

# TIPS & BEST PRACTICES

*for the*



## Midwest Collegiate Sailing Association

### Recruitment

- Encourage prospective recruits to attend practices and/or regattas free of charge
- Hold open team meetings and info sessions
- Utilize social media
  - Creating a team Facebook page, Twitter account, and website will increase your visibility both on- and off-campus—not to mention keep your alumni in the fold (see below).
- Host a free day of sailing for the entire university
  - If you're strapped for funds, you can charge a small fee per person. Otherwise, making it a free event will encourage participation and get more people excited about your team.
- Man a booth at your campus activities fair
  - Be noticed. Make a poster, wear your lifejackets and gear, and look like you're having a good time!
- Advertising
  - Advertise all of your events both online and off. Posting flyers everywhere may be time consuming, but it really does generate interest.
- Merchandise
  - Get cool gear! Patagonia offers massive discounts to teams who purchase in bulk, and local marine outlets are likely to do the same.
- Practice with local high school teams
  - Develop relationships with coaches, students, and administrators. This will go a long way toward establishing a consistent flow of talented, committed recruits.

### Fundraising

- Maintain a strong alumni network
  - Every few weeks, email alums with exciting news—your team places at a regatta, for example. Invite them to watch you sail in regattas near their hometowns. Send them a semi-annual newsletter (this can go to parents, too). Sell them gear. Host an alumni dinner and regatta during Homecoming weekend. *No one will be as eager to make large donations to your team as people who were on it themselves.* Speaking of which...
- Set up an online donation system
  - Tell everyone about it. Link it to your website, email it to your alumni, and make sure that it is easy to access.
- Don't be afraid of jobs that are less than glamorous
  - Sell food or host a BBQ. Vend at sports arenas. Shovel snow. Anything that pays is worthwhile!
- Take advantage of local establishments
  - Restaurants and cafes in your area may be willing to do a profit-share with your team, or at the very least, host (or donate to) a fundraiser.