

Direct Mail Campaign

Report to WRRRA

February 16, 2022

Overview

- For the past 5+ seasons, EFRA has seen declining/non-existent participation in younger age groups; the association was at risk for future; we needed to be more aggressive and strategic with our recruitment strategies.

# of teams by season	Fun 1/u6	Fun 2/u8	Fun 3/u10
2016/17	0	0	1
2017/18	0	0	1
2018/19	0	0	1
2019/20	0	1	0
2020/21	0	1	0

Overview

- Thanks to WRRRA grant of \$4,000, EFRA was able to proceed with plans for a direct mail campaign.
- 16,146 postcards were printed and mailed on July 5, 2021 to households in Centre Wellington with children aged 5-9.
- WRRRA grant of \$4,000 was fully expended in July 2021

Objectives

- To drive registrations via www.elorafergusringette.ca
- To announce the return of Fun 1 / Learn to Skate programming (not hosted in 2020/21 due to COVID)
- To promote our discounted registration fees for:
 - Fun 2 / u8 players (born 2014 - 2016)
 - Fun 3 / u10 players (born 2012-2013)
- To build awareness of Ringette, and more specifically EFRA in Centre Wellington

Audience

- Primary - parents/families in Centre Wellington with kids aged 5-9 new to ringette
- Secondary – parents/families in Centre Wellington with kids aged 5-9 returning to ringette

Costs

The cost to design, print and mail was \$4,616.11.

- \$4,000 WRRRA grant
- EFRA covered the outstanding balance

Design

- Worked with Black Sheep Creative (<https://blacksheep.ca/>) to design the postcard
- Services were provided in-kind



IT'S TIME TO PLAY

HAVE FUN • MAKE FRIENDS • IMPROVE SKATING SKILLS • PLAY A TEAM SPORT

REGISTRATION IS OPEN!

FUN 2 / U8 PLAYERS (born 2014 - 2016)
\$50* for new players; \$200* for returning players

FUN 3 / U10 PLAYERS (born 2012-2013)
\$200* for new players; \$300* for returning players

Visit our website for full pricing and discount details by age and division including Fun 1 / Learn to Skate programming. Reference promo code: EFRAFUN with payment to apply discount.

UNIQUE TO RINGETTE

- It is inclusive and requires teamwork
- All skill levels are welcome
- Passing over the blue line is required to advance play

IT IS FAST AND EXCITING

- A 30 second shot clock keeps the game moving
- Free passes (not face-offs) create scoring opportunities

IT IS NON-CONTACT

- Making it challenging to score and defend
- Goalie is protected by a crease and has 5 seconds to get the ring back in play

