

THE CHALLENGE...

TO IMPLEMENT A STRATEGY TO ENHANCE REVENUE GENERATION

There are a number of ways for a Curling to generate revenue:

CLUB MEMBERSHIPS

The "key" to the financial success of a Curling Club is Membership.

- Have both Curling and Social Memberships to appeal to active participants, and spectators, who like to watch curling and have a "place to go" during the winter.
- Have information on the membership categories and rates of other curling clubs, as well as other leisure time activities in the area.
- Avoid "devaluing" membership rates in an attempt to increase membership by recruiting curlers from other clubs.

ICE AND FACILITY RENTAL

Curling Clubs who rent their curling ice and facilities must be certain they are actually making a profit

- Ensure that rental rates are appropriate, and cover the cost of providing the facility and the services. These may differ between the curling season and the off-season.
- Have a plan and an information sheet to promote the renting of your facility.
- Know who your potential clients are. They include: Businesses, Service clubs, Church groups Schools/Colleges/Universities & Alumni, Municipal/Provincial/Federal Government departments, Hospitals & medical groups and any other groups of people.
- Ensure the facility makes a good first impression. The club needs a safe feeling for people walking from the parking lot, an inviting entrance, a welcoming décor and clean washrooms, etc.

FOOD & BAR SERVICES

Since members of curling clubs are drinking less, there is a need to generate more revenue in this area - without simply raising prices, which may be simply penalizing the club's BEST customers.

- Check other sources of information to help determine the best food/bar products for you to provide.
- Determine new/different items you could sell or things you can do to generate more revenue from this area.

HOSTING CURLING EVENTS

It is important for a curling club to hold and host curling Bonspiels and competitions, independently, or in conjunction with other groups or clubs in the area.

- Be aware of the advantages and disadvantages of hosting competitions at your club?
- Has your club hosted an OCA provincial or regional event?

HOSTING CHARITY EVENTS

There are many benefits to hosting charity events in your club.

- Immediate exposure from association with a charity through the community and media
- New participants come to try curling
- Opportunity to show off the club
- Future new membership sales (from those attending)
- Future business for ice rental and banquet sales (from those attending)
- Different corporate sponsors are exposed to the club (potential advertisers/sponsors)

ADVERTISING

Identify the opportunities, benefits and costs of advertising within the club.

- Determine the advertising rates in your club
- Have a List the spaces in your club where people could advertise.
- Have a brochure or rate sheet that provides information to potential advertisers.

SPONSORSHIPS AND PARTNERSHIPS

Identify sponsors for a variety of activities in the club.

- Determine the activities in your club that are sponsored, or could be sponsored.
- Identify the benefits to sponsors at your club.
- Ensure every sponsor at your club is charged the same rate for similar benefits
- Ensure sponsors are not approached repeatedly over the course of the season.

EQUIPMENT, SUPPLIES AND MERCHANDISING

It is expected that a curling club provide this service, directly or indirectly.

- Your club should generate a little revenue from the sale of curling equipment and supplies.
- There may be an opportunity to generate revenue from the rental of brooms, delivery sticks, Sliders or Grippers

SOCIALS AND SPECIAL EVENTS

Many clubs like to organize and run special events

- For a variety of reasons. It is important to note that as a revenue generation activity, special events may be risky, involve a lot of labour, and require a great deal of planning (including evaluation) if they are to be successful.

RAFFLES / LOTTERIES

Have raffles, lotteries, bingos and auctions to generate revenue, especially to raise funds for specific items or projects.

- Be careful to ensure that these activities are well planned and coordinated to ensure that club members and their friends are NOT "nickel and dimed to death".
- Ensure your club is aware of the legal implications of fundraising using these methods.

GRANTS AND FOUNDATIONS

There is funding available for capital projects, and operational activities such as recruitment.

- It can be worthwhile but beware, preparing a submission takes a significant amount of time, research and communication.
- It should be understood that a grant will not usually "cover" ALL costs associated with the project - the club will be expected to raise a percentage of the required money

PLANNED GIVING

Many organizations, such as Golf Courses, have a Planned Giving Program, if it is good enough for other organizations - why not curling clubs?

- Identify items at your club that could be included in this program

DIRECT MARKETING

Professional Fund Raisers use this method to successfully generate significant revenue for Social Welfare Agencies, including hospitals. Curling Clubs could use this approach to recruit members, sponsors or advertisers.

Are you up to the Challenge?