

# First impressions always count

Some notes to assist with National Croquet Day  
CA Marketing Committee, Mar 2019

What works for one club may not work for another – do tailor these ideas to suit your club. Share your details with us and the community! #proj-ncd2019 on [ukcroquet.slack.com](https://ukcroquet.slack.com)  
Do report the highs and lows with us after the event, so we can use this feedback for next year.

## Pre-NCD planning

- Assemble your volunteer team early, and assign roles that suit the individual.
- Worth having a coordinator role on the day - to get around, move things on, allocate volunteers.

## The first welcome is the most important

- If the entrance to your club is not clear, then make sure you have signs to give directions.
- Make sure one of your members is there to welcome and direct traffic and visitors to the club - especially if your club is on a multi-sport site.

## Car Parking

- If it is in short supply then keep some spaces for visitors. Nothing puts people off more than a long walk only to find your members have taken all the parking.
- It is useful to have members on hand to walk with your visitors back to the club, chatting to them – that's a real welcome!

## The hello

- Do smile, shake hands and welcome visitors.
- Ask how they heard about your club (good to know which bit of your advertising works). It is worth finding out where they live relative to the club.

## Make helpers stand out

- It can be useful to wear club clothing and name badges.

## Refreshments – and cake

- Needless to say - this has a long history of being attractive to most people :)

## Club information

- Make sure your club contact, name, email, telephone number is prominent.
- Same with advertising club roll-up sessions, opening hours, season calendar, etc.

## Get people playing

- Half lawns are useful for beginners, and also means more lawns.
- Place club mallets in height order and be on hand to offer advice.
- Do not forget the younger ones, have you arranged for mallets to suit their needs?
- It can work to pair people up.
- Don't be too prescriptive on mallet grips - let people find their own.

## Formats

- The CA promotes AC and GC equally; it is hard to give a taster to both in one session.
- A good quick format is [Two ball match-play](#) - see separate PDF for printable handout.

## After they've had a go

- Do mention the social side of the club.
- Sign up people's name, telephone number and email address (ideally on a tablet or iPad to avoid deciphering handwriting).
- Useful to find out about people's work or what contacts they have – these could be future avenues e.g. taster sessions for companies, links with Rotary, U3A etc.
- Have an offer for visitors e.g. free coaching, beginners courses arranged to suit their family and work commitments, reduced first year's fees!!

**Whatever you do, make sure it is a day to remember for all the right reasons and invite visitors to enjoy their own 'Croquet Experience' :)**