Faculty Advisors
 - Team Rules

Recruiting at a Club Sailing Team or Small Varsity Program

Club Fairs are a useful to find ideal members of your team.

- Many teams struggled to stand out in the 'sea' of other clubs – good tactics include:
 - Boats and/or sailing equipment on campus for club fair
 - Team wearing sailing gear to the dining commons
 - Wearing team equipment to campus jobs, class, etc.
 - Advertising using flyers, newspaper articles and word-of-mouth
- Approach freshmen early and through many media. Returning team members must be on campus as freshmen arrive for welcome week.
- Many teams found outstanding response (more than 100 interested students), but attrition was a big problem. Solutions included:
 - Targeting the "right" people:
 - Recruit for the team you want to be:
 - ARE YOU A CLUB TEAM OR A RECREATIONAL SAILING PROGRAM?
 - Experience/size/weight factors
 - Are they going to "fit in" with the team?
 - Ability to make financial commitment to gear/dues/etc?
 - Class schedule compatible with practice schedule? Are they willing to change their schedule or schedule around sailing next year?
 - Many varsity teams select people based on their experience in team sports – are they going to understand their commitment to their teammates?
 - Scott from HWS had some interesting pointers:
 - Their team is 18 best athletes and 6 best teammates
 - What are their specialized talents (websites, fundraising, acrobatics?)
 - Have team members manage list of on-campus recruits
 - Review list during/after club fair and handpick students who they think are a good fit or meet a need of the team. Contact those students quickly and directly!
 - Don't have your first day be a free-for-all!
 - Limit # of people invited to each day of early-season practice if boats/skippers are limited
 - Make sure that handpicked recruits have priority and get to sail frequently.

- Don't throw your current team members under the bus – recruiting period should be fun and make sure people get to spend the time on the water that they deserve.
- Cuts (if necessary)
 - Be fair with people – respect their time
 - Provide another option for them to get on the water or encourage them to return next season when more space is available

Websites and Online Information

- Websites should be updated frequently and visible through collegesailing.org
- Link your website through school
- Consider electing PR Officer whose job is managing the website/updates
- Wordpress and Twitter/Tweetdeck can be good tools to keep updated information on sites
- Alumni and Parents section promotes networking and shows recruits what the future could look like for them
- Ideally, site should allow alumni/friends to enter information into a database visible to the team
- Recruits should have access to information and form/questionnaire to send to team leaders
- Consensus was that all regattas should be posted – even those with poor events. Consider a spin...
- If possible, include a 'donation portal' that has ability to donate via credit card

Fundraising for Club Teams

There were many ideas about fundraising, including:

- Good Donations include:
 - Gifts in kind are protected for the university getting too involved
 - drysuits, boats, equipment, etc
 - Frequent flyer miles
- Ideas for fundraisers:
 - Solicit monthly small-value gifts (\$20/month is much easier than \$240/year)
 - Parents and Friends Regatta
 - Sail with students or with each other
 - Include dinner/silent auction
 - Dinner/Cocktail hour/Oyster Roast/Etc.
 - Most teams charge just over cost as the ticket price
 - Money is raised through donations at the event
 - Alumni Regattas
 - T-shirt or Branding Gear Sales
 - HWS used to mandate sale of 10 shirts/year. 20 team members x 100 = \$2000 for travel for that year.
 - PE Credits
 - Non-team students sign up to take learn to sail classes and \$\$ goes to team
 - Auctioning the team off
 - Yard work, babysitting, whatever
 - Kids' Night Out
 - Parents drop off their kids from 6-10 for movies, pizza, etc; team watches kids and makes sure that they have a safe/fun time.
- Be Careful of "Excellence Funds" or Donations that go to all of Club Sports
 - To keep 100% of donations for your team
 - Donations in Kind (equipment purchased for team)
 - Create "Friends of _____ Sailing" organization to handle \$\$
- Good timing for capital campaigns is critical

- Fordham began their capital campaign for their boats 18 months prior to boat purchase.
- 1-year lead time is critical for large amounts
- Two windows are most likely for significant gifts:
 - End of school year
 - End of Year for tax writeoff
 - Appeal for these donations should be sent in October/November
- Develop Alumni Network
 - Mine information
 - RP Forms online
 - Yearbooks
 - Old Student Newspapers
 - Find one person from a generation and ask them for their friends/teammates' information

Building Institutional Memory and Longevity into a Program

Faculty Liaisons seem to be a useful position to ensure that the team need not reset each year.

- Faculty Liaisons fill many roles depending on the team
- Most important traits for a liaison include:
 - Time at the institution
 - Rank at the college
 - Interest in sailing
- Club Sports programs often have Club Sports Directors
 - Columbia suggests learning to work with them instead of becoming frustrated;
 - The Director works with many sports and has useful skills to offer
 - They will control the flow of money to your team and must be an ally.

Team Rules make sure that problems get dealt with the same way year after year and expectations are clear.