

# FIRST SAIL

## The Nationwide Movement to Grow Sailing



- What is First Sail?
- Why should local sailing organizations participate?
- How can your local sailing organization get involved?



# Grow Sailing Concept

## Collective Initiative



- National Campaign
- Universal Message; a Brand
- Address the issues
- Provide credibility, critical mass
- Targeted
- Inclusive
- **Present call to action**

## Toolbox



- Leverage national presence
- Resources and support for LSO
- **Connect to the LSO**

## The Experience



- Local delivery of the National Brand
- Consistent elements/ best practices
- Addictive
- **The On Ramp**

## Pathways & Connections



- Present opportunities
- Inform and Educate
- Engage
- **Translate 1st Experience to relationship**

## Opportunities



- Take the next step
- Retain and Sustain
- Connect with Stakeholders
- Expand the Experience
- **Become a sailor**



**Working together... for the benefit of all**





# First Sail Goal 2016

## Name 50 official “First Sail” locations

- Any organization meeting basic requirements can sign up
- Target local sailing organizations: Yacht Clubs, Community Sailing Centers, Sailing Schools, Commercial Schools, etc.
- First location signed on: Lake Lanier Sailing Club

[www.startsailing.org/firstsail/](http://www.startsailing.org/firstsail/)

# Benefits of First Sail

- Centralized platform for the campaign
  - Will give local sailing organizations greater visibility and promotional opportunities for their First Sail opportunities
- Branded website: [firstsail.org](http://firstsail.org)
  - How to sign up
  - Course locations
  - Sailing resources to excite participants

# Research on the active and the on-the-bench sailor

## Q1

- Launch research survey produced by Performance Research
  - Target active and non-active (on the bench sailors)
- Help extend our reach by distributing the survey through your channels

# Target for New Sailors

- Millennials:
  - First time sailors and less active (-8 times a year participating), 18-34 yr. olds (80 million strong in US) - with specific focus on the 25-34 age group (Social Anchor Millennials) and Generation X up to 40
- Live within a 60 mile radius to water
- Relish having active experiences and sharing them with all
- Have more disposal income - more economically stable
- Have the capacity to fund their activities
- Have the “water” gene
- Active lifestyle with a thirst for adventure and new experiences
- Target those ready for the “next step” to participate more, those who have been “on the bench” from sailing – tie in with the soon to be launched research

