

If you want to attract new members to your club, simply incorporate the following tips into your marketing routine.

1. Be Easy to Find

The easiest tip we have for attracting new members is to be easy to find. The best way to do that is to have a dedicated website for your team. A website allows you to not only share your mission and history but it also makes it easy to share sports-related news as well as your own stats, matches, player information, and more.

2. Encourage Existing Members to Spread The Word

Ask your existing members to spread the word about your club and that you're looking for new members. This is a great tactic because nobody is better suited to talk about what it's like being a member of your club than your current members.

3. Promote Your Club On Social Media

It goes without saying that you should post about recruiting new members on your social media platforms. This post should be a regular part of your posting strategy and there are even social media scheduling platforms that will allow you to add that post to your social media queue so it's posted on a regular basis.

4. Notify Your Email List

Another way to attract new members to your club is to notify your email subscribers. You can invite them to join your club as well as ask them to spread the word with their friends and family.

5. Post Flyers In Your Community

Your community is probably familiar with your sports club. Consider posting flyers in your neighborhood that share the details about how people can join your club. You can also ask local businesses if you can leave flyers in their shop so that their customers can pick them up and instantly get information about joining.

Another idea is to host a breakfast or brunch in a local restaurant and have a presentation about your sports club where you invite people to join.

6. Hold a Contest

Contests are always popular. The good news is that you don't have to look very far to come up with attractive prizes. For example, you could offer a yearly membership as a prize.

Your contest is sure to generate a lot of excitement among sports fans and you can use it to talk about exclusive member benefits which will encourage people to join even if they don't win the contest.

7. Organize an Event

An event is a great way to drum up excitement about joining your sports team. You could organize a neighborhood barbecue, a friendly field day filled with traditional activities such as potato sack races, three-legged races, egg transport, and more.

You can then talk about the benefits of being physically active during a lunch or snack break and invite people to join your sports club to stay active and incorporate exercise into their routine in a fun way.

8. Have a Membership Stand At Your Venue

Add a membership stand where your fans and anyone else attending your sports match can easily sign up and join your club. The best thing about this is that you can use this year round to recruit new members and it makes it super easy for your fans to become active members of your team.

9. Organize an Event In a Nearby Town

Keep in mind that you don't have to limit your members to only your local area or city, especially if you live in a smaller town. Lots of sports clubs have members outside their city or neighbourhood. Consider organizing an event in a nearby town and encourage participants to become members of your club.

10. Be Proactive Year Round

Finally, remember to be proactive about recruiting new members year round. You never know when someone will decide to join a sports club so why not give them the ability to do so year round instead of limiting it to a few months in a year.