

# ARCHERY DAY IN CANADA

TRY ARCHERY  
DAY KIT

ARCHERY  TIR À L'ARC  
CANADA



# HOW TO RUN A FUN TRY ARCHERY DAY AT YOUR CLUB!

A Try Archery day can be an excellent opportunity to promote your club, your programs and increase awareness of the sport of Archery in your community. It can also help to build a positive club culture and encourage participation in club activities and gaining volunteers! You will meet new people, build relationships within your community and hopefully recruit new archers.

A well run day at your club will leave a lasting impression and set the seeds for the love of a new sport. You may generate interest for other events you will hold at your club. This guide will help you to plan your day and allow you to make sure you are doing all you can to make it a success. Many clubs have been organizing such events for a long time, which is great, and we encourage them to share their ideas on Archery Day or use this resource to further enhance their event. We encourage you to share your event with Archery Canada and let us know what made it a success.

Four things to consider to make your day a success

1. Prepare and plan for the day
2. Get the word out
3. Be organized on the day of
4. Make sure you follow up

# PREPARATION AND PLANNING

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Plan out what you want to achieve with your event and what you want to do. This first step is really important to ensure your day is targeted to what you want to achieve.

Are you looking for adults or youth? Are you focusing on 3D archery or target archery?

Be clear in your concept for the day early on and it will help the rest of your planning and implementation to go that much smoother.

# ENGAGE YOUR MEMBERS

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You will need a number of volunteers to help run the day as well as a small group to help organize the day for the club. You may have paid staff involved or encourage club coaches or pros to be part of the day to help new archers be more successful in their first time shooting and be safe.

Put up a sign up sheet for volunteers for the day of! Offer shorter shifts to let your people know that any time they can offer will help.

Seek your organizers if needed

Organize a meeting of your key staff or volunteers to plan out the day. Agree on the process you will take to manage the day, the activities you will run and how you will keep it safe and fun. What do you want to do? Obviously archery is going to be the focus of the day, but you may want to plan some additional activities to manage a larger group and minimize waiting around – This will keep it fun for all. Think outside the box.

Some ideas of activities:

- Refreshments or BBQ
- Offer a 30 minute or 45 minute introductory class for youth and another for adults.
- Selfie station – a great way to get your club name on social media and fun for all ages
- Challenge a pro – great for those who aren't new to archery but want to try to test their skill
- Team challenge
- Non-archery related games such as bean bag toss (Cornhole), ladder toss
- Set up a skills session for those waiting for the shooting line. Use string bows or elastic bands

# SET OUT THE FORMAT/SCHEDULE OF YOUR DAY

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Plan the day. Archery Day is on Saturday, May 11, but you can plan your try Archery day for a day earlier in the week. No problem! Plan in advance how long your day will be and how you want to divide up the time. What sessions will the day include and how long will each last and how will they be structured. There are many factors that may influence how you plan this including the size of your club, the equipment you have available, instructors and the types of activities you have planned. If you will offer short introductory classes, you may want to consider a sign up sheet for the sessions. Google forms is a great way to set this up for different time slots. Link the sign up sheets to your Facebook page or club webpage. This will help to keep the day organized and reduce disappointment.

Know who your day is targeting. This will help to plan the types of activities you will run. It may also help you plan how to promote the day or identify community groups who might be interested in participating – think schools, scouts, cadets, Social clubs, etc.

Plan for the weather to be changeable or unreliable so that you will know what to do to still run your activity or have a back up.

Plan for how you will respond to fewer or more guests so that no matter the response, people will have a fun time at your club. Know who you will deal with a crowd, and make sure that your volunteers will know how to react and what to say. With planned times for activities to start you may be able to stagger arrivals through the day or the time.

# PLAN YOUR BUDGET

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Know your budget. If you want to make a splash and this is an important initiative to bring in new members, be prepared to spend a little money. If it leads to new memberships then it is a good investment. If it creates community awareness that may be important in the long run too. Now local businesses may know who you are when you come looking for small donations to support future events.

Just be clear that you know how much you are willing to spend before you plan for more than you had intended. Use cheaper substitutes for your targets – paper plates, unofficial targets (print your own or look to big box stores).

# PREPARE YOUR CLUB AND THINK SAFETY

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Plan for your club to be safe and appealing. Organize a cleaning day if that is needed, declutter and make sure there are clear rules for your range posted. Plan for your target audience accordingly. Make sure your shooting lines are well marked. Bring in some seating if needed.

Think safety, you want everyone to be safe while they are having fun. Move or identify any hazards that could be a problem for new people to your range. This may help you to make your range safe for all in the future too. Be sure that you have a stocked first aid kit on hand – it never hurts to be prepared.

# TRUE SPORT

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Archery Canada has joined with True Sport to embrace the notion that good sport can make a difference. Promote the principles of True Sport at your club. Download and print the True Sport poster or other resources and encourage a quality sport experience at your club.

