

National Gymnastics Week Treasure Chest of Ideas



Gymnastics
Canada

NGW – A Treasure Chest of Ideas

Now it's time for some activity ideas! You may use one of the following ideas or come up with your own exciting activities. Be creative! Try to use activities that have not been run in your area to spark up new interest. Choose an activity that puts you into the community. Target areas and people that may not have been exposed to gymnastics and its benefits before. Below are numerous ways that your club can celebrate National Gymnastics Week while involving everyone in your gym!

- Contact your Chamber of Commerce to find out what upcoming events your community has planned. If you can bring NGW to an already existing event, you will have a captive audience!
- Ask your Chamber of Commerce to place National Gymnastics Week on its calendar of events.
- Keep your eyes and ears open to events that involve children in your community. Attempt to coordinate your NGW activity with these events.
- Invite the Mayor to your National Gymnastics Week activity.
- Get a local celebrity to act as spokesperson for your activity.

Host Exhibitions in a Public Area

Performing a mass exhibition in a public area is not only fun for the audience, but the participants love it too! Most gymnasts are natural performers, so they will really enjoy promoting our sport.

Displays can be held in town squares, plazas, shopping malls, convention centres, amusement parks, city parks, zoos, city hall, museums, churches, hospitals, nursing homes, daycare centres, schools, community centres, and any other place that can accommodate your group. The idea is that the action will attract the attention of the public or passers by. If the display is a good one, it may even inspire parents and children to get involved on the spot!

Use music, small equipment, small mats, tumbling strips, mini-trampolines, or whatever you can. Take advantage of showing off your athletes and if possible use this occasion to invite the public to join in your activities by setting up circuits or obstacle courses for them. Allow the public to challenge your athletes by holding various contests. Try to think of activities that would draw the public in to participate and experience how much fun gymnastics can be, without forgetting about their safety. Don't forget to display your club banner and to hand out flyers on-site.

Use these guidelines as a model for organizing your exhibitions:

1. *Contact the site manager to find out about free dates and times. Confirm the booking in writing.*
2. *Decide which athletes will participate and begin planning the performance. Experienced and/or outgoing athletes are best because they are unlikely to be fazed by performing in public.*
3. *Recruit volunteers to help organize the display and to provide information during the exhibition.*
4. *Make sure your athletes are at their best for the exhibition and that they are available to perform on the dates you booked.*
5. *If you plan to use equipment for the performance, consult with the site manager about bringing it and setting it up before the exhibition begins.*
6. *If you require audio-visual aids such as music & TV/VCR, check that the exhibition site has an adequate power supply.*
7. *Inspect the exhibition site in advance to make sure you will have adequate space.*
8. *Ensure that you have adequate floor matting for the performance and make arrangements for its transportation to and from the exhibition site.*
9. *Contact your local insurance agent to notify them of the activity, including the date, time, location and nature of the activity.*

Sporting Events

A great way to celebrate National Gymnastics Week and promote your club is to do half-time demonstrations at local high school, college, university, or professional sporting events. Be sure to display your club banner and phone number at the event.

Daycare centres

Contact local daycare centres and arrange a time to bring some gymnasts over for a demonstration. Afterwards, allow the children at the centre to participate in some simple gymnastics activities. Hand out free trial class coupons and brochures from your club.

Local Schools

Gymnastics needs to be brought back into the schools' physical education programs and we, GCG and its member clubs, can use National Gymnastics Week to achieve this. Take this opportunity to organize an activity with your local schools. Teachers really appreciate our help and your efforts can go a long way toward the promotion of gymnastics as a fundamental activity.

- Have a demo group go to all the schools in your area as an introductory supplement to their gymnastics curriculum. Have the coach use this demonstration to promote and help educate the students and teachers about safety in gymnastics.
- Invite the schools to bring their classes into your gym for a fieldtrip to see and use your facility and meet the coaches. Have the coaches conduct an introductory class for the students and most importantly have fun. Give out free trial class coupons and club certificates or ribbons to the students.
- Set-up a lunch-hour class at a local school to introduce students and teachers to gymnastics. Be sure to distribute information about the benefits of gymnastics for overall physical fitness and information about the programs offered at your gym.
- Contact the Athletic Director and Physical Education teachers at the local schools and offer to assist with the gymnastics unit. Make sure to review the current Physical Education curriculum so you know which skills are required for students.
- Consult the Physical Education teachers to get ideas on how you can organize some gymnastics activities involving their students. Follow up with a day of gymnastics classes run at the school. Wear a shirt with your club's name or logo on it.
- Have a clinic for just the teachers and educate them in the *"do's and don'ts"* and the safe, fun aspects of gymnastics. Set this up after school hours or on a PA day.
- Contact your local school district and keep gymnastics information available in the teacher's lounge.

