

irow Youth Rowing Presentation

OBJECTIVE

To support local rowing clubs with their presentation of **irow** youth rowing programs to schools and community organizations in their area.

1. Introducing young people, ages 9-18, to the sport and culture of rowing.
2. Creating an inclusive rowing environment that fosters... **FRIENDSHIP, FITNESS, TEAMWORK, COMMITMENT + FUN!**
3. Establishing links with schools, community organizations and supporters at the grassroots level across Canada.
4. Connecting clubs and RCA in building a legacy of life-long rowing in Canada.

First Steps...

1. Once your club is on board for the **irow** program, determine the key features of your specific club program...
 - ✓ How many weeks will the program run and when? School term or summer?
 - ✓ What is the optimum size of the program?
 - ✓ Will you need extra coaches/supervisors, equipment, expenses for coach boat, etc?
 - ✓ Will your presentation focus on students (school-based) or community youth (local organizations) or developing your junior rowing program?
2. Will it help your case to have a Letter of Support from your provincial rowing association?
3. Is your club facility appropriate for hosting an introductory rowing “fun day” for students and community youth to learn about the sport and participate in activities?

Determine Your Contacts...

1. Begin researching and prioritizing the schools and community organizations (sports & recreation centres) in your area.
2. Research to identify the optimum contact person.
3. Determine the best method to contact each individual... phone, email or letter.

CONTACT OPTIONS...

- SCHOOL BOARD / SCHOOL PRINCIPAL
- ATHLETICS DIRECTOR
- PHYS ED TEACHER
- TEACHER WITH ROWING HISTORY
- PARENT ADVISORY COMMITTEE (PAC)
- COMMUNITY CENTRE, PROGRAM DIRECTOR

Develop Your Story...

1. Link **irow** program values with those of your contact school or community organization as they relate to engaging youth.
2. Select the **irow** DVD chapters that best illustrate these points.
3. Highlight specific program features and background of your rowing club.
4. What is the duration your club's proposed youth program and how much will it cost?
5. Collect material to support your initiative... letter from provincial rowing association, testimonials, community awards, press + media.
6. Create a presentation binder summarizing important details.

CONTACT & PRESENTATION BINDER...

- CONTACT LIST WITH FOLLOW-UP NOTES
- TALKING POINTS FOR EACH PRESENTATION
- LETTERS OF SUPPORT + TESTIMONIALS
- CLUB INFO...
 - ✓ BOARD + COACHING STAFF
 - ✓ NOTABLE ROWERS / CLUB HISTORY
 - ✓ EQUIPMENT + FACILITIES
 - ✓ INSURANCE + WAIVER FORMS (FOR REFERENCE IF ASKED)

Making Connections...

1. Start contacting the people on your list to ask if they would be willing to meet and discuss the concept of an **irow** youth program.
2. If the initial meeting is an informal one-on-one, set a date, time and place to meet.
3. If the go-ahead is to meet with a group from the organization, confirm the date, time and place. Also inquire about access to a DVD player (TV or screen) and the number of people who will attend.
4. If the response is "no", ask if there would be a better time to re-address the concept in the future or if they can refer you to a contact in another organization.

Getting Ready for the Presentation...

1. Two to three days before the meeting, call to reconfirm the details...
 - ✓ date
 - ✓ time
 - ✓ who and how many will attend
 - ✓ time allotted for your presentation
 - ✓ presentation equipment on hand
2. Review presentation talking points and prioritize to fit essential information into the allotted time.
3. Practice the sequencing of the selected DVD chapters for your presentation. The DVD has been set up so that you can customize each presentation.

4. It can be effective to summarize your talking points on a one-page handout. Make copies for distribution at the meeting.
5. Day of the meeting, double check that you have...
 - ✓ your presentation binder
 - ✓ handouts
 - ✓ DVD
 - ✓ any presentation equipment that you agreed to bring
 - ✓ equipment to demo **irow** activities
6. Dress for “yes”... business casual, clean and professional (yes, that includes club jackets). Bring your business cards!
7. Plan to arrive 30-45 minutes before your presentation. Test the presentation equipment BEFORE the meeting begins.
8. If the school administration asks for a *student presentation*, re-set your talking points to feature activities for youth. You may want to select the “Student” section of the **irow** DVD that suits this younger audience. Keep it simple, upbeat and FUN! That might include some pre-recorded music while the students are gathering for your presentation.

Heart of the Meeting...

1. Even though you are presenting an idea for a new program, don't get caught up in your details. Be an ACTIVE listener as well. If possible, have a club associate attend to take notes regarding questions that are raised during the meeting.
2. Keep an eye on your allotted time. It's better to be too short than too long. You want to hear their response and to respect other people's limited time.
3. Ask how you can proceed from here... either another meeting to develop the program or an **irow** student presentation/event.
4. Don't forget to thank the group for the opportunity to meet with them.

Managing Your Follow-up...

1. Immediately following your meeting, write a brief summary of what took place and the “action items” for follow-up. If you promised a response time, make a note of it in your calendar.
2. Review and discuss any items that relate to your club operations with the appropriate executive members, head coach, etc.
3. Make the necessary follow-ups sooner rather than later.

irow RESOURCES + MATERIALS...

- YOUTH ACTIVITIES TOOLBOX
- POSTER
- POSTCARD
- STICKERS
- EVENT FEEDBACK FORM

DON'T FORGET TO CHECK the **irow Youth Rowing FAQs** online for expanded ideas and discussion regarding events, activities and presentations.

www.rowingcanada.org/domestic_rowing/youth/