<https://truesportpur.ca/true-sport-principles>

# GET THE WORD OUT

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Get the word out

This is the time to bring awareness to your club. It's a perfect opportunity to let your community know who you are, where you are and what you offer. It doesn't have to be difficult and it can be done for free. The benefit to your club may prove to have a higher return than you would expect. Archery Canada has prepared some resources to help you out, but you can be creative and find your own way to promote your club and event.

A try archery day can achieve many things for your club: Communicate and engage with your current members; raise community awareness, attract new members; improve volunteerism; and so much more. Here are some ways to get the word out:

- Your club website
- Social media
- Media release
- Send an email to your members
- Use the Archery Day Canada logo
- Posters in your club and in local businesses. Just ask and many will let you post them
- Set out directions - many clubs are a little hard to find sometimes, so consider adding a map to help people find you

Do you have a club website? If you don't, perhaps this is the time to get one started. Providers such as Hostgator, GO Daddy, Wix, Squarespace and Weebly all offer website builders that are easy to use and can get you set up with a decent site in no time at all. You probably have a member who would look after this for you – just ask.

# EVENT DAY TIPS

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Now that the day has arrived you are now prepared to welcome your members and the public to your club. Here are some ideas to help make the day a success:

## Welcome your guests

Have a sign up to welcome people so they know they are at the right place and you are open for business. More than just a sign though will really make your guests feel welcome. Have someone on hand to greet them as they arrive, provide them with important information (schedule, where to go, facilities tour, etc).

## Guest Registration

It is important to enter your guests names into a club register. Remember, all guests will be covered under the Archery Canada insurance plan for your club activities, but you must record their name, age and address, and this register must be kept on file. Report the numbers to your provincial/territorial office. Keeping this record is also a way to make sure you get permission to stay in touch. Create a guest card to capture their name, email and include a check box to gain permission to contact them again about club activities and club information. A sample register and contact card have been provided on the Archery Day Page.

### **Make sure your Volunteers are present and knowledgeable**

Meet your volunteers in advance so they know the important details for the day and about your club. Make sure they know where they need to be and if possible arrange to have a spare who can float around as needed. A club shirt may be a great idea and may be a nice gift for your volunteers. This is easy to arrange and becomes free club advertising long after the event is over. Make sure your volunteers are screened appropriately, especially if you are letting them work with young people. For information on screening review the Archery Canada screening policy at

Be sure to enforce that at no time should an adult or volunteer be alone with a young archer. This will keep everyone comfortable and mitigate risk.

<http://archerycanada.ca/en/administration/policies>.

### **Keep you facilities stocked and clean**

This is never the fun part of the day, but make sure your staff or volunteers are checking your facilities to ensure they are clean and stocked. This may seem like a small detail, but it will be greatly appreciated. Put garbage cans around – you may want to add a few just to encourage a clean facility.

### **Promote your club**

It may seem like a simple detail, but think about what you want new members to know about your club and make sure its visible. Set up a bulletin board or a table with club information available, telling people what your club does, what it's all about and the programs you offer. Highlight the activities that are most important to your club operations. Most importantly, clear away the clutter – take down information that is not essential for the purpose of your day. Make it simple for people to know what you need them to know during this visit – its human nature to read what is around a new space, so make sure they are reading what you want them to read.

## VIP Management and photography

If you have invited any VIPS or local media be sure to know when they are expected and that you (or someone you have designated) is there to meet them and guide them through your facility and your planned activity. This is a great opportunity to get your club noticed by local politicians or businesses, You may want to develop a relationship that will help your club in the future. Most importantly, have someone on hand to photograph the visit as well as the activities at the club. Your VIPs may want this exposure – share the photos on social media or display at your club after the event is over. Make sure you take a photo of your volunteers so you can provide recognition later on.

## Incidents

You have planned your day and it is well organized, but incidents can occur. If they do, make sure your volunteers know what to do and be sure to record the details. Archery Canada has an incident report for this purpose. Complete the report and submit it if necessary to the insurance company or your provincial/territorial office.

# MAKE SURE YOU FOLLOW UP

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Once the event is over, you should know that there is still work to be done if you want to maximize the impact of your day. Be prepared to keep the interest alive or attract attention even after the event is done.

Here are some ideas:

- Plan to offer a discount for registrations if they register that day.
- Offer a coupon for new members or your guests to invite friends to sign up that week.
- Plan to contact your recent guests after the event to invite them back or with a special offer. Let them know of other events you will be organizing. You can easily set up a free email newsletter with online tools like mailchimp. Just make sure you have obtained permission to contact them.
- Recognize your volunteers after the event – remember that photo you took? Post it in the club with a thank you! Say thank you to all those who helped make the day a success (even when you aren't that happy with how it turned out). These people gave of their time, which is valuable time and you want to make sure you say thank you.

## Evaluate the day

Talk to your members and your volunteers and find out how they felt the day was organized. Make sure you learn what worked and what didn't and most importantly what you can think about for the next time. If you want, share your comments with Archery Canada and help your fellow archery clubs to prepare a successful event at their club. Share on our social media channels or send us your comments at [information@archerycanada.ca](mailto:information@archerycanada.ca)

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*\* Archery Canada borrowed inspiration from the GB Archery resource for the Archery Great Big Weekend in preparing this resource.*