



# How Volunteers Grow Sailing

International Sailing Summit

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# Agenda- How Volunteers Grow Sailing

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- ✦ Introductions
- ✦ Traditional Volunteer Activities
- ✦ Why Volunteers
- ✦ How Volunteers Grow Sailing
- ✦ Challenges
- ✦ How to Tap this Resource



# Introductions

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✦ Why are we here?



# Traditional Volunteer Activities

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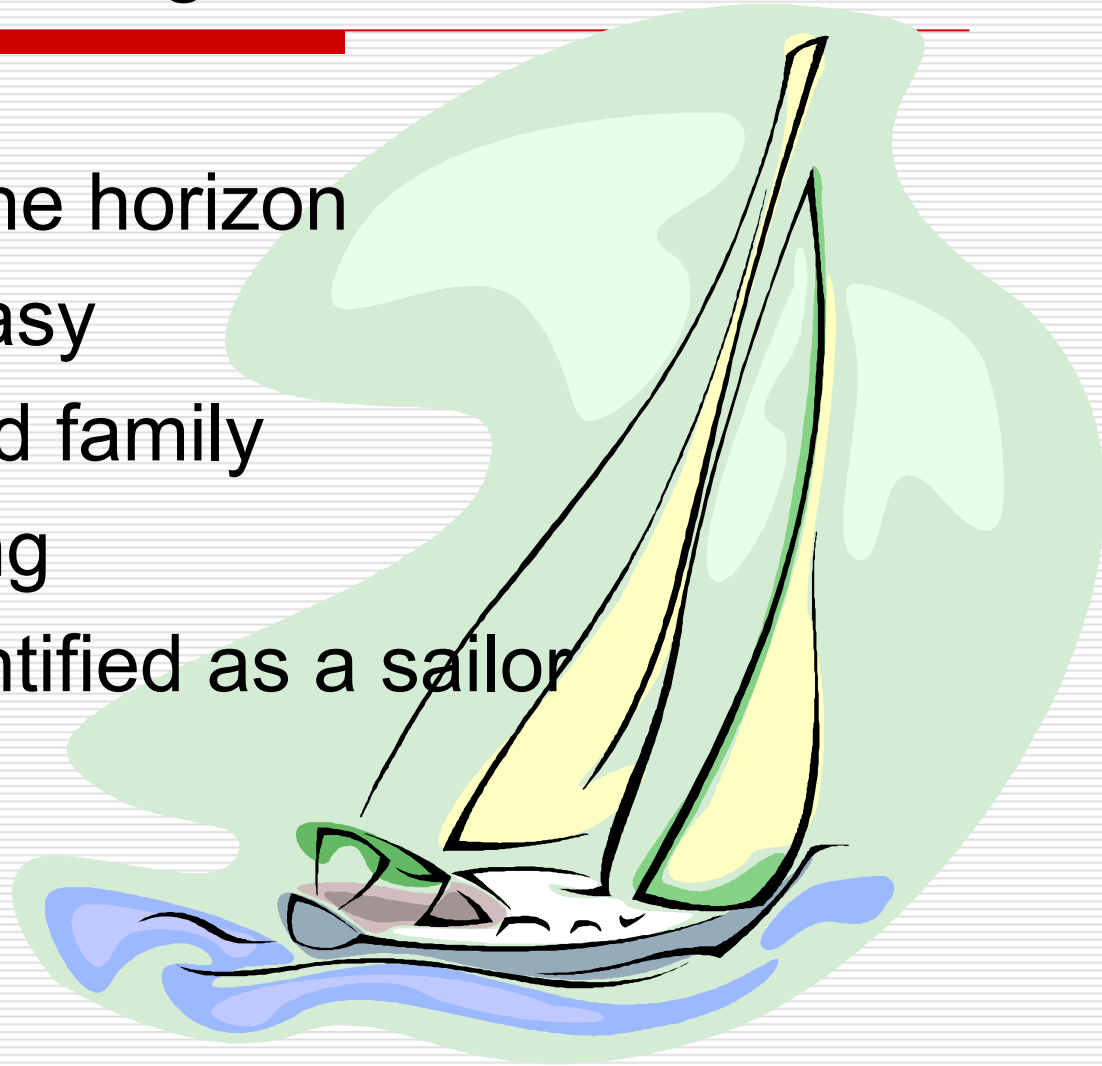
- ✦ Sail
- ✦ Manage yacht clubs
- ✦ Run regattas
- ✦ Teach kids, friends and family
- ✦ Buy boats and equipment
  - ✦ Keep industry busy
  - ✦ Provide consumer views



