How to Run a Fantastic Open Day

Open days can be a fantastic opportunity to celebrate your club and the sport, build relationships with your local community and recruit new archers and volunteers.

A well run open day will help you attract visitors and generate new participants for future archery activities.

Archery GB has put this guide together to encourage and support you in running your open day. We hope that in doing so, your event generates as much interest as possible and that your team have a great time taking part.

We know that many clubs have been running successful open days for a long time! This guide can be tailored to suit your own experiences and add value to what you already do.

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For participants: www.archerygb.org/bigweekend
For clubs & organisations: www.archerygb.org/bworganisers

In partnership with
Easy Steps to Make Your Open Day Great (And Recruit New Members!)

1. Think about what you want to do and nurture your ideas

2. Decide how your event will be best communicated

3. Welcome your new participants and enjoy the day!

4. Consider how you will get people to come back
Prepare & Plan

Take time early on to think about how you will prepare for your open day.

Get people involved!

You are going to need a number of volunteers to help run the day. Recruit a small working party and hold a planning meeting several months ahead of the event.

Agree the plan for the open day and delegate who will be responsible for each task in the lead up to the event, and also on the day itself, whether it is planning the marketing, coaching a session, running a cake stall, or completing registration cards, photography consent forms and feedback.

If your club is not able to host an open day for the public, how about arranging a club social event so bring your members closer together. You could make this a fun event with food or other activities.

Activity board

It goes without saying that the main focus of your open day will be archery! However, what forms will this take? What else can you offer to keep the queues down and create a fun atmosphere?

If you’re stuck for ideas, these may get you thinking...

- **Archery Fanatics**
  “There will be target shooting for adults, Noble the Norman for children and opportunity to try clout style shooting! You aim to land your arrow closest to a marker pinned to the ground, making it somewhat more challenging!”

- **Team Battles**
  A tournament for all ages and ability!
  “Get a team together and compete in a variety of archery related challenges to win the club’s Archery Big Weekend chocolate trophy!”

- **Wacky Races**
  Avoid long queuing with extra games. These don’t all need to be archery related!
  “Come and join in with all the old school favourites — egg and spoon races, tug of war, three-legged sprints and much more…”

- **Absolute Beginners**
  “Try a sport you’ve never played before at our special day for beginners - there’ll be plenty of friendly help and coaching advice on hand”

- **Beat the Pro**
  “Our club champion says she won’t lose any single arrow shoot offs! Are you up for the challenge? All ages and abilities welcome…”

- **Friendly competition**
  Everyone loves a shoot off: introduce a prize, try some scoring, or shooting a balloon on a target, or could your participants win a...

- **Refreshment Please!**
  “And the reward for all that effort is… Tea and cake of course!”

- **Prize Draw!**
  “And the winner is….!”

- **Arrows Archery**
  “Perfect for under 11s to join in too. Check out www.archerygb.org/arrows”

www.archerygb.org/bigweekend  Facebook Archery GB  Twitter @archerygb  Instagram archerygbofficial
Develop a format for your open day

Decide in advance what the sessions you’ll deliver will include, how long they will last, how they will be structured, when they will take place and who will lead them. Formats will vary according to your club’s size, equipment, available coaches and what other activities are taking place.

You could run your open day so that visitors arrive at set times during the day and are then organised to take part in an archery session. Alternatively, advertise the day so that people can turn up as and when, and take part at the next available opportunity.

Have a weather plan

Plan for the unexpected! We all hope for summer sunshine, but what will you do if the weather is bad? Is there an indoor venue you could use or will the open day go ahead as normal? Additionally, what will you do differently if lots of visitors turn up, verses fewer than expected?

If the weather is hot, can you provide some shade? There is also an opportunity to tailor any refreshments and food depending on the weather.

Identify your target audience

When considering what activities to include on the day, have in mind your target audience. Don’t forget that by involving local schools, scout groups/ girl guides that they will bring with them their parents and friends.

Agree a budget

The event will cost money but you should aim to try and off-set the costs through the activities or services you will be charging for. In the long run, it may not matter if you initially make a small loss if the event leads to other worthwhile benefits, for example, creating positive advocates in your local area about archery opportunities, through word of mouth.

Other sources of help

Contact your local sports agency for support in planning and promoting your open day. They bring together clubs, schools, local authorities, primary care trusts and other agencies involved with increasing participation in physical activity.

Active Partnerships (England): www.activepartnerships.org
Sport Scotland: www.sportscotland.org.uk
Sport Wales: www.sportwales.org.uk
Sport Northern Ireland: www.sportni.net

Code of practice

You already help to run archery, so you probably know a lot about running events and managing groups. But perhaps this is the first time your club has hosted an event which is open to the public.