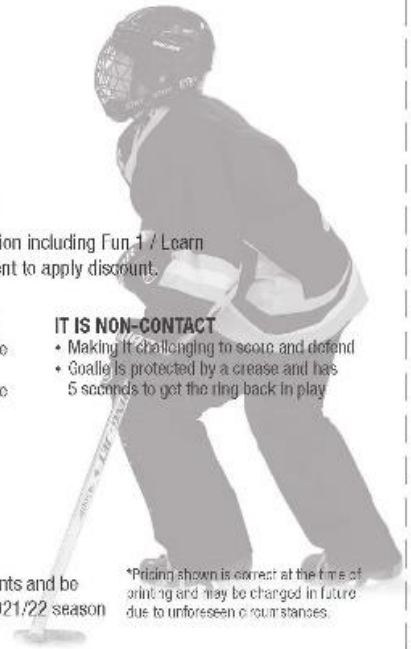


Register at

www.elorafergusringette.ca

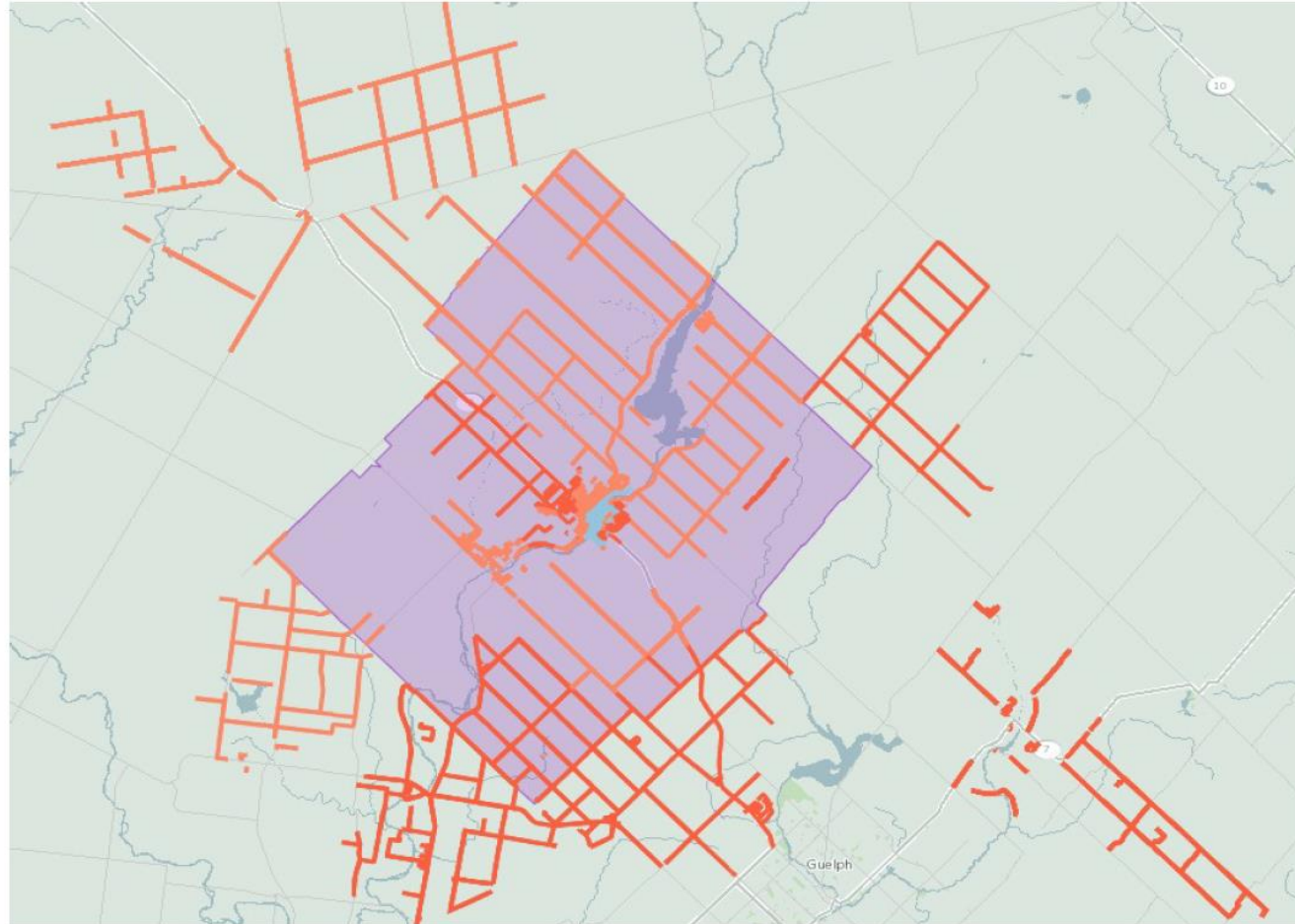
REGISTER by July 31, 2021 to qualify for discounts and be entered in a draw for one free registration for 2021/22 season

*Pricing shown is correct at the time of printing and may be changed in future due to unforeseen circumstances.

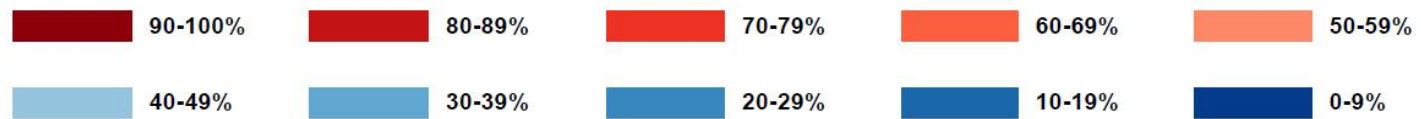


Print and Distribution

- Worked with Ampersand Print and Marketing Execution Experts (<http://www.ampersand.ca/>) based out of Guelph.
 - A reputable, local business in Fergus wasn't operating during this time due to COVID and referred us to Ampersand
 - Worked with us to print and mail out 16,146 postcards to target houses and apartments in Centre Wellington and surrounding area:



Legend - Demographic Variable Penetration



Outcomes

- 41 new players registered for Fun programming in 2021/22
 - 16 Fun 1
 - 9 Fun 2
 - 16 Fun 3
- Responses to “How did you hear about Elora Fergus Ringette?”
 - 16 Word of Mouth
 - 8 Other
 - 4 Website
 - 3 Mailer
 - 2 Lawn Sign
 - 1 Social Media
 - 7 No response
- 2021/22 FUN participant metrics helped secure new association presenting sponsor – 5 year commitment

Going Forward

We saw value in the post card as part of a multi-channel recruitment strategy and feel it did play a role in our increased registrations at the targeted age groups but the cost is not sustainable. We would make the following adjustments in order to make this feasible in future:

- Narrow the mailing area to reduce the number of pieces printed/mailed
- Consider on a bi-annual basis