



Poloc Cricket Club member recruitment plan

Target	Action	Leader	Timescale	Impact	Montior/ Review
Attract junior members	<p>Partnerships with:</p> <ul style="list-style-type: none"> - Cricket Scotland - Glasgow Life/Sport - local primary schools - local secondary schools <p>Marketing through:</p> <ul style="list-style-type: none"> - direct e-shots - flyer production/distribution - press contact/coverage - use of website <p>Use of:</p> <ul style="list-style-type: none"> - schools "taster sessions" - schools "festival" days <p>Participation in local leagues and other competitions</p>	Junior Convenor	Ongoing		
Attract senior members	<p>Partnerships with:</p> <ul style="list-style-type: none"> - Cricket Scotland - Glasgow Life/Sport <p>Marketing through:</p> <ul style="list-style-type: none"> - direct e-shots - flyer production/distribution - press contact/coverage - use of website <p>Hiring out ground for "bounce" games by non-members</p> <p>Encouraging members to introduce friends to the club</p> <p>Scheduling of more evening, friendly/social cricket fixtures</p> <p>Participation in local leagues, including Tapeball cricket "out of season"</p>	Cricket Committee/Social Convenor	Ongoing		