

November 14, 2020

Regina Water Polo Association
Annual General Meeting
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At the 2019 AGM, the role of Promotions & Marketing was removed from the club's bylaws. The intent was for one (or more) of the six members-at-large to take on the responsibilities of the role. It is a substantial commitment for one person to do by themselves. Responsibilities include, but are not limited to:

- traditional marketing means such as billboards, community advertising (ex. community association signs or newsletters), flyers & increasing brand recognition;
- promotional activities such as contests on Facebook & Instagram and establishing a local media presence with radio spots, news articles & TV coverage;
- the rwpa.communications@gmail.com email;
- digital platforms such as updating the website & creating social media (Facebook, Instagram & Twitter) posts;
- managing the Entripy online store (currently inactive);
- securing sponsorships & correctly following the contracts; and
- surveying new members to determine how they learned about the club.

The Board has been sent a more detailed list of these responsibilities via email.

A survey was sent to Open House participants in September 2019. The Board received a detailed report with the results. Of note, most respondents indicated that they heard about our club from a current member. This supports previous observations that word of mouth is the club's most effective recruitment tool.

Two senior women's national team athletes came to promote the team qualifying for the Tokyo Olympics in September 2019. Dowler Consulting sponsored the event. This allowed every club member who wanted to participate the opportunity to do so. Otherwise it would have been limited to those attending the regularly scheduled practice time. The event was a huge success on social media and is still available to be viewed in Instagram Stories.

'Motivation Monday' posts started last fall. This weekly feature promotes what motivates past & present members. Keeping quotes within the club increases engagement and provides a more personal experience. Athletes can put a face to a name, and they can identify with similar experiences. 'Throwback Thursday' and 'Flashback Friday' posts were also successful, especially during the COVID-19 lockdown last spring when content was limited. Many pictures were found online, on the Facebook Safe Share page and by begging (no luck getting one of Ethan D'Souza though).

RWPA received a \$2,000 promotion and marketing grant from WPS. The COVID-19 pandemic had a direct impact on how the grant was spent. With the season coming to a halt mid-March, our product could not be captured without smiling children in the water or active youth learning & playing the game we love. Uncertain of what the 2020/21 season would look like, the Board decided against actively advertising a product we did not know if we would be able to offer.

After learning what the 2020/21 season would look like, at least to start, the Board approved an intense promotion & marketing campaign on August 18. The primary intent was to increase exposure of the club logo with hopes that it will encourage conversations about our club and direct people to our online presence.

Three 13U athletes participated in a photo shoot. The club was provided with eight professionally edited and high-quality pictures to use. Posters were printed using these images, social media posts were boosted & a billboard was purchased. Smaller purchases included customized masks for coaching staff and ordering stickers & patches.

Should a similar sized grant become available, RWPA should consider hiring a videographer to put together a couple short marketing clips of 'I Love Water Polo' participants and fleet groups.