# Grow Sailing by Sailing

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- ✦ Pretty sails on the horizon
- ✦ Show that it's easy
- ✦ Bring friends and family
- ✦ Talk about sailing
- ✦ Proud to be identified as a sailor



# Clubs

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- Where sailors gather
- Volunteer management, maintenance, instruction
- Traditions of yachting



# Racing

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- Racers are frequent sailors--80% sail more than 14 times per year
- Bring new technology
- Train crew

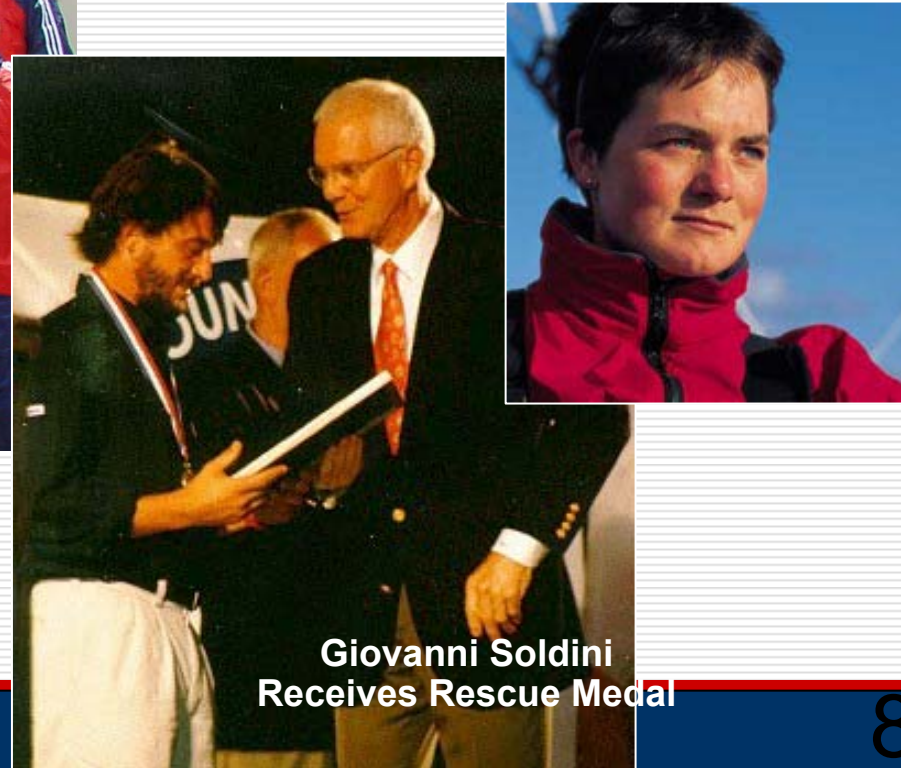


# Role Models

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- Great sailors
- Great sportsmanship
- Great achievers



# Community Programs and Outreach

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- Good publicity
- Invites new sailors for low cost
- Relationships with government



# Fund Raising, Charities



- Raise awareness
- Raise funds for research, facilities, special causes, etc.
- Shows sailors as generous, community minded



# Why Volunteers are Willing to Help

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- ✦ Passion for sailing
- ✦ It's fun
- ✦ Easier or cheaper than sailing themselves
- ✦ Want to share the Lifestyle
- ✦ Want to make a difference at home

# Growth Happens Locally

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- ✦ Fleet Building
- ✦ Schools
- ✦ Community Programs

**One sparkplug can make all the difference**



# Charity Begins at Home

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- ✦ ISAF – over 800 volunteers
- ✦ 120 National Authorities
  - ✦ 1200 volunteers in the US
- ✦ Local organizations
  - ✦ Yacht Clubs
  - ✦ Sailing Schools
  - ✦ Community Sailing Programs



# Cheap Labor

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- ✦ Hands On
  - ✦ Rigging, fixing, hauling boats
  - ✦ Designing flyers, handouts, t-shirts
  - ✦ Cooking and serving food at events
  - ✦ Celebrity bartenders
- ✦ Bring in friends, other resources

# How Volunteers Grow Sailing

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## ✦ Contacts

- ✦ Find want-to-be sailors
- ✦ Have relationships with role models
- ✦ Consumer feedback

## ✦ Ideas

- ✦ Passion breeds ideas

## ✦ Manpower

- ✦ Cheap labor



# Challenges

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- ✦ Setting Goals and Objectives
- ✦ Management and Control
- ✦ Resistance to Change
- ✦ Turnover

# Goals and Objectives

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- ✦ Everyone has their own priorities
- ✦ Don't assume a business background
- ✦ Agree on timing too
  
