

Play Racquetball Facility Event Checklist

Use this checklist throughout your Play Racquetball event as well as post event as an evaluation tool.

- Visit the Play Racquetball website at www.letsplayracquetball.ca for event materials
- Book the facility time, preferably 2 hours
 - One hour for adults and, if possible, one hour for youth
- Customize your posters and brochures
 - Include the date, time, place and contact information in the bottom section
- Provide brochures at the check-in desk of the facility for distribution
- Distribute brochures and posters to other local associations and, if possible, other athletic facilities
- Communicate the event details to everyone in your facility, so they can answer any inquiries
- Display the posters in a prominent position
- Include the event on the Play Racquetball website www.letsplayracquetball.ca
- Try to secure as much equipment for people to borrow as possible for the event
- Secure volunteers to help run the event
- Provide refreshments for the participants before and after the event
- Prepare the event registration form for your event

Additional Ideas for Promotional Materials

- Shopping Malls
- Other Athletic Facilities
- Sporting Goods Stores
- Bring a friend – ask current racquetball players at the facility to bring a friend that might be interested in learning the sport. This can be promoted in the club newsletter
- Provide club members with Play Racquetball brochures that can be distributed amongst friends for the “bring a friend” approach
- Be sure to use social media to promote the event

Event Protocol

- Confirm pre-registered participants and volunteers
- Set-up Play Racquetball Posters and brochures in the facility lobby
- Instructors use the supplied lesson plans



Good Ideas and Best Practices Recommended for the Event

- Take pictures of the event for future promotional use
- Have the volunteers and instructors wear matching shirts to increase visibility
- Offer incentives for people to register with the club and, racquetball.
- Use social media to promote the event live

Post Event Actions

- Contact all of the participants within 72 hours of the event (via email or phone)
- Thank all of the volunteers and anyone who donated equipment to help run the event
- Collect testimonials from the event to help with future promotion

Recommended Post Event Ideas

- Send the digital pictures and personalized greetings to the participants
- Ask if they have registered, would like to, or know someone that might be interested in registering



Play Racquetball Event Timelines

The following is a general outline of what a racquetball facility's timeline may look like:

- **2 months prior to your event**
 - Download the tool kit materials from the www.letsplayracquetball.ca website;
 - Reserve the racquetball court;
 - Recruit potential volunteers to help with the event.
- **1 month prior to the event**
 - Begin the promotional plan;
 - Display the posters in the facility;
 - Display the brochures for handout;
 - Promote Play Racquetball in the club newsletter;
 - Reconfirm with the volunteers;
 - Begin registration for the event.
- **14-7 days before the event**
 - Phone pre-registered participants to confirm attendance;
 - Re-confirm your volunteers.
- **Conduct the Play Racquetball event and recruit people to attend, even on the day of the event**
- **Follow up with participants within 72 hours after the event**
- **Thank all volunteers for their participation**

The Formula for Success

- Actively promote the Play Racquetball program within your facility
- Have existing racquetball players bring their friends and family
- Contact all pre-registered participants and confirm their attendance
- Remind all participants of the time and place
- Prepare to try and recruit more participants the day of the event



The Day of the Event

Participant Arrival

1. Set up a welcome table with Play Racquetball posters and logo clearly visible.
2. Welcome people at the door, whether they are registered participants or not, the goal is to get as many people introduced to the sport and participating as possible.
3. Escort the participants to the sign-in/registration table. If it's a new participant that has not yet registered, they must do so before participating.

On the Racquetball Court

On Court Instructors

- The Play Racquetball instructors should be upbeat and enthusiastic. At this stage the instructor's enthusiasm is more important than their technical racquetball expertise.
- Keep everyone engaged and involved in the program.
- Answer all questions, if you don't know the answer; direct them to someone who does.
- Take pictures of the action to provide participants with a copy and to be used for future promotions
- **HAVE FUN!**

Parents

- If it's a youth event you are running, in the last ten minutes invite parents onto the court, and participate. Ask the children to help their parents learn the proper technique.
- If your facility has one, try to reserve a viewing area for them to watch
- Offer refreshments

After the Play Racquetball Session

- Set up a table that offers participants refreshments and for younger participants some off court "fun" activities. Some examples would be face painting and arts and crafts activities
- Take pictures of the participants
- Provide participants with a the brochure that details how to stay involved with racquetball and sends them to the website for more information - www.letsplayracquetball.ca
- Talk with the parents about the benefits of playing racquetball and how to get their child signed up at the current facility, if they are interested.

Follow-Up

- Contact the participants after the event for feedback and determine interest in getting involved in the sport. Follow-up should occur within 24 hours of the event.
- Email participants the digital photos that were taken of them at the event.
- If possible offer the participants a deal at the facility if they return.
- Collect feedback on the event. What did they like, what didn't they like and what would they change or improve on?
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