Refer to the specific Archery GB Code of Practice for Archery Events and Risk Management Guidance for basic procedures to adopt when organising have a go and taster archery sessions.

(enter Code of Practice for Archery Events’ in the searchbox at the top of each page at www.archerygb.org)
Crowd control
Here are some reminders about dealing with crowds and tips for keeping people safe and happy:

- Involve your working group and other volunteers in the event preparations so they know exactly what’s happening during the day
- Have a group discussion to anticipate any potential problems that could happen when hosting a large group
- Try staggering activities for a steady flow of visitors over the day and have volunteers available to talk to people queuing or who have just taken part
- Think who’s likely to come to your event. Beginners, children, people with special needs and the elderly might need additional consideration and require you to adapt your range layout and signage set up

Event risk assessment
As the organiser, you have a duty of care towards the people who come to your event - from members of the public to volunteers. Carrying out a risk assessment shows that you take their safety seriously, and helps prevent accidents.

Making your event accessible to everyone
The Activity Alliance publishes “Access for All: Opening Doors”, a guide to support sports club to improve physical access for disabled people. It is not a detailed technical guide, but intended as a starting point. The resource will take you through the main areas of physical access and signpost you to sources of further information and support.

Download from this page: activityalliance.org.uk/how-we-help/resources

Including Disabled Archers:
A Handy Guide – Archery GB publishes this document to offer support to ensure disabled people can participate in archery at all levels more effectively by highlighting good practice. This resource is written for the benefit of club officials, coaches and tournament organisers and includes scenarios of the actual experiences of disabled archers.
Join us for our fantastic open day!

Archery provides opportunities for all in a number of ways. It provides four disciplines where the shooting format differs:

- **Target archery** is the most popular form of archery, in which members shoot at stationary circular targets at varying distances and is practiced indoor and outdoor.
- **Field archery** involves shooting at targets of varying (sometimes unmarked) distance, often in woodland and rough terrain.
- **In /f лет archery** the aim is to shoot the greatest distance and requires a large /f late area such as an aerodrome.

Calling all members and supports

The Archery Big Weekend gave the whole community an opportunity to try Archery at Redhill Archers. More in-depth public enquiries led to scheduled taster sessions and overall nearly 100 people took part.

Join the Club

Website >>

It’s never been more important to build a positive public profile of your club. The good news is that while it can seem daunting, it isn’t hard and lots of benefits can be gained.

Here you will find some key pointers on how to increase the conversation surrounding your club’s Archery Big Weekend open day.

**What can be gained?**

- Raise awareness of who you are and what you offer
- Communicate more effectively with members
- Attract new members
- Boost morale and recognise achievements

**Website checklist**

- Archery big weekend logo
- Date and time of open day
- Club address
- Map, directions and parking
- Disabled access details
- Who the event is for
- A specific point of contact
- Compatible with computer and phone

**Your website**

**What makes a good website?**

- Clean, Professional design
- Simple navigation
- Link to social media
- This website can be viewed on laptop and smartphone
- Useful and up to date information
- Promote sponsors / advertisers

**Get people talking about your day**

- Put up posters and distribute e-mails
- Use your website and social media
- Get featured in your local paper
- Invite local schools, community groups, media, dignitary and the neighbours!

www.archerygb.org/bigweekend  Archery GB  @archerygb  archerygbofficial
Why invest time in your website?

Social media
Social media allows you to create a space where lots of different people can post messages. This is ideal for sports clubs!

You can share news, results and events quickly and easily, and spend less time sending group e-mails and ringing round.

Check out the social media guide at www.archerygb.org/bigweekend
www.archerygb.org/bworganisers

To set up a Facebook Page for your club go to:
http://www.facebook.com/pages/create.php

To create a twitter account go to:
https://twitter.com/signup

To start an Instagram account go to:
https://help.instagram.com

We’ve created a host of resources designed to help you benefit from the huge enthusiasm for archery.

Use the Archery Big Weekend poster template to promote your event to potential participants. Just click on the link in the kitbag and the template will open in a new tab. Next, simply add your details, save and print.

You will also find logos and web badges to add to your website and display on emails.

Kit Bag
You’ll find a bunch of digital assets in our kit bag at www.archerygb.org/bworganisers

- Social Media Guide
- Logo and web badges for use on social media
- Support around photography
- Editable poster
- Example pre and post press release

www.archerygb.org/bigweekend Archery GB @archerygb archerygbofficial
Local press

**Appoint a press officer**
- A press officer is someone who has the designated role of dealing with the media.
- Find out who the sports editors in your area are and make a note of their contact details.
- Introduce yourself by phone or email and find out what types of story they like and their deadlines.