- ✦ Recognition

# Management and Control

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- ✦ Keeping Focus
- ✦ Guidance/Discipline
  
- ✦ Recognition

# Resistance to Change

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- ✦ Volunteers feel lots of ownership
- ✦ Inability or unwilling to think out of the box
- ✦ Easier to do it the way we know, rather than to learn something new

# Turnover

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- ✦ Burn out, other priorities
- ✦ Line up a “second in command”
- ✦ Succession Planning

# How to tap this resource

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- ✦ Understand the motivation
  - ✦ Each volunteer gets fired up by something

# How to tap this resource



**Why do they want to help?**



**My kid almost got hurt. We need new equipment!**



**This could be a great party!**



# How Industry Can Help

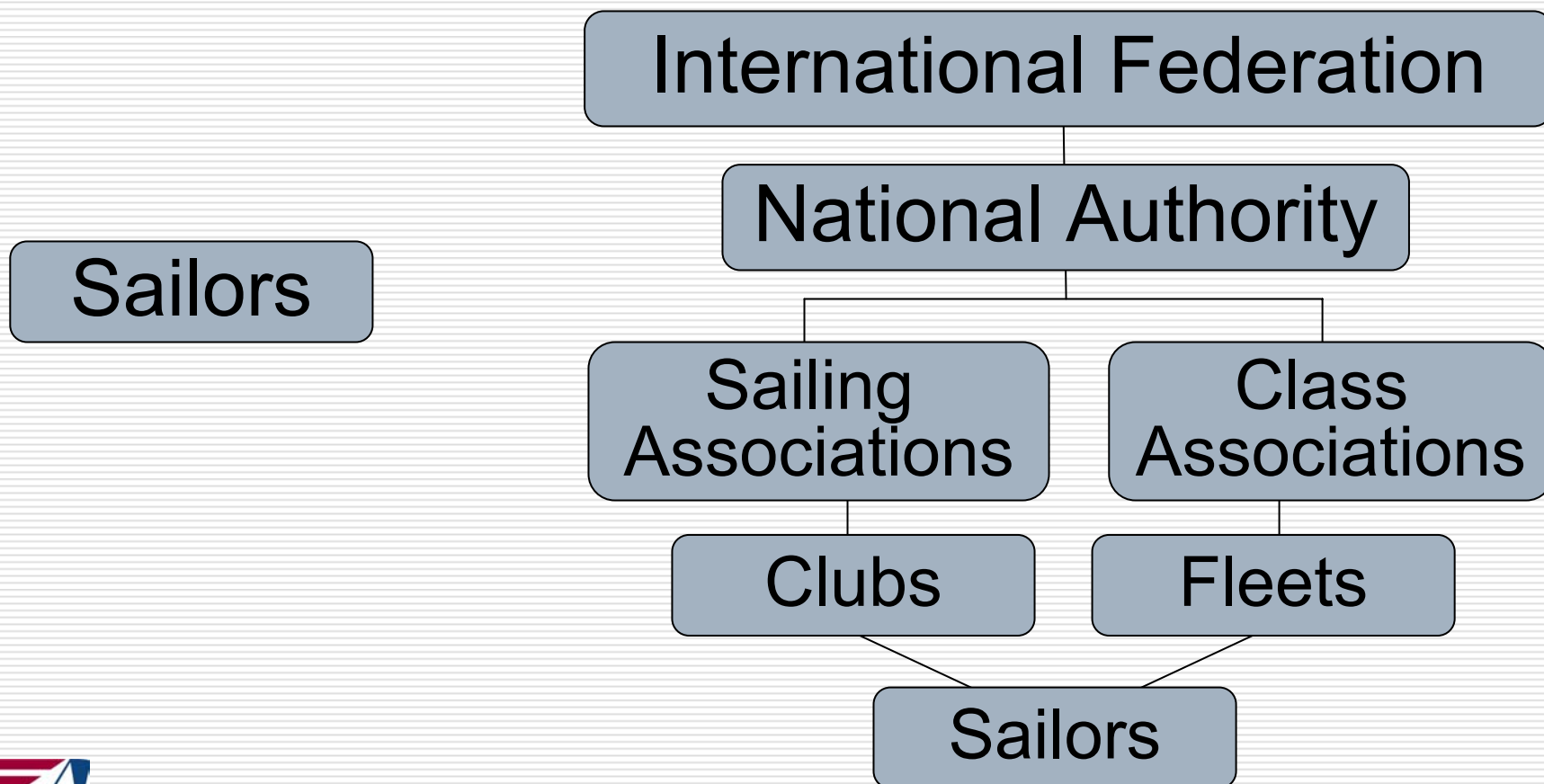
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- ✦ Share Ideas, have Common Programs
  - ✦ Forums
  - ✦ Newsletters
  - ✦ Articles
- ✦ Provide Tangible Support
  - ✦ People
  - ✦ Equipment and materials
  - ✦ Ideas

