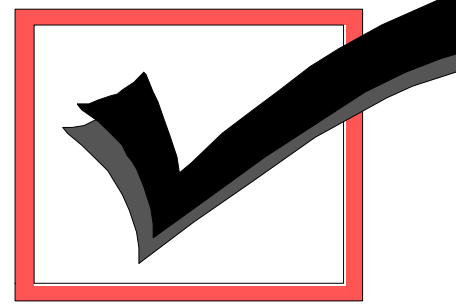


# AVA CHECKPOINT



Official Voice of the American Volkssport Association • 1001 Pat Booker Rd, Ste 101 Universal City, TX 78148  
Phone (210) 659-2112 Fax (210) 659-1212 Email [avahq@ava.org](mailto:avahq@ava.org)

Volume 17 • Number 12

December 2009

## TAW Deadline

The deadline for the February, 2010 issue of *The American Wanderer* is December 24. All articles and photographs should be submitted directly to: The American Wanderer, Laurel Parrott, Editor, 3526 Humboldt Ave. N., Minneapolis, MN 55412, email [TAW@bhi.com](mailto:TAW@bhi.com) Be sure to include "TAW" in the subject line of the email. Some folks continue to send these to AVA Headquarters and this causes delays in your information getting in.

## Call for Agenda Items

The next meeting of the National Executive Council is March 12-14, 2010. Clubs wishing to submit an agenda item for this meeting must have those to their Regional Director by January 11, 2010.

## Electronic After Action Reporting

The test for electronic reporting of After Action Reports was completed and minor corrections were made. **Effective for all events with a start date of January 1, 2010**, you will report after action figures via the AVA club pages on the web. Instructions on how to do this and how to handle coupons are enclosed with this **Checkpoint**. Please remember that all 2009 events still require the paper form but 2010 events will ALL be electronic. This applies to YRE/Seasonal events as well as traditional events. We hope that this will help all clubs in getting their reports in and avoiding any future late penalties.

## Want to Host Convention?

Preliminary results of post convention surveys overwhelmingly recommend consideration of holding conventions in months other than June. AVA Bylaws allow the National Executive Council (NEC) to make an exception to a June convention. AVA Membership is required to choose a site for the 2013 convention at the 2011 Biennial Convention in Des Moines. Should the NEC receive an offer for the 2013 convention in the months of April, May, or June, the NEC will consider making an exception on the convention date when forming its recommendation to the AVA membership. Those interested in submitting a bid for the 2013 AVA Convention should contact their Regional Director to learn the requirements for a convention bid.

## 1991 Awards Booklet

Do you have an original copy of the 1991 Biennial Awards Booklet that you would be willing to donate to the Awards Committee? If so, please send Wayne Holloway an email at: [vicepres@ava.org](mailto:vicepres@ava.org).

## Club Tips

By Bob Wright

Bob shares 34+ years of experience, research, and insights about building stronger volkssport clubs, better IVV events, and greater participation.

## Market Your Club

Without good marketing your club could be great but few people would know it. You don't need to be a professional to do a great job. You just need a plan and the will to execute it.

## Have a Plan

Chances are you have a limited budget. In that case you need a marketing plan that keeps within your budget while focusing on your most immediate needs. Your campaign should last for months if not the entire year. Cover the following in your plan:

- What benefits do you offer the community? Opportunities for healthy activities throughout the year. Guest speakers on walking related subjects at meetings? List 3-5.

- What materials will you use to promote that? The AVA grabber brochure and AVA business cards? Something locally created and targeted? Website?
- What will you market? Your club, its events, both? Which benefits?
- Where will you market? To whom would you market?

Then decide what, when, where, how, and to whom to market.

### **Be Seen**

To be known, your name needs to become commonplace in the community. (Marketing experts say it takes upward to 10 times having your name in front of the public for people to recognize you.)

- Wear your club shirts in public.
- Adopt a stretch of highway or a trail—the sponsor will put up signs with your name on them (our club gets regular queries because walkers see those signs).
- Put literature, with your club contact information on it, out in libraries, realtors' and doctors' offices, etc. If you are adventurous, create your own custom brochure and card.
- Create colorful (yes, color attracts attention more than black-and-white) posters about walking to put up in libraries, coffee shops, fitness centers, grocery stores, etc. Some paper suppliers (e.g., Paper Direct and Idea Art) sell border papers to which you just add B&W text in the center.
- Create a pamphlet about walking in your area and put it out at the local visitors center, libraries, etc.
- Use an AVA banner and/or create a custom club banner to display near where your events start to attract attention.
- Advertise a speakers bureau that offers members to speak to groups about volkssports and your activities.

### **Publicize**

Use the media not only to publicize your club's activities, but also to tell about your club. (Refer to the February 2009 issue of *Checkpoint* for more details.)

- Write a story about a member's unique walking experience and submit it to the local papers.
- Take on a high visibility project that attracts media attention, and get noticed. Help with Special Olympics, Relay for Life, a school walk. (Our club co-sponsors a walk where high school students raise tens of thousands of dollars for charity, and we get publicity on their t-shirts, media releases, etc.)

If the media contacts you to do a story about your club or volkssports or an event,

- Respond in a very timely manner (be mindful of reporters' deadlines).
- Follow up with any information you promise to provide.
- Invite the reporter, and a photographer, to a meeting or event to take pictures.
- Provide a media kit (one-pager information sheet about the club, copies of articles in the media about the club, sheet with frequently asked questions [and answers], information about volkssports with pictures, and contact information for key officers and members for further information).

**Look for every opportunity to get your name, activities, and message in front of the public. Do it well, and often, and you will be well rewarded.**

Got tips to share or a topic to suggest? Contact Bob Wright at [rwright2@jhu.edu](mailto:rwright2@jhu.edu) or 43224 Cardston Place, Leesburg, VA 20176. Include an evening phone number for any follow-up.

### **2009 Starting Point**

Would you like copies of the 2009 Starting Point to use for publicity, marketing or?? If so, if you pay the actual shipping costs, your club can get as many as they need until our leftovers are gone. Email us at [avahq@ava.org](mailto:avahq@ava.org) or call 210-659-2112.

### **Attachments:**

Electronic After Action Report Instructions