

MV Club Case Studies

Case Study No. 1: Come & Try Day

Benefits for your Club

Come & Try Days are an excellent opportunity for your club to attract new riders and increase the club's membership-base.

A Come & Try Day is simply what the name suggests; it's a chance for new riders to attend a day at your club or track so as to get familiar with their bike in their chosen discipline.

How to run a successful Come & Try Day

The Harley Club of Victoria recently held a Come & Try Day in 2011 where 79 riders attended and 24 of those became new club members. This was largely due to the club's promotion of the day.

Promote! Promote! Promote!

Promoting a Come & Try Day is a great way to attract riders to the event.

Activities you can do to help promote your club's event:

- Create your own club's Facebook Page and get your existing members to join it via email, at a race meeting or at practice days. (If you need help in creating a Facebook Page please contact MV's Communications Officer for assistance: communications@motorcyclingvic.com.au)
- Create high-quality event flyers (see HCV's flyer as an example on page 2).
- Distribute event flyers to local motorcycle shops in your area and at committee or club meetings. HCV distributed theirs (via post) to over 60 motorcycle shops within a 120 kilometre radius of Broadford (their home track), capturing regional areas such as Shepparton and Bendigo
- Collect email addresses from competitors (non-club members) from every race meeting the club holds and notify them of club events
- Notify other clubs in your surrounding area of the Come & Try Day
- Promote event on Motorcycling Victoria's website and Facebook Page (again by contacting MV's Communications Officer) and on other motorcycle news websites such as Dirt Bike World or Fullnoise



Key Results & Summary

- 79 new riders attended in total (many have never done dirt track before)
- 35 senior riders attended
- 44 junior riders attended
- 24 new memberships for the club
- 2011's biggest dirt track practice day had approximately 35 riders, including juniors and seniors
- 40 one-day memberships for the club
- Only 15 members of HCV were present on the day

Come & Try Days themselves (even by name) are a great marketing and promotional tool for clubs.

For HCV, extra promotion of the day worked extremely well, especially when they created a professional-looking event flyer and distributed in far more largely, both geographically and in quantity.



For anyone wishing to find out more on how to run a successful Come & Try Day for your club please contact HCV president Richard Loft at president@harleyclubofvictoria.com.au

If you have any success stories you would like to share with other Victorian clubs please contact MV's CEO at ceo@motorcyclingvic.com.au



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COME & TRY DAY



DIRT TRACK COME & TRY DAY

BROADFORD MOTORCYCLE COMPLEX

JUNIORS **FREE**

SENIORS \$30

(INCLUDES DAY LICENCE)

SATURDAY FEBRUARY 4TH 2012

SIGN IN 9:00AM

www.theharleyclubofvictoria.com.au

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FOR MORE INFORMATION CALL LOFTY ON 0416 222 369 OR ROB ON 0419 565 451

