



Excerpt saved from
[https://www.gov.mb.ca/inr/publications/pubs/
recreation_directors_handbook_2008.pdf](https://www.gov.mb.ca/inr/publications/pubs/recreation_directors_handbook_2008.pdf)

Recreation Director's Handbook

A guide for recreation
delivery in Aboriginal
communities



2008

Manitoba 

ACKNOWLEDGEMENTS

The first manual published in 2002, was the result of Stew Sabiston and Garry Dixon working together to produce all the information. Then Sue Holloway, private consultant and facilitator, took the massive pile of information and transformed it into a very well-written comprehensive draft.

This manual was made possible from the work of Stew Sabiston, Faron Cook, Sue Holloway, and staff from Aboriginal and Northern Affairs.

We had many discussions and consultations and would like thank the following for their feedback:

- ◇ Culture, Heritage Tourism and Sport staff including: Roger Langlais, Jocelyn MacLeod, Wendy Stewart, Garry Dixon, David Bosiak, Wayne Huculak and Patrick Done.
- ◇ Sport Manitoba staff including: Ken Faulder, Rick Lambert and Patrick Kirby
- ◇ Manitoba Aboriginal Sport and Recreation Council staff
- ◇ Many of the recreation directors and leaders from the Aboriginal communities
- ◇ Karl Laubmann of the University College of the North for his advice on the design of the Medicine Wheel.

We would also like to thank everyone who submitted information to be used in this manual.

Published by: Manitoba Aboriginal and Northern Affairs

Date: June, 2008

Full document available at:

https://www.gov.mb.ca/inr/publications/pubs/recreation_directors_handbook_2008.pdf

MARKETING¹

No matter how well prepared and organized you are, a program cannot succeed without participants. People must be made aware it exists, have some idea of the benefits it offers them, and know the details (who, what, when, where, why and how much). People need to be informed, educated, inspired, motivated, sometimes persuaded and often reminded, to come to programs. This is where marketing comes in-- it is essential to the success of your program. It is your way of letting folks know what's coming up and motivating them to come out. It is important marketing be timely and creative. People need to know well enough in advance, (but not too early or they forget), and be adequately enticed.

In this section you will find information on promotion, different methods of marketing, sample posters and public service announcements, and some fun and creative marketing ideas.

PROMOTION

How well you are able to communicate with the public determines the success of your program promotion. Although the methods for promotion may vary, the information that needs to get out in the community remains the same. Be sure to communicate who, what, where, when, for whom and how much

- Who** - is organizing the event
- What** - is the program being offered
- Where** - will the event take place
- When** - is the program
- Whom** - is the target population
- How much** - is there a fee

"If the circus is coming to town and you paint a sign saying "Circus Coming to the Fairground Saturday," that's advertising. If you put the sign on the back of an elephant and walk it into town, that's promotion. If the elephant walks through the mayor's flowerbed, that's publicity. And if you get the mayor to laugh about it, that's public relations. If the town's citizens go the circus, you show them the many entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's sales."
- Unknown -

¹ Nishnawbe Aski Nation Recreation Sub Committee. (2004). Recreation Resource Manual. (pp. 51-53). Ontario: Author.

METHODS

No one method of marketing will reach everyone, so be sure to mix it up. Consider your target market. Think of whom the program is for and market in a way that catches their attention. Little kids love clowns and kites and face paints, but can not read. Teenagers like a coolness factor. Men's sporting events could be marketed at other sporting events, gospel jamborees and at churches etc. Be innovative and interesting.

Advertising- Advertising is most often a paid form of getting the information out there. It could include TV, radio, newspaper, posters, mailbox stuffers etc.

Public Service Announcements (PSAs) on local radio stations are a great way of reaching a lot of people. Creativity is the key to making your PSA to peak people's interest. Find some artistic and dramatic friends or co-workers to give you a hand. Make your PSA as clever and creative as you can. Some ideas for jazzing up your PSAs include: group reading; reading it as a dialogue or conversation; reading it as a poem; reading it as a riddle; singing it as a jingle; using sound effects; and taping background music. Good PSAs should be brief-- 30 to 45 seconds at most and should include: cost; day and date; event, place; sponsoring organization; and time. Be sure to test it out and practice before hand. Have fun with it.

SAMPLE- PSA

"Jeremiah was a bullfrog. He was a good friend of mine. He never understood a single word I said, but he helped me in winning this time. Yes, he helped me by crossing the line."

Come out to Sade's Dock and join the fun at Jeremiah's frog jumping contest on Friday, July 3rd at 2 pm. There will be prizes and snacks. Registration is free and all ages are welcome. All competitors must bring their own frogs. Please remember to be kind to our little green friends.

This event is sponsored by the Recreation Committee.

Exercise: Create a PSA for an upcoming program. Find a way to make it creative, fun and catchy.

Posters are cost effective ways of advertising. People see them all the time, so make yours captivating. Use zany colours, texture, shapes, and smells. Put them in hot spots-- popular hangouts, toilet stalls... Make sure they have all the information (who, what, when, where, for whom and how much) and are easy to read.