**Write a press release**
- Follow up with a frequent supply of news, stories and photos.
- This can easily be done by email. Use a press release to write about your forthcoming open day.
- You are in competition with other sports, community groups and individuals, so make sure your press releases are well written to gain attention and stand out.
- Put the main point of the story at the start and don’t ramble!
- Your whole press release may not be used, and sometimes not at all, but try to establish a relationship with the sports editors and this will heighten your chances of getting promotion for archery and your club.

**Answer press enquiries**
- Answer enquiries promptly and openly.
- Have a list of other club contacts in case you need additional advice or need to enlist help.
- If any details about your event change, please let Archery GB know straight away so we can change our publicity.

**Use photographs**
- Good photographs accompanying a press release can often help in gaining coverage.
- Invite the paper’s photographer to come to your open day.
- When used on a press release, make sure photos are captioned with people’s names.
- Photos need to be good quality and not grainy. Try to make them interesting or unique.
- Always ask permission from parents/guardians when using pictures of children. The Big Weekend photography brief and consent form are available in the kit bag.

So the big day has arrived and you’re ready to welcome people to your archery event. Here are some quick tips to make sure things get off to a great start.

**Warm Welcome**

**Put up welcome signs or directions on how to find you**
A big banner not only looks inviting and friendly, it also lets people know they are in the right place for your event.

**Meet and greet**
Everybody likes a personal welcome so make sure staff or volunteers are on hand to meet people, ask them all to fill out a registration card each, and talk them through where to go to get ready to shoot.

**Keep in touch**
Every participant needs to complete the registration card, and the details need to be sent to Archery GB after your event.
Before you send the information, please capture the contacts for people that want to do more archery. You can keep these details for a maximum of a year.
Deployment of volunteers

Have help on hand
Brief volunteers to make sure that on the day they are all well prepared and understand their duties. It is always a good idea to have a few extra volunteers on hand acting as floaters so that they can quickly be deployed to help where they are needed and to help visitors with any special requests. Make it easy for visitors to identify who is running the open day, by asking your volunteers to wear a club t-shirt or a Big Weekend t-shirt.

Directions, parking, entry and toilets access
Choose a venue to appeal to a large target audience: could you seek permission to hold your event somewhere people may already be, or can easily see the event, such as in a local park or local attraction?
Do you need a designated volunteer in charge of your parking area, or at least checking parking once an hour, and don’t forget to identify overflow parking.
Be aware of emergency exits, disabled access, location for unloading and storing equipment, and of course make sure there is provisions for toilet access.

Creating awareness of what your club does
Use the open day to ‘spread the word’ about archery and your club. Create a prominent noticeboard with details of what your club offers, for example, beginner courses, training nights, social activities, coaching opportunities, contact information, and prices. Use flyers to hand out this information on the day.

VIPs, press and photographers
If you are having a local dignitary attend the event you will need to follow any protocols, be ready to meet and greet and generally have someone look after them for the whole of their visit.
Maybe some members of your club could do a demonstration of archery alongside- if you have the people and space to run this safely.
The local press may have been invited prior to the event but it is worth remembering that it does not mean that they will attend. It is a good idea to arrange for a specific person to take photos so that you can submit pictures to the local press for publication after the event. Please use the Big Weekend Photography Brief, and ensure people know that images are being taken on the day, and they can. Please use the Big Weekend Photography Brief and Big Weekend Photography consent form to ensure your photos have the best chance of being used. Send these through to Archery GB straight after your event and complete the Big Weekend feedback questionnaire within three days, while your event is fresh in your mind.

Clearing up
It’s the last thing you want to do, but remember that you will need your volunteers to help clear away at the end of the day.
Follow up

Now that you have done all the hard work it can be tempting to relax!

However, don’t stop now! You have created a great profile of your club within the local community and out of all the people who turned up, there will be some that want to come back.

Offer more archery
With a little encouragement or a tempting offer, this will be the ideal time to recruit for future activities that you have planned in advance to follow up the open day.

Contact your new participants
Try to follow up your leads within a few days of the event, while the experience is still fresh in their memory. With the names and details you captured from the registration cards you could:

- Provide details of forthcoming events
- Give them a special offer to entice them back

This is also the time to tell people about how good your event was! Collect some photos and write a press release to gain even more exposure locally.

Evaluation
Complete the Big Weekend feedback questionnaire within three days while it is fresh in your mind. Take some time with your group of volunteers to reflect upon the event, so you can assess how successful it was, what you did well and what could be done better for next time.

What Next?
- Plan ahead - get new introductory sessions organised
- Contact visitors with details of what else is on offer
- Write a press release to tell people how your day went

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