

**INSPIRED
TO TRY...**

INSPIRED TO TRY
**CLUB
CAMPAIGN
TOOLKIT**

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Campaign overview

The Olympic and Paralympic Games will captivate the country this summer and the achievements of our elite athletes will inspire young people, encouraging many to get into sport, determined to emulate their heroes.

Our **Inspired to Try** campaign aims to utilise the power of the Games to inspire the next generation of athletes. It's all about converting interest and excitement in young people into a lifelong commitment to sport – which starts at your club!

We know that a major Games can cause a surge in interest and sporting activity. We will be using the achievements of our athletes to highlight the important role grassroots clubs have played in their development. And through our updated club finder tool, we plan to signpost new and potential members to your club.

We would love for you to become a part of this campaign and help us make this happen.

Key dates

Date	Activity
5 June	Club Newsletter Clubs to receive campaign toolkit.
5-10 June	Complete the form informing Swim England of your taster sessions. We'll order your Inspired to Try medals and upload your session details to our website. Complete the form* *The form will remain open after 10 June but we encourage all clubs to submit their taster session details before the 10 June so we have enough time to build a webpage and list every taster session.
From start of July	Clubs to start using Inspired to Try assets across their social/digital channels using the top tips, social media schedule and template copy to maximise the campaign.

For any queries relating to the Inspired to Try campaign, please email Inspired@swimming.org.

1. Club campaign checklist

Activity	Detail	Owner	Check
Download the campaign assets	Download here		
Check/update your details on the Swim England club finder tool	Visit discover.swimming.org >> enter the postcode of your club >> hit search.		
	Check the following details are correct: <ul style="list-style-type: none"> The name of your club Your club address The web address for your club - does this link through to the right page on your website? The abilities your club offers – are they correct? The disciplines your club offers – are they correct? 		
	Update your club details via the OMS system. Read our guide on how to do this on page 6. If your club isn't listed, please email webadmin@swimming.org , with the name of your club, your club code and the pools you swim out of.		
Update your website	<ul style="list-style-type: none"> Is your contact information clear? Is your club offer clear? 		
Create your club offer/statement	Complete the club offer template and create your club statement.		
	Circulate to relevant members of the club.		
	Ensure this is clearly communicated on your website.		
Communication	Set up your automatic email replies – using the template copy provided.		
	Create template email responses using the template copy provided.		
	If you're not currently taking members, ensure you have a clear waiting list process.		
Prep your social media	If you haven't already, set up the necessary social media accounts for your club.		
	Ensure you follow the Swim England social media accounts – share/engage in Inspired to Try activity: <ul style="list-style-type: none"> Facebook – @SwimEngland Instagram – @swimengland X – @Swim_England LinkedIn – @Swim England TikTok – @swimengland Threads – @swimengland YouTube – swimengland 		

2. Download your new campaign assets

All clubs have access to a range of digital assets to help promote the campaign across your social channels, website and emails.

These assets can be used from 5 June.

The assets include:

A range of digital graphics including social media graphics for Facebook, LinkedIn, X and Instagram plus graphics for your website and email communications.

- Swimming
- Diving
- Artistic Swimming
- Water Polo
- Open Water
- Masters
- Volunteering
- Coaching
- Teaching

[Download your digital assets here](#)

