

Suggestions to improve racer starts/membership – Discussion Outline

Category 1: Outreach (coordination and recruitment) - Recruitment

Issue: There are many racers out there (club, league, college, NASTAR), but we need to recruit them to race FWM by contacting them and making them feel welcome. Send a letter inviting them to race with FWM, and give them information about how to register. Institute some form of subsidy for first year racers, either for FWM dues or USSA license.

Background: Club, league, NASTAR, and college racers like to race. They may be either unaware of Masters Racing, unsure about how to begin, or perceive FWM as an elitist group.

Benefits: This may help to encourage club, league, NASTAR, and college racers by breaking down the perception that we are elitist, or that a racer has to be an accomplished racer to join FWM.

Barriers: Local contacts may be the best resource, which means that a person familiar with the SoCal leagues and clubs, NorCal leagues and clubs, college race teams, and similar racing contacts would be needed for initial information, as well as for followup contacts. Need one coordinator and a variety of volunteers with good contacts. Subsidies, whether partial or full, would be covered from FWM budget.

Possible solutions:

1. Form a (willing) committee with contacts in each area. (WHO?)
2. Develop a letter that can be customized for each area/group. (WHO?)
3. Visit collegiate ski races and talk to racers (WHO?)
4. Send a letter to the Snow Summit Masters to invite them to races. (WHO?)
5. Have all FWM familiar with the letter's content, use it as a talking point for public
6. Look up alumni from old college racing team contacts, invite them
7. Consider waiving FWM dues to racers in their first season
8. Consider subsidizing a part of their USSA license in their first season

Discussion/Recommendation: Institute now? More information needed? Who?

Which of these can be instituted easily?

What other information is needed?

Who to take lead getting information or making contacts, if lead person is needed?