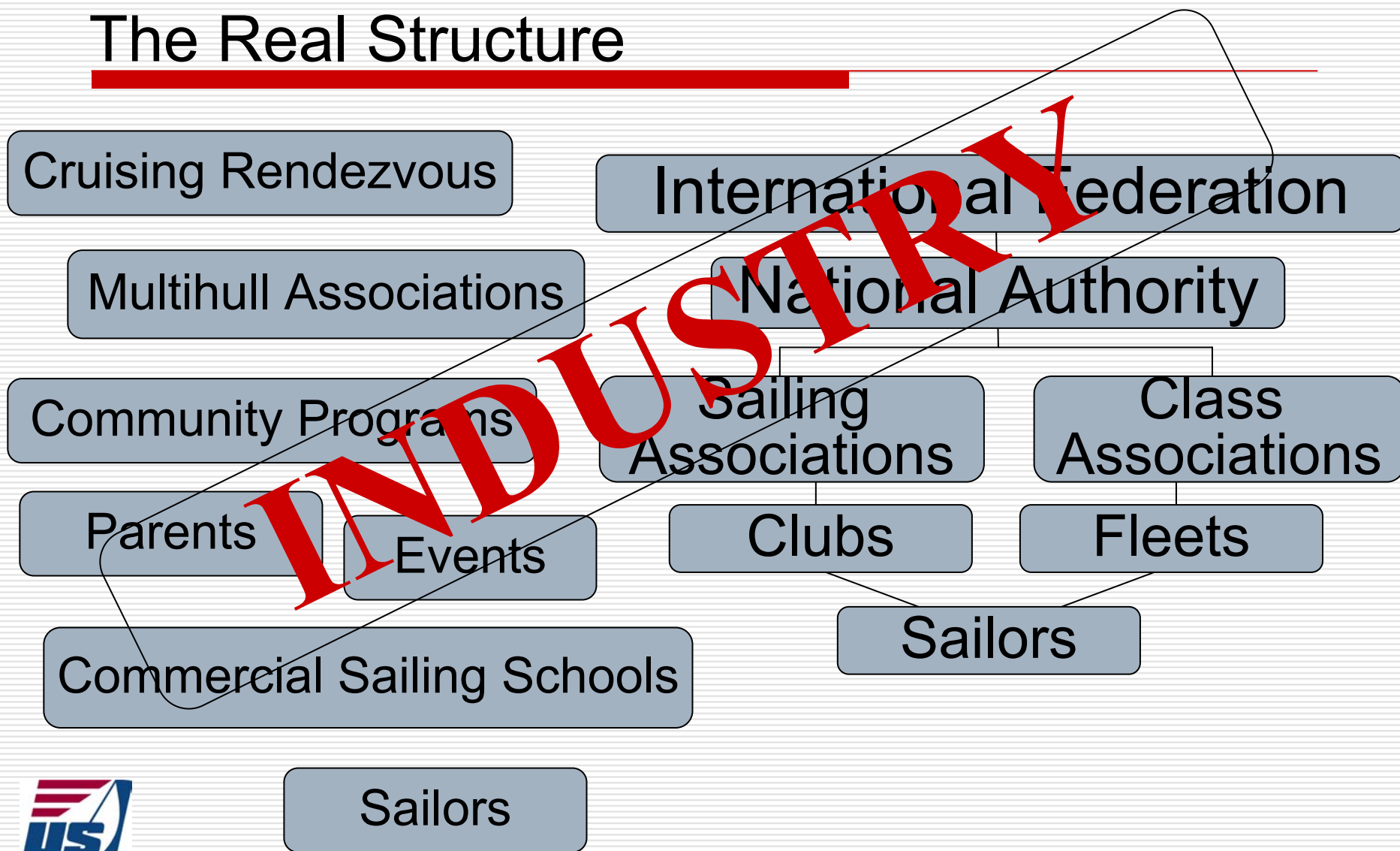


# The Traditional Structure

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# The Real Structure



Sailors

# Industry and Volunteers Together

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- ✦ International Sailing Summit
- ✦ Connect to Sailing
- ✦ Boat Shows
- ✦ Regattas
- ✦ Sponsorship



# Janet's Conclusions

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1. Every sailor helps grow sailing
2. Organized volunteers help because they care a lot about sailing
3. Volunteers can provide contacts, ideas and manpower
4. Volunteers need management
5. There are opportunities for Industry and Volunteers to work together





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