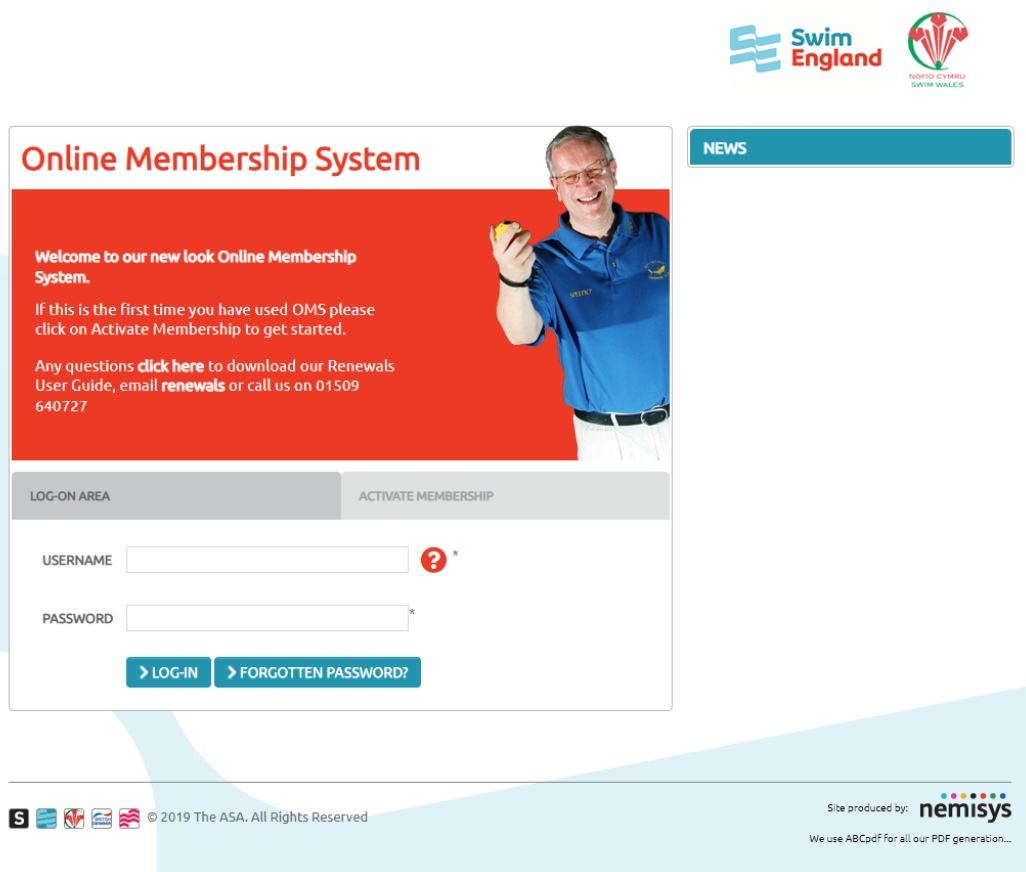
3. Check and update your details on the Swim England club finder tool

To be able to benefit from this campaign, we strongly recommend you update your details so potential new members can easily find the information to join your club.

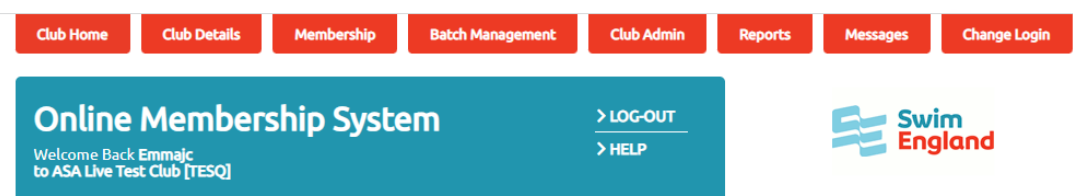
Check your details are correct on the Swim England club finder tool.

Visit discover.swimming.org/ → enter the postcode of your club → hit search.

To update your details, log in as normal onto the OMS.



Once logged in, at the top of the page, you'll see the 'Club Details' button second from the left. Click this. ↓



This new page will appear.

- Club Home
- Club Details
- Membership
- Batch Management
- Club Admin
- Reports
- Messages
- Change Login

Online Membership System

Welcome Back Emmajc to ASA Live Test Club [TESQ]

[> LOG-OUT](#)
[> HELP](#)



CLUB DETAILS

Club Name:

Website:

Pools Used For Training
[> ADD POOL](#)

Activities offered

Competitors	<input type="radio"/> Yes	<input checked="" type="radio"/> No
Improvers	<input type="radio"/> Yes	<input checked="" type="radio"/> No
Newcomers	<input type="radio"/> Yes	<input checked="" type="radio"/> No

I confirm I have checked these details and they're correct.