Organize a Fitness Challenge

This activity encourages members of your community to participate rather than just watch. Invite local celebrities, city officials, army cadets, firefighters, RCMP, police officers, doctors, nurses, local business people and the media and challenge them to a gymnastics fitness test. Have other sports teams come in and test their abilities against themselves, other

teams, or even your gymnasts. Have the gymnasts challenge the coaches or retired athletes. Have the media groups challenge each other and promote this challenge through their respective mediums. Possible activities include:

- *Flexed arm hang, Curl-ups, Chin-ups*
- *Push-ups, Sit-ups*
- *Walking on a beam blindfolded*
- *Balance beam bowling*
- *Hold bean bag between feet hanging on bar, swing & drop bag into container*
- *Hula hoop or ball juggling challenge*
- *A 25-metre sprint.*

Use your imagination to devise the skill tests that showcase the benefits and advantages of gymnastics training for overall fitness. You can also include relay races and obstacle courses for teams or individuals to increase the fun.

Host a Theme Week

Designate “*I love Gymnastics*” or “*Do gymnastics and get healthy*” as the theme for National Gymnastics Week in your gym and incorporate games and activities related to this theme.

Twin Clubs

Invite a club from another city to train with you for the week or host a gym exchange. Hold a sleepover at the gym.

Host an Open House

Your displays can also act as a catalyst for an open house at your gym where you can promote the safe and fun environment our sport takes place in. Have all your coaches, executive members and volunteers present to help and remember, SAFETY FIRST!

- Hold exhibitions (team, group, pre-school, dance, etc.) throughout the day.
- Host a mock competition or a fun activity in which athletes can present their routines and invite the public to participate in planned activities for prizes or just for fun.
- Set up circuits all around your gym for children to use and promote your programs on bulletin boards in the lobby.
- You can use this occasion to invite a local celebrity to your club to add “prestige” to your activity and set aside an area with hostesses for your special guests.
- *For kids only:* Set up try-out areas where children can bounce on the trampoline, jump in the pit, swing in the belt, and race down the runway. Organize relay races, competitions such as handstand contests, forward roll relays, and fastest cartwheels, colouring contests with prizes and provide healthy snacks throughout the day.
- Provide seating in or near the gym so parents can watch their children and see how much they are enjoying gymnastics!

- Design a specially planned activity day for the public to observe your athletes during training.
- Provide a reception area with brochures and gymnastics magazines, registration forms, displays of awards and certifications, and coaches to answer questions.

Host a Guest Speaker or Clinic

Invite speakers to give presentations to coaches, parents, athletes and other physical education professionals. Good ideas include nutritionists or local celebrities such as news anchors or professional athletes or invite special guests to your gym to talk about sports therapy and careers in sports or gymnastics, first aid etc.

Host a Local Celebrity Reception at Your Club

Your reception may be a BBQ, Chili Festival or Pot Luck Dinner. Be sure to include a prepared skit or show put on by the club's recreational or competitive gymnasts.

Awards Banquet or Luncheon

Arrange an awards banquet or luncheon to honour your gymnasts and volunteers or host a local celebrity reception at your club.

Gym-a-thon

A gym-a-thon is a fun way to generate funds for your club or organization. Club members collect pledges of money from the community for gymnastics skills they perform during the activity.

How it works: Give participating gymnasts pledge sheets with which they can collect pledges from sponsors for the skills they perform on the day of the gym-a-thon. Select the skills that may be performed. (*Note: The skills should be suitable for the level of the gymnasts*). The coach counts and records the number of skills each athlete performs on the pledge sheets. The maximum number for each skill can be anywhere from 25 to 100 (round numbers are easiest to work with in calculating pledges). In the weeks following the gym-a-thon, the gymnasts collect the pledges and bring the collected money to their next gym class.

Ways of Pledging: Sponsors can pledge either a flat fee or a specific amount of money for each skill performed. In the latter case, a sponsor could give, for example, 50 cents for each completed skill.

Incentives for participating: You might consider giving a prize to participants who raise a certain amount of money, i.e. a minimum of \$15 or \$25. Prizes could include baseball caps, key chains, or pins. The prizes motivate the gymnasts to reach a goal. You can also give more substantial prizes to the top three pledge collectors.

