

Appendix II

Fundraising / Communications Marketing Recommendations

Create a proper Marketing Plan

- reviewing the present opportunities and threats to ONEC as well the membership analysis – particularly with the new tennis members influx

Sports Marketing Committee

- Consider how to increase membership for each sport
- Look at programming as a means of increasing membership

External Signage

- Pursue in 2018 as a means to drive traffic to ONEC but consider branding and logo

Website

- Enhance as a marketing tool
- Simplify and make more user-friendly
- Create more consistent and promotional text
- Advertise programming up by early 2018
- Start social media campaign

Membership Drive in February or March

- Create a very small membership survey, divide up the list and call each member to see if they will be returning and what would improve their membership experience. This could increase loyalty and allow adjustments to marketing/infrastructure development
- Reach out to families

Doors Open Ottawa

- Build on the success of the 400 visitors
- Continue to co-promote “Get Out on the Water” program
- Include Tennis in 2018 Doors Open Ottawa – have a Meet the Coach Day; organize a children’s program – tennis group lessons (sign up)

Communications Policy

- Decide who takes care of corporate communications and who takes care of individual sport communications; look at how to keep consistency
- Who signs off? Should each sport run their communications pieces through the Marketing and Communications Director?
- Who should take care of social media and how should this be used – inform membership of events or whether the sport will take that day, a form of advertising to reach wider audiences by showing ONEC members enjoying their sports. How Social Media is used a key.