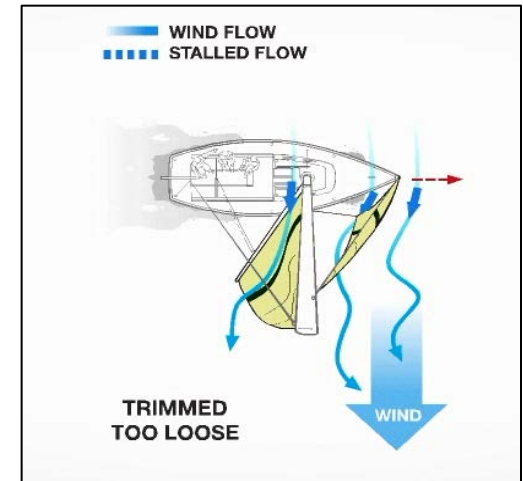


# What is the First Sail Experience?

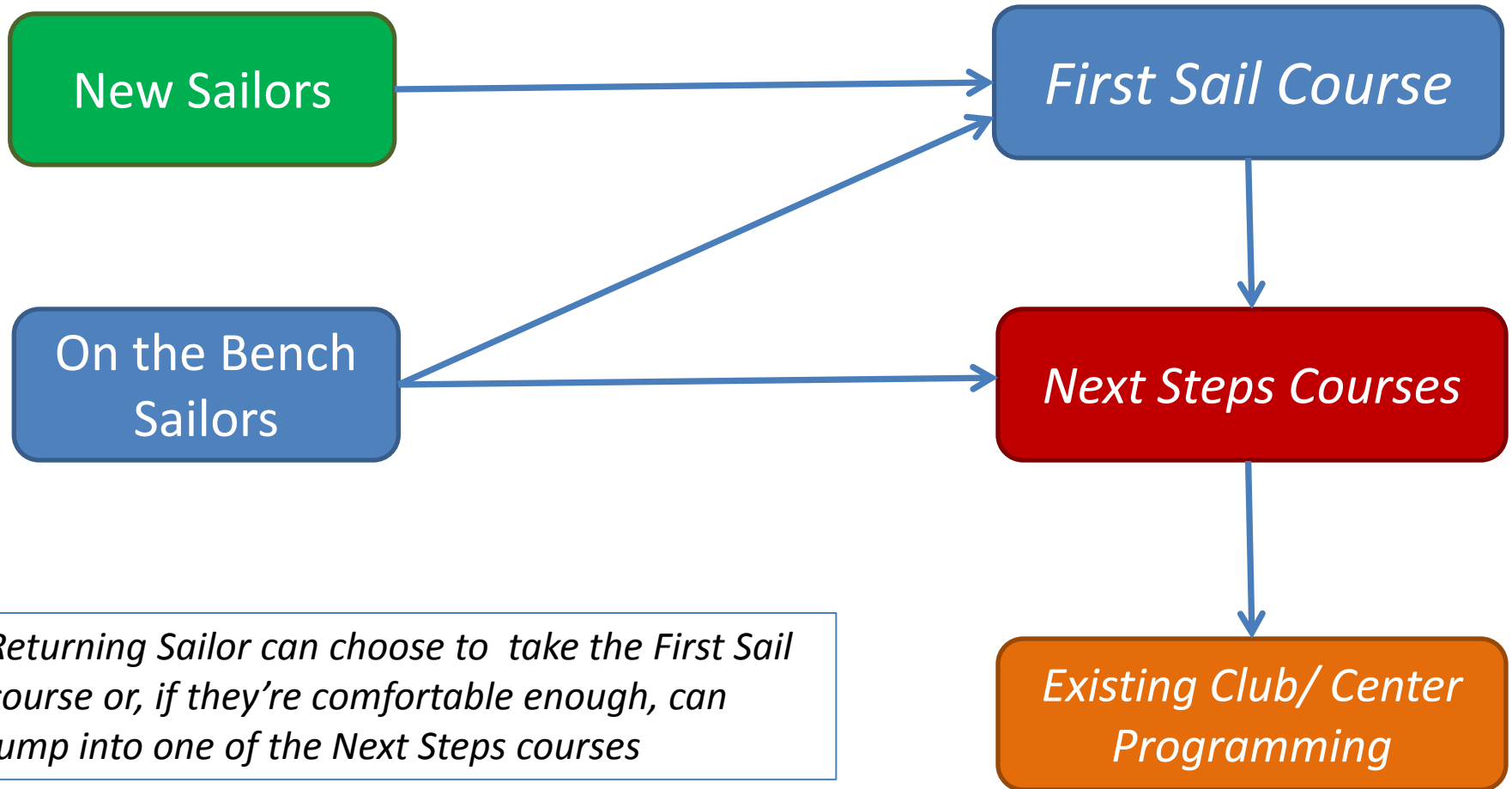
- US Sailing developed courses
  - One introductory “First Sail” Course = new sailors
  - 2-3 “Next Steps” courses = on the bench sailors
  - US Sailing establishes the price point for courses through feedback from potential hosts
- Courses can be run at Boat Shows, Community Sailing Centers, Yacht Clubs and Sailing Schools

# Sailor Experience

- Centralized platform for potential sailors to review a calendar and receive information about First Sail Opportunities
- “First Sail Kit”
  - Upon enrollment the sailor will receive First Sail Communications
  - New *Basic Keelboat Online* course developed by Fresh Air Educators



# The Process



# Support Structure

- “First Sail Leader” Program
  - Comprised of US Sailing
    - Regional Training Coordinators,
    - Instructor Trainers,
    - Instructors and
    - Key volunteers
- First Sail representatives receive :
  - First Sail shirt
  - First Sail business cards
  - Recognition on website
  - Training in how to run the First Sail program
  - Name Tag
  - Documentation to help them support clubs running the program

# Support Structure

- Official First Sail locations will receive a tool kit that includes marketing materials. Our Prism communications platform allows for variable data printing (VDP) which lets hosts customize First Sail materials, but locks down important branding elements and design



# US Sailing's Commitment

- US Sailing has committed internal resources (staff and R&D) to launch this campaign in 2016
- Commitment includes: Advertising, tool kit development, communications (PR), web development, printing, etc.
- US Sailing is leading the charge on getting the industry engaged to help the campaign grow and succeed
- We need you to help First Sail succeed and get more people sailing!

# Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

*Thank you for attending this session*