Administration: Running the gym-a-thon is easy. You need a pledge sheet and an information sheet such as the one contained in this handbook (*see Appendix section*). Once you have prepared the sheets and decided on prizes and dates, you need to generate enthusiasm for the activity among your gymnasts. Promote the activity using posters and your club newsletter.

Cartwheel – A- Thon

Similar to the gym-a-thon, but the gymnasts have to do 100 cartwheels to receive 100 points.

Host a 'Bring a Buddy Day' for Club Members

Keep a list of participants' names on files. Have "buddies" wear a name tag that says:

A rectangular name tag template with a double-line border. Inside, the text reads: "My name is _____, I'm _____'s Buddy!"

Have a Photograph/Poster/Picture Colouring Contest

Coordinate a colouring contest with your local newspaper. Select a picture to be coloured and have the newspaper publish the picture with an entry form. The newspaper then collects the contest entries and selects the winning entry. The newspaper may supply the club with a list of the contest participants that could be used to by the club to send registration information. Make sure the winning picture gets published in the newspaper and in your club's newsletter. You can also run the contest within your club or among local schools if you cannot run it with your local newspaper.

Have a "Create a Button" Contest

Borrow a "button" making machine (check with your local Board of Education) and have the gymnasts make two buttons, one for themselves and one for a friend.

Have a Raffle Contest

Hold a raffle contest within your club or during an activity in the community. Raffle off merchandise, private lessons, free classes, etc.

Host a Mini – Olympics

Organize a mini-Olympics for your athletes. This activity consist of a series of activity stations laid out in a circuit format and is suitable for any age group or activity level. A mini-Olympics can involve 20 or more athletes in the gym moving from one station to the next at the same time. The activities can be as challenging as you like. A mini-Olympics is fun and great for fitness.

Organization:

1. Decide on the number and type of activity stations.

- a) For a one-hour mini-Olympics program, 8 to 10 stations will be enough.*
- b) Make the activities fun for spectators as well as athletes.*
- c) Choose a mix of activities that work different muscle groups and different dominant movement patterns. Explore kicking, throwing, catching and striking skills. Be sure the stations are not too skill orientated.*
- d) Set the time limit for each activity station (45 to 60 seconds is usually sufficient).*

2. Draft the scoreboard and scorecards ahead of time.

3. Pick the teams

- a) Divide the group into teams of 4 or 5 individuals. If the mini-Olympics includes a number of ability skills, you may want to “pick” the teams ahead of time to equalize them. Line up the class from smallest to tallest and number the athletes off according to the number of teams.*
- b) Ask each team to come up with a team name.*
- c) For mini-Olympics involving younger participants, ask team leaders (older athletes, coaches, volunteers) to assist the younger members of each team.*

4. Assign each team to a station. Explain each station quickly. Demonstrate each activity and describe how the scores are determined and tallied. With pre-school groups, it is best to meet with team leaders ahead of time to go through the activities and explain the stations.

5. *Establish a mini-Olympic “timer” and “scorer”.*

- a) Shout “go” to start the stopwatch and see the gym spring to life as teams work to score points at each station.
- b) Shout “stop” when the time limit is reached. If the gym is large, you may need a whistle to signal that the time is up. Each team then adds up their score. The scorekeeper calls out each team’s name and notes their score under the station number in the top half of the box.
- c) Teams then move to their next station. Repeat steps 5 a) and 5 b) until each team has completed all the activity stations.

6. *At the completion of all stations:*

- a) Provide refreshments for the athletes.
- b) In the bottom half of each activity column give the 1st place team 3 points, the 2nd place team 2 points, and the 3rd place team one point. All other teams get a ½ point. Add up the points to get the final scores.

7. *Present the awards.* Be aware that this scoring system produces ties in most cases.

Award ideas:

- Home-made medals with club logos
- Rice Krispie treats cut into numbers
- The winning team gets to be first in line at the refreshment table!

Connecting with Sponsors and Support

It is important to find sponsorship and support from local businesses. The following business sectors may be interested in sponsoring your National Gymnastics Week activity. Companies connected with sports clothing and footwear, sport materials, pharmaceutical products, foodstuffs, telephone, the internet, computers, sport clubs, financial institutions, soft drinks companies, airlines and department stores.

We are sure you know your own city/town best and that you will be able to identify many more potential sponsors. Consider ways to get local businesses to donate sponsor prizes and awards or to provide services in return for advertising during the activity. Services might include food, publicity, printing, and sound systems provision.

