
ENCOURAGING MORE WOMEN AND GIRLS TO PLAY SQUASH

Tips and guidance on promoting your sessions

Squash Girls Can



Messaging

Our message is if you're getting on court, or curious about giving it a go, then Squash Girl Can will be with you every step of the way.

Celebration and motivation are the two driving forces behind Squash Girls Can.

By sharing inspirational stories from a wide range of players, engaging social content and nationwide participation projects we will help beginners get started, and keep those already playing motivated.

It's for everyone

We want to show that squash is for everyone. Our campaign is inclusive, speaking to a broad and diverse range of women with various degrees of exposure to, and interest in squash and Squash 57. This campaign is particularly targeted at women who so far have had no, or very little, connection with the wider squash and Squash 57 community.

Female motivations

We will align the campaign to women's core values and highlight how squash matches them – looking good, feeling good, developing skills, achieving goals, having fun and nurturing friends and family.

How to promote sessions

Digital

- Use Twitter, Facebook, Instagram etc, if you don't already have accounts for the venue, set one up!
- Update your social media regularly to keep people engaged.
- Use the campaign hashtag to get your sessions noticed #SquashGirlsCan
- We have created a tweet sheet of example tweets to help you promote your sessions.
- Have a dedicated page on your own website for the event, and direct people to this from social media.
- Advertise in your club newsletter, try and get club members to tell their non-squash friends about what you're doing – try and get them involved.
- Tell us about your sessions using our form and we will add them to the Squash Girls Can map on the website.

Non-digital

- Think about what types of advertising are most likely to reach your target audience.
 - Don't only put the poster in the clubhouse, how will you attract new participants if only your club members see it? Instead advertise in places where women go; supermarkets, schools, bus stops etc.
- Word of mouth marketing is the most effective; tell people! Invite people along, a personal invite is far more likely to get someone to attend than a generic poster (but still do those!).
- Utilise local media to advertise your event; invite them along to your festival!

Enter your event details in the poster template in our resources section.

Promotion

The following can help motivate women and girls to attend, and keep attending your sessions;

- Offer free taster sessions of current and new activities; 'try before you buy'.
- Loyalty cards that offer a benefit for people who attend multiple sessions.
- A 'bring a friend' offer where both people benefit.
- The benefit doesn't have to be sport related, something as simple as a coffee voucher. In doing this you can partner with a local business; you get the rewards and they get free publicity and new people using their business!

Check out www.sportengland.org/womenandgirls for more information on how to communicate your event with potential participants!

Contact us

Email squashgirlscan@englandsquash.com

Twitter @EnglandSR

Twitter @ThisGirlCan

Facebook @england_squash

Instagram www.facebook.com/englandsquashandracketball

Website www.englandsquash.com/squashgirlscan

Visit www.sportengland.org/womenandgirls for more assistance on how to run effective women and girl's programmes.