



Committee Report to 2015 AGM

Committee Name	New Participant Recruitment Committee
Committee Chair	NA
Committee Members	Jennie Anderson, Justin Scheck, Nevin French, Tracy Bradley
Report Date	August 13, 2015
Submitted By	Tracy Bradley (on behalf of the committee)

Past Year's Work

This past year the committee focused on a few key ideas towards the promotion of NOW:

NOW 2015

- Increased Facebook advertising to help reach a broader audience.
- Use of twitter handle
- Contest or promotion
- Club Connect call to ask clubs how Orienteering Canada can help them promote the sport locally

Other

- Ongoing club connect calls on various issues to see where Orienteering Canada can assist them
- Create templates that are designed to make registering new participants easier/ faster
- Gathering best practices from clubs who have been successful in promoting Orienteering and recruiting new participants to the sport

Future Work – Projects and Goals

Next year the committee will be focusing on:

- Building on the NOW success of this year and using what worked this year as next year's starting point
- Creating club templates for new participants
- Continue gathering best practices from clubs



Success and Challenges

Good success with the NOW Facebook advertising and twitter promotion.
Success with the club connect call- a varied group of participants willing to share and discuss

Challenge with limited members on the committee. One to two more people would be ideal
Need to establish a chair person for the committee

Finances

Approximately 125.00 spent on boosting advertising on Facebook.