Example Of Good Poster:
informative, exciting

SUNSHIP EARTH

An Earth Education Program

for 8-12 year olds
June 10, 11 & 12

*A fun, adventurous and hand-on way
of building relationships with the natural world.*

*“Welcome aboard this Sunship called Earth. We are both its
passengers and its crew and at this moment, are traveling over
1000 miles per hour. I hope you are enjoying the ride.”*

“**Sunship Earth**” is a program designed to help children discover how this very special planet - our “**Sunship**”, operates. Participants will learn how they can both enjoy the ride and help keep the ship going on behalf of all its passengers.

The program is full of exploration, and discovery, adventure and imagination. It is everything from “shrinking” to get a bugs eye view to being a long rooted plant in a drought year; from carrying leaky buckets that represent energy flow to becoming elves and trolls attempting to negotiate a long time border dispute.

Location: “The Forest School” 413 Palisades Road, South Gillies

Cost: \$75, including Sunday lunch (Pizza made in a wood-fired brick oven)

Time: 10:00 am - 4:00 pm daily

Registration Deadline: May 13, 2005

(if you are interested in car-pooling or shuttle service call for details.)

For more information or to register, contact Jen Nickason at 467-7676.

Example Of Poor Poster:
Boring, full of mistakes

ADVENTURES IN WOODWORKING

This is an introductory program for those interested in trying their hand at woodworking. Participants learn the basics of using tools and have the option of experimenting with a lathe. Participants will be complete 2 take-home projects, as well as contribute to a group project to be donated to a cause of their choice.

Recommended ages: 9 & up

5 classes: September 28, October 12, October 26, November 9 & November 23
Cost: \$150.00

Carpooling may be arranged.

Presented by

Gillies Mountain Woodworking

Exercise: Search around the community for different posters. See what catches your eye. Critically evaluate the poster. Is all the information included, is it clear and easy to read, are there spelling mistakes, is it too busy or not busy enough etc.

Face to Face – Take a walk through your community and talk to people. It may take time, but is the best and cheapest form of promoting your programs. Let them know what it's all about. Go to your local churches, schools, and stores and get the word out.

Publicity – Publicity is unpaid news about your programs. It may come in the form of news releases, interviews with local radio and TV shows highlighting events or newsletters. Do it as much as you can-- it helps build a positive image.

Promotions and Incentives – These are temporary methods to encourage people to come and give your program a shot. They might include price reductions, prizes, two-for-one deals, coupons, contests etc.

Published Program Schedules – Print a schedule or brochure highlighting your programs and post them in public areas, or send them to schools, offices etc.

Community Identified Challenges with Awareness

- ◇ community unaware of existing programs

Potential Strategies

- ◇ Educate through small groups. Visit neighbours, friends and councils to talk about recreation.
- ◇ Attend training opportunities and conferences.
- ◇ Use the available media.
- ◇ Use the school system. Include program promotion in report cards.
- ◇ Have more public meetings.
- ◇ Network within the community with church groups, police, councils, public works, health authorities, education authorities, training and employment and other groups.
- ◇ Submit monthly reports to local councils.

CREATIVE MARKETING IDEAS

Logo. Develop a logo; it's your trademark. Be creative, and make sure it symbolizes your organization, event or program series. Consider a logo contest to get some great ideas.

Brochures/Flyers. Pass them out, put them in cars, in mailboxes, etc.

Free Tickets. Give out free tickets to upcoming events to the first "so-many" participants who show up at your activity.

Fortune Cookies. Make-up special fortune cookies with information regarding upcoming events and maybe a few free admission coupons.

Pocket Calendar. Have a calendar of upcoming events printed on cards.

Announcements. At half time of sporting events, make announcements of your upcoming programs.

Balloons. Write promo on a bunch of balloons and hang them around the community

Bulletin Board Display. Put together a creative and enticing bulletin board display at the schools, band office, hall, store etc.

Candy. Pass out candy with a message attached.

Free Popcorn. Distribute free popcorn and flyers for the event.

Footprints. Place footprints leading to the event.

Kites. Fly kites with messages on them.

Top Ten List. Post the top ten reasons why people should attend the event (1 per day).

Chalkboards. Write notices on chalkboards in the schools.

Posters. Be inspired. Make odd shaped and dynamic posters.

Jigsaw Puzzle. Progressively fill a jigsaw puzzle-type ad (curiosity gets them all the time).

Road Signs. Make posters shaped like traffic signs ("stop for this event," "yield to your urge to go").

Where's Waldo. Create "Where's Waldo" type drawings with your own character (mascot, performer, etc) on placemats or posters.

Newsletters. Develop and distribute newsletters that announce events, have coupons, games, colouring, photos from other events, recipes etc.

RESOURCES

Nishnawbe Aski Nation Recreation Sub Committee. (2004). Recreation Resource Manual. Ontario: Author.