

Orienteering Promotion & Development

Toolbox compiled by Pippa McNeil

ID	Category	Idea	When	How	Who (Clubs that have used the idea)	Comments on Actual Usage
1	Advertising	Banner	off season - lifetime investment	Club banner to welcome newcomers, take to meets out of town		
2	Advertising	Copies of schedule	at every B-meet	Hand out at event or print website on maps		
3	Advertising	Feature article	beginning of season	Invite sports reporter to meet to do a feature - highlight, juniors or elite athletes or families, etc.		
4	Advertising	Hotline	maintain during season	Answering machine message with time and location of next event and contact number for more details	OOC	
5	Advertising	Newspaper ad	before and after each event, before clinic	Give time and location (before) and website/contact; give results (after)	YOA	
6	Advertising	Open house	week before first event	Displays, refreshments, members, trivia O course		
7	Advertising	Pamphlet/ poster/ display	beginning of season	In city hall, sport office, sport/outdoor store - give brief summary of sport (sample map) and contact/website		
8	Advertising	Radio	before and after each event, before clinic	Give time and location (before) and website/contact; give results (after)		
9	Advertising	Uniforms	off season; every	Order club suits for team spirit; try to	GHO,	

			few years	have a consensus on colours/style through a meeting; esp. for junior teams	Ontario Juniors	
10	Advertising	Website	maintain year-round	Include schedule, results, directions to meets, brief explanation of the sport (sample map)	AOA, OOC, TOC,	
11	Advertising	Write article	beginning of season	Send article and photos to newsletter/magazine/website for other outdoor groups (trail running, cross-country skiing, adventure racing)		
12	Analysis	Attendance information	at every B-meet	Who went to each event, how weather affects attendance, how many events each person attended; detailed analysis will help each club figure out what interests local membership	EIOC	
13	Fun	Club Trips	for events away from town	Arrange group travel/ lodging	GHO, LGO	
14	Fun	Post-training Dinners	after weeknight training/events	Meet at a low-key pasta restaurant to feast - invite newcomers	GHO	
15	Fun	Refreshments	after each event	Bulk cookies, apples, juice to facilitate socializing	LGO	
16	Instruction	Assembly Line	at every B-meet	Sandwich board with instructions (see attached example) and copy of each course, lay out control cards, map cases, pens, etc. in order to streamline people	YOA	good for lots of beginners but need to make every meet director aware of the assembly line: was used sporadically (YOA)
17	Instruction	Beginner's Clinic	at the beginning of the season; more if warranted	Advertise in paper, on radio, in sport stores, notify members (word of mouth); teach map symbols, compass, rules; keep it simple; use it as NCCP Coaching Practise; ideally choose a local map with a shelter where you can teach inside before doing exercises	YOA, FWOC	

18	Instruction	Greeter/ Instructor	at every B-meet	Designate ahead of time at the beginning of the season (when the schedule and the organizer for each meet are chosen); Choose different people and not just elite orienteers; Clearly identify the volunteer; Don't pin this on the meet organizer		
19	Instruction	Intermediate Clinic	early in season; more if warranted	Cover attack points, route choice, relocation, race analysis, etc. Don't skip over the basics: people always need refreshers; use as NCCP Coaching Practise	YOA, FWOC	
20	Instruction	Map Party	weeknight	Armchair session, looking at maps for upcoming races and practising route choice, map memory; analysing patterns of errors from past events; training planning - physical and mental		
21	Instruction	Map-reading hints	in newsletter or on website	Simple tips for members to improve	OOI, GHO	
22	Instruction	Training Session	in between local meets (the day after if controls are still up)	Short session (1 hr) to work on errors from last meet; practise skills; pairs of more and less experienced orienteers to rerun a course or pairs of equal orienteers to relocate... See Coaching Level 2 manual for ideas... it can be very informal	FWOC	
23	Member Services	Carpool	at every B-meet	Help kids and university students get to events; member sign-up sheet for interested carpoolers and car-poolees with addresses and phone numbers?		
24	Member Services	Electronic notification	before each event/clinic	Brief mass email to say where and when	FWOC, GHO	
25	Member Services	Location maps	on website	Clear directions to events available with schedule	YOA, GHO	
26	Member Services	Phone reminders	start of season; special events	Phone members without email about any special events	EEOC	

27	Member Services	Pre-mark Maps	score-O, Wednesday night events	Orienteering Ontario/Thomass set-up; pre-register online the week of the meet... allows pre-printing	GHO, TOC, GGO	
28	Membership	2 for 1	at every B-meet	Encourage members to bring a newcomer and save map cost	EOOC	
29	Membership	Early renewal incentive	beginning of season	Encourage early membership renewal with free event coupon, draw for gift certificate, etc.	EOOC	
30	Membership	Membership Package	beginning of season	For clubs with lots of events: offer savings by buying all the events for a bulk price; encourages people to participate more	FWOC, GHO	
31	Promotional Events	Adventure Run	once a year?	Attract adventure racers and runners by having a really long yellow course	GHO	
32	Promotional Events	Bike/O combination			EOOC	experienced disappointing turnout for combination events (EOOC)
33	Promotional Events	Corporate Challenge	mid-season	Attract teams from all across the city; may take some time to build up	EOOC	detailed web results a big hit (EOOC)
34	Promotional Events	Mass Start Events	mid-season	Increase socializing and competition	TOC, GHO, GGO	
35	Promotional Events	School Events	in spring or fall?	Requires an interested teacher; make sure students know of the club scene	UKR, GHO, TOC, LGO	
36	Promotional Events	Participation Incentives	training or events	Set a series with points awarded for results (like World Cups) or set min/km goals: gold for <8 min/km, silver for <10 min/km, bronze for <12 min/km - set criteria considering age, sex, and terrain... to give people the incentive to train and montior improvement	GHO, TOC, GGO, UKR (Thomass points); FWOC (min/km levels)	
37	Promotional	Sports	where		EOOC	experienced

	Events	Festival	opportunity exists			disappointing turnout (EOOC)
38	Promotional Events	Team events	score-O	Attract more people as "team sport"	GHO	
39	Volunteer Development	Buddy System	for the event	Pair up first time meet organizers with an experienced member		
40	Volunteer Development	Courses	off-season; early in season	Notify members of NCCP coaching courses or Officials courses or Mapping Clinics; Club can reimburse the money for course when it is completed		
41	Volunteer Development	Open Meetings	end of season	Entice members with club-sponsored pizza, brief agenda, get other members to see what help is needed in the club		
42	Volunteer Development	Recruit	off season	Phone members and ask for their help for next season; email members a list of all possible tasks and ask for volunteers; be ready to offer buddy systems or non-technical tasks to new volunteers.	EOOC	