

# Ideas to Engage the Non-Skiing Members on Your Team

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SUMMER 2020



# Ideas and projects for non-skiing members

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- Redesign or refresh website
  - Develop plan for adding content and keeping it updated
  - Add capability to accept online donations
- Update social media profiles and information
  - Develop promotional plan/calendar
- Create promotional videos
  - Use photos and video footage from previous 1-3 years
- Update or redesign print materials
  - Brochures and any other promotional materials
- Conduct an insurance review
  - Is everything covered and is that coverage sufficient?



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- Review and update bylaws and/or policies & procedures
- Solidify or repair your relationship with local municipality and/or convention & visitors bureau
- Get to know the key people in your city, town or county
- Develop partnerships with other nonprofits in your area
- Start planning for 2021
  - Fundraisers
  - Learn to ski clinics
  - Membership drives
  - Show schedule



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- Participate in Safe Sport training
- Repair boats, trailers, equipment, etc. as funds allow
- Apply for grant funding
  - Doesn't necessarily have to be related to COVID-19 hardships
- Research the history of your team
  - Fill in the gaps with photos, news articles and testimonials from past members
- Support your existing sponsors, advertisers and donors
  - Help promote their businesses
  - Send “hello” and “thank you” notes



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- Encourage and help members participate in various programs and events specially designed for 2020
- Represent your team at charitable events, drives and distributions for the needy in your community as allowed by state/local guidelines
  - Wear team apparel
- Organize a shoreline cleanup day
- Solidify or repair your relationship with local media outlets
- Explore new or improve existing team communication methods and tools



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- Review NSSA rulebook
- Explore opportunities to become a show ski official
- Review boating laws in your state/area
- Help with scheduling, communication or other tasks related to potential organized individual or small group practices as allowed in your area
- Update any outdoor signage you may have at your site or elsewhere in your area
- Learn how to operate sound equipment, edit music, combine tracks, record voiceovers, etc.



## **PURPOSE OF THE WISCONSIN WATER SKI FEDERATION**

The Wisconsin Water Ski Federation promotes water skiing, water safety, and good sportsmanship throughout Wisconsin and elsewhere; encourages and supports the formation of water ski clubs; serves as an education, informational, and organizational center for water skiers in Wisconsin; disseminates information and news about water skiing; and presents annually the Think Tank Water Ski Convention & Expo, state championship events, and other events and activities in support of organizational objectives.



## OUR MISSION & VISION

Our mission is to make it easy for members and others to learn about, participate and compete in all disciplines of water skiing throughout Wisconsin and elsewhere.

We fulfill this mission by:

Organizing, promoting and supporting world-class water ski events and tournaments.

Providing everyone in Wisconsin an opportunity to learn how to water ski.

Having the most members and teams affiliated with USA Water Ski & Wake Sports.

By staying true to our mission, we will realize our vision of Wisconsin as the Water Ski Capital of the World.