To be effective when attempting to obtain sponsorship and support you will need to draw up a list of potential companies, including a contact name for each company, and a detailed action plan prior to initiating the first contact. Expect to do a lot of negotiating and follow-up to ensure there are no lost opportunities. The following steps represent a potential action plan for obtaining sponsorship:

- 1. Selection of companies to be contacted.*
- 2. Identification of the individuals responsible for advertising and marketing in each company.*
- 3. Prepare detailed explanation of activity and sponsorship proposal package.*
- 4. Call to make first appointment.*
- 5. Write letters to ask for appointments where necessary.*
- 6. During appointment explain activity, sponsorship proposal, present documents and discuss follow-up options.*

7. *Follow-up within 15 days when response is positive.*
8. *Follow-up within 48 hours in those cases where we were asked to call back later.*
9. *Request response from undecided potential sponsors 30 days after meeting.*
10. *Stay in touch with sponsors (every 15 days)*
11. *Invite sponsors to pre-event press conference and to hand out awards, etc.*
12. *Send thank you card to sponsor with evaluation report and photos of the activity*

Communication and Promotional Ideas

Effective promotion and media coverage of your activity is an important aspect of your activity's success. Spread the word as much as possible throughout the community.

Start Spreading the Word!

Use your gym's usual line of communication, as well as posters, table tents in the cafeteria, paycheck stuffers, e-mail, in-house newsletters, flyers, and word of mouth.

Try new ideas for communicating: club in-house TV, group voice mail, announcements on answering machines, invitations to members at home or broadcast e-mails, display promotional banner outside gym or set up a "National Gymnastics Week" display in your gym and change it once a month.

Organize your NGW team to recruit volunteers to talk it up to promote your activity. Get your members to spread the word at work, at school activities, or at meetings of other groups to which they may belong. Invite the booster club and send a news release to your local radio and TV stations to create community awareness for National Gymnastics Week. Use community calendars on the radio or local newspapers. Remember, it's not possible to have too much good publicity.

National Gymnastics Week Proclamation

Ask the Mayor and City/Town Council to proclaim National Gymnastics Week in your community (*see Appendix section for sample proclamation*).

Flyers

Consider producing a flyer, which club members can deliver to homes and businesses in the community. You might want to approach a graphic arts

class in your community to see if the teacher will make this a class project. If the teacher accepts, be prepared to give him/her the basic text that you want included in the flyer. Don't forget to ask local schools to include your flyer in their newsletter or distribute them to their students.

Posters

Get permission to post National Gymnastics Week posters in high traffic areas through-out your community. Possible locations for posters include:

- Schools and Daycares
- Community Bulletin Boards
- Drop in Centres
- Shopping Centres
- Grocery stores
- Community Centres and Halls
- Local Boys' and Girls' Clubs
- Cub, Scout and Girl Scout Meeting Places
- Youth Group Meeting Places
- Retail Stores & Office Buildings
- Public Buildings and Bus shelters

Generic Ad in Newspaper

Combine funds with a group of local clubs to place a larger generic ad in a widely circulated newspaper. Sharing costs allows everyone to benefit in increased publicity.

Displays and Booths

Displays can be set up in your parent viewing room, club foyer, or in a public place (i.e. library, bank, mall, etc.). Provide a template for club members that says, "I love gymnastics because ..." and have them complete the sentence, or ask club members to draw a picture, submit a photo etc. Select entries for a mall display. All entries are eligible for a prize draw. You can also prepare a visual display depicting the history of your club, a "Gymnast of the Week/Month" display, a "Hall of Fame" display, etc.

When planning a display:

- Keep it simple
- Make it attractive to children
- Make it hands-on (give them something to do, a quiz, AV materials, etc.)
- Use a theme that is easily understood (use catchy slogans, point form, etc.)
- Make it graphically pleasing (use drawings, photos, etc.)
- Keep it uncluttered, neat, and clean

Mailing List

Set up a mailing list that contains the names of former club members, sponsors, and VIPs that you wish to invite to your activity (e.g. City officials, school board officials, MPP, MP, etc.). Use this mailing list to promote your National Gymnastics Week activity.

Website

This is a great way to communicate National Gymnastics Week messages and keep all your members up to date. It also allows the club to reach a large number of individuals at little cost since there are an ever-increasing

number of people who enjoy surfing the Internet for information as well as for communication purposes.

GCG and many Provincial/Territorial Federations have their own websites. You should check them out to see what information has been posted on these websites regarding National Gymnastics Week. As a GCG member club, you can access this information and use it as a promotional tool for your National Gymnastics Week activity. You can ask your Provincial/Territorial Federation to post your club's activity on their website. You can develop your own website or add a section on National Gymnastics Week to your club's web page.

Media Coverage

Community Involvement

In order to ensure that National Gymnastics Week reaches as much of your community as possible, it is necessary to involve the local media in your activity. Below are a few ideas for information items that might be useful for press coverage:

- Summaries of interviews with your NGW team, in which the goals and objectives of National Gymnastics Week are explained as well as the benefits of gymnastics.
- Names and information on top Canadian gymnasts who support the event.
- Names and information on famous Canadian personalities who also support the event.
- Names and information on the major sponsors involved in the event.
- Information and details on the activities that will take place during the week.

Media Tips

One person should be designed to act as the club's media contact person. This person should be introduced to the media people as soon as possible, should find out what the club can do for them, and should let them know how and when he or she can be reached to answer questions about the club and its activities.

The media contact should be able to field all general and most specific queries about the activity. The media contact must also be able to direct reporters to the NGW team members who are capable of answering specific questions.

The media contact must follow up on initial media queries. For example, if you direct a reporter to someone else to respond to his or her inquiries

than you must call the reporter back to make sure he or she did indeed contact that individual. If the reporter is experiencing difficulty tracking this individual down, the club's media contact should offer assistance.

If a reporter is seeking information that you do not have, ask for the reporter's deadline and find out how to get in touch with him or her. It is also a good idea to know the deadlines of the various media outlets in your area. Just make a few phone calls and ask what their deadlines are.

Keep in mind that your relation with the media this year can positively or negatively influence your coverage in following years. If reporters have a difficult time obtaining information, they will remember this and may opt to pass on your activity in the future.

Planning the News Release

The object of the news release is to increase awareness in the media and therefore promote the activities taking place in your club. The news release takes more than just good writing skills, and should be well planned. The development of a news release includes: defining objectives, determining who will receive the release, the format of the release, writing the lead, and delivery.

- 1. Defining Objectives:** Before you begin, be sure that the information will be of use to the media. The information must be new, and presented with enough time for the editor to include it in story assignments. Secondly, determine what you wish to accomplish with your release. For NGW activities, your main objective will likely be to have the general public and media attend an activity, and learn about your club's involvement with community programming. Your release should illustrate how your audience will benefit by attending.
- 2. Determining the Recipients of the News Release:** Instead of mailing or faxing your release to every editor you can think of, determine which publications/stations are most likely going to be viewed by the group you want to reach. A little research will help identify the correct person to contact so that your release does not get lost.
- 3. Setting the Format:** Realize that news editors receive many releases a day, so make sure that the most important information is the first thing they read. Many editors will only read the first paragraph, and if the information is not apparent immediately, the editor may never be interested in finding out. Provide supporting information second in order of importance.

Writing the News Release

There are six elements to a news story. All stories will involve most of these elements. Most stories will involve all of them. The six elements – affectionately known as the five W's and the H – are the Who? What?

When? Where? and How? of an event. They may refer to an event that has happened, is happening, or will happen:

Who	did it? / is doing it? / will do it?
What	happened? / is happening? / will happen?
When	did it happen? / is it happening? / will it happen?
Where	did it happen? / is it happening? / will it happen?
Why	did it happen? / is it happening? / will it happen?
How	did it happen? / is it happening? / will it happen?

Most news stories use an inverted pyramid formula where the climax of the story comes first in what is called the “lead”. The lead usually contains answers to the six questions listed above. The details of the story, presented in order of decreasing importance, fill in the rest of the article. Thus, an editor is able to absorb the essence of the story in as little as a single sentence and read on if he or she wishes. The inverted pyramid also allows editors to shorten the story without losing its essence. It is important that your news releases follow the inverted pyramid form because some news organizations will use releases more or less verbatim.

Furthermore, if the news release is not already in a suitable format, it may not get into the paper or onto the TV or radio news. In radio and TV, the style is “present tense with short sentences”. In newspapers, the style is “past tense with slightly longer sentences”. Remember that news editors see hundreds of news releases every week and it’s usually up to them which news releases they will use. So, it’s essential that your news release has at least a fighting chance of making it past the round file. By producing a clear, inventive, and short news release, you can go a long way in making sure your activity receives adequate attention from the media.

A news release has an easily recognized format, which includes the organization’s logo, a release date, a headline, a lead, the release body and contact information (*see Appendix section for sample news release*).

1. **Logo.** A logo adds legitimacy to any document, including a news release.

2. **Release date.** Unless you are withholding information to be released on a specific date (an embargoed release) always include “*FOR IMMEDIATE RELEASE*” with the current date at the top of your news release.
3. **Headline.** A common mistake is that the headline is either too boring or too cute. Your