Plan your marketing to reach the right targets – go where your audience is. Ensure your messaging reflects what they’re looking for.

Consider a specific session or day for new members.
- Plan bespoke beginner activities
- Ensure there’ll be enough volunteers to welcome and support newcomers.

Most potential members will go online to learn more.
- Make sure your website caters for new users, with beginners’ info easy to find.

Assign a committee member the responsibility for new member queries.
- Pre-prepare messages for a swift reply.

Consider giving prospective members a chance to watch if they seem unsure - ideally with another member or assistant coach to answer any questions.

Assign a “buddy” to work with prospective members during the session.
- Buddy introduces their newcomer to a few, similar players.
- Periodically checks to ensure they are OK.

At your new members event, ask someone to greet newcomers.
- Greeter introduces them to the club, its facilities and the coach leading the session.

Don’t overwhelm prospective members; focus on key details:
- Venue (incl. parking)
- Days and times
- What to bring
- Who will greet them

Encourage them to join in:
- Make sure they can work with their “buddy”.
- Ensure coach double check understanding.

Keep feedback positive and encouraging - don’t get too hung up on exact technical details (these can come later!).

Follow up with them at the end of the session.
- Praise their efforts (realistically).
- Give them key details for next week.

Invite them to come back.
- Before the next session, send a personalised reminder to encourage them to attend again.
- Encourage feedback or questions.