[> SAVE](#) [> CANCEL](#)

Disciplines	Offering	Recuriting For
Swimming	<input checked="" type="checkbox"/>	<input checked="" type="radio"/> Yes <input type="radio"/> No
Para-Swimming	<input type="checkbox"/>	
Masters Swimming	<input type="checkbox"/>	
Diving	<input type="checkbox"/>	
High Diving	<input type="checkbox"/>	
Masters Diving	<input type="checkbox"/>	
Artistic Swimming	<input checked="" type="checkbox"/>	<input checked="" type="radio"/> Yes <input type="radio"/> No
Masters Artistic Swimming	<input type="checkbox"/>	
Water Polo	<input checked="" type="checkbox"/>	<input checked="" type="radio"/> Yes <input type="radio"/> No
Masters Water Polo	<input type="checkbox"/>	
Open Water	<input checked="" type="checkbox"/>	<input checked="" type="radio"/> Yes <input type="radio"/> No
Masters Open Water	<input type="checkbox"/>	
Learn to Swim	<input type="checkbox"/>	

The details you are able to update within are:

- Your club website.
- Pools used for training. If your pool is not listed currently, you can enter the pool name and postcode, then press the 'Send' button to send a message to Swim England to add it for you.

Pools Used For Training

Enter pool name and postcode below the press the 'Send' button to send a message to Swim England to add it for you.

Pool Name:

Postcode:

[SEND](#) [CANCEL](#)

- Activities offered. This information is important to potential members so they can make an informed decision on whether to contact a club. These activities are:
 - **Newcomer:** those who are new to the club environment or the sport.
 - **Improver:** those with some club experience looking to develop their skills.
 - **Competitor:** those with experience in a club setting and training towards competition.
- Disciplines you're recruiting for. (Please note, you can only update your discipline offer when you renew annually. If this needs to be sooner, please contact renewals@swimming.org).

Once everything has been confirmed, please click the box 'I confirm I have checked these details and they're correct', then click save.

Your details will then be automatically updated on the Swim England website.

You cannot update your club name within this page. To do this, please contact your region.

If you require further assistance on updating your details, please contact renewals@swimming.org.

If your club isn't listed, please email webadmin@swimming.org, with the name of your club, your club code and the pools you swim out of.

4. Update your club website

Not only is it essential we signpost new customers to the right page on your website from the Swim England club finder tool but it's also important to ensure your website provides a clear customer journey to capture any new traffic coming your way.

Consider the following:

- **What the club offers** – do you list disciplines, squads and pathways?
- **Programme** – do you have a clear programme of training and where it takes place available on your website?
- **How to join your club** – is it a simple process?
- **Club results** – are these easy to find on your website?
- **Policies** – are they easy to find on the website?
- **How to report issues** – if a club member needs to report an issue, is this a straight forward and easy process?
- **Your commitment** – is there a statement on your website to show your commitment to each member no matter what ability.
- **Club offer and mission statement** – do you have an about us page on your website? This can include a history of the club.
- **Fun elements** – do you have an area on your website showing how you bring your club together? (E.g. club outings and gatherings).
- **Club reviews** – to help potential new club members make a decision to join your club, do you have any current or previous club member/parent testimonials that you can share?
- **Swim England endorsement (Club affiliation/SwimMark)** – is this clear on your homepage?
- **Volunteering opportunities** – is there a simple way for people to get involved to be able to support the club?
- **Who's who in the club** – is there a page on your website introducing your club staff?

If your club hasn't got a website

The next best thing is to enable anyone who's interested in joining your club the opportunity to contact someone.

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- Create a [Facebook page](#) and insert link in OMS.
- Insert into OMS and link to your social media account, this can include X or Instagram.
- Insert link to EOI form.

Insert your club email address. Please note this cannot be a personal email due to GDPR and your club email address must not contain personal information.

5. Create your club offer

What does your club offer? To ensure new/potential members clearly understand if your club is right for them, and ultimately if they are right for your club, we recommend you clearly set out your club offer.

On the new Swim England club finder tool, we will provide new/potential members with some suggested questions on what to ask when calling up to enquire at their nearest club. We have created a template document which you download and complete [here](#) so all members of staff can pitch this effectively to any enquiries you may receive.

Consider the following:

- What is the cost to join and training?
- What does this work out at per hour?
- What does my child get for this cost?
- Is there an additional cost for kit – wet and dry?
- What is the commitment for training – locations/number of sessions?
- What is the commitment for competition?
- Do you do any trips or fun outings as a club?
- Have you had success as a club?
- Do I have to stay poolside whilst my child is at the club?
- Will my child learn to dive?

Example club offer statement

Once you have set out the club offer, you can create a headline statement summarising everything you offer at your club – to be used on emails and your website. For example:

Welcome to Haselbury Dolphins Swimming Club! We are a multi-aquatic club offering swimming, water polo and diving. We pride ourselves on offering fun and safe sessions for competitive junior swimmers aged 8 to 18 years old. As a club, we regularly compete in county, regional and national events and we are currently actively welcoming new members. We hold regular trials and offer taster sessions in all three sports for newcomers. These sessions are free and usually last about 45 minutes. We train at Thornlake Leisure Centre, in Haselbury. Our training days and times vary depending on what squad you are but we run sessions most days bar Wednesdays and Sundays. We have a fantastic set of Swim England qualified club coaches, and a friendly and knowledgeable club committee who oversee the day-to-day running of the club. We achieved Swim Mark in 2018 and we also have a fully-trained welfare officer.

To find out more, you can visit our website www.haselburydolphins.com. If you have any questions about joining, or to book a taster session, please contact our membership secretary Karen Parks karen.parks@haselburydolphinsasc.com. You can also follow us on X! [@HaselburyASC](#)

6. Communication

Once you have updated your club website and created your club offer, it's time to think about your communication.

New members may be contacting you via email or via telephone. If via email, here's some tips to ensure you retain new/potential members:

- Respond to all email enquiries within 48 hours.
- Set an automatic reply to your emails – example copy below.
- Create a template response email which highlights key areas of your club offer – example copy below.
- And if you aren't currently taking new members, take the opportunity to highlight your waiting list process.

Example automatic reply

This is a guide only and please edit as appropriate for your club

Thank you for your interest in our club.

We are receiving high volumes of enquires at the moment so please bear with us. We aim to respond to all emails within 48 hours.

In the meantime:

To find out more about our club and what we offer, click here – [\[insert link to the relevant page on your website\]](#)

To find out more about booking a free taster session at our club, click here – [\[insert link to relevant page on your website\]](#)

Example email response for a club taking new members

This is a guide only and please edit as appropriate for your club

Thank you for your interest in our club.

Here at [\[insert name of club\]](#) we are a fun and friendly club, dedicated to providing our athletes with the tools they need to achieve their ambitions in the sport.

We cater for [\[insert a description on disciplines and abilities you cater for\]](#).

We train at [\[insert details of where you train and times\]](#).

We would love for you to join our team. Come along to one of our free taster sessions.

[\[insert details of when your taster sessions run/location/time\]](#)

What is an Inspired to Try taster session?

A taster session is a great way for someone new to experience your sport and your club. It's not just about getting in the water and trying the sport, it's also about experiencing the people in your club, the culture and the facility. It should also be free to attend.

Taster sessions typically consist of 30-60 minutes of entry level activities, skills or games with other newcomers, or other club members. Newcomers should experience the sport in a fun, friendly and social environment without the pressure of being judged on performance.

Create a positive experience throughout, by responding to any initial questions, meeting them at the venue to show them around, and follow up after the session with information on future activities and how they can join the club full time.

Why should your club host a free taster session?

Lots of clubs run taster sessions either periodically or regularly. This toolkit, along with our campaign, provides your club with the direction and support to deliver a successful taster session and increase your club membership.

Benefits for the participant	Benefits for the club
<ul style="list-style-type: none"> It's a way to experience the sport in a fun setting Its free to take part They get to meet people associated with the club It manages their expectations before committing to a full membership 	<ul style="list-style-type: none"> The conversion to full membership is high Utilising existing pool time and coaches reduces additional expenditure It takes minimal effort to promote sessions The club can showcase how great it is in person

Five easy ways to promote your taster sessions

Method	Content	Who, where and how
Email	Inform your contacts and ask them to share on their socials or via newsletters. Provide them with your session details and digital imagery from the toolkit.	Email: <ul style="list-style-type: none"> Your operator Local schools Active Partnership Local community interest groups Your club members
Empty belly poster	Add in your session details and a link to how to book on. Provide a direct contact/website for questions. Consider adding a QR code for any booking links.	Print off an put up: <ul style="list-style-type: none"> In your facility Local parks, community notice boards, libraries Supermarkets, local shops and businesses
Social media	Use our digital images or even create your own short story! You could even pay to boost your post – boosting posts on Facebook has been very successful previously.	<ul style="list-style-type: none"> Instagram / Facebook / TikTok / X (Twitter) Tag in other organisations or groups we've mentioned Ask all club members to repost

Method	Content	Who, where and how
Word of mouth	Nothing is more powerful than encouraging someone to take part! Make sure whoever is advocating your session has the information to hand, via email, WhatsApp or social media.	<ul style="list-style-type: none"> • Club committee • Club members • Parents
Post in Facebook groups	Target open or closed local community Facebook groups. You may need to ask the moderator in closed groups.	Look for: <ul style="list-style-type: none"> • 'What's on' Community groups • Community 'notice boards' • 'Friends of' groups

What happens at a taster session?

Participants: during the session, participants will have the opportunity to meet the coach, join a session and demonstrate their current skills.

Parents: during the session, parents/guardians will have the opportunity to meet with **[insert name of the representative]** who will provide more information about the club and what it's like to be a member of the team.

To book, click here **[insert link to relevant web page, email address or contact name and number]**.

We look forward to welcoming you at our club soon.

From all the team here at **[insert name of club]**.

Email template for clubs who are full

This is a guide only and please edit as appropriate for your club

Thank you for your interest in our club.

Unfortunately, we are full at the moment but please send us your details to be put on the waiting list.

You can do this by emailing your name, email address, contact number and a brief overview of the member you are looking to enrol (i.e. age of participant and general swimming ability) to **[insert email address]**.

Our waiting list is approximately **[insert anticipated length of time for your waiting list]**.

In the meantime, you can visit **[insert relevant link to your website]** to find out more information about our club and what we offer. Or find us at **[insert social handles]** where we post regular updates on the activity at our club as well as information on our waiting list.

We look forward to welcoming you to our club soon.

From all the team here at **[insert name of club]**.

7. Ongoing engagement

Be ready for media enquires which may come your way

Throughout the Games, there will be an increased interest from the media in grassroots participation and the work we are doing to utilise this opportunity to inspire people into our sport.

There may be local news/media activity happening in your area and requests may come your way to film your club.

Watch the live action together

[Check out the official Olympics schedule](#)

If you're not attending the GoCardless Swim England Summer Meet and are training as some of the events are happening, why not arrange for the Games to be played on any big screens you have in your facility – and hopefully celebrate those medal moments together. It will make great social content if you capture live reactions of your club.

Or, why not run a few friendly competitions which you can all get involved in – guess the time, guess which lane wins the race etc.

8. Social media schedule

Swim England will be posting **daily content** throughout the Games to celebrate all medal moments, this will include:

1. **Live social posts** – as medals are won.
2. **Round-up event reports** – posted on swimming.org and social.
3. **Inspired to Try graphic** – signposting people to find their nearest club.

The Inspired to Try assets will be used dependent on the event happening that day – we would encourage you to do the same.

Using swimming as an example, here are some content ideas you could try out on your own social media channels timed around a key event:

Date/event/athlete	Activity	Social content
Before the Games	Good luck message	<ul style="list-style-type: none"> Post a video of your club wishing the athletes good luck for the Games!
	Watch party	<ul style="list-style-type: none"> Post a photo of you all watching the action Film live reactions of your team mates as the event starts/finishes.
	Inspired to Try	<ul style="list-style-type: none"> Post Inspired to Try Swimming social graphic Suggested copy: Inspired to Try Swimming following xx win. Try one of our taster sessions at xx club. Visit xx
	Why do your members love swimming at your club?	<p>Quotes, videos, photos of your members talking about why they love swimming at your club and what it means to them.</p> <p>Please ensure you have completed the necessary permissions before you post any content of your members to your website/social media channels.</p>
	Why do your staff, volunteers and coaches love being a part of your club?	<p>Quotes, videos, photos of your coaches, volunteers and staff talking about why they love being a part of your club.</p> <p>Please ensure you have completed the necessary permissions before you post any content of your members to your website/social media channels.</p>

Don't forget to tag us in any posts: X [@Swim_England](#), Facebook [@SwimEngland](#), LinkedIn [Swim England](#), Instagram [swimengland](#), TikTok [@swimengland](#) and Threads [@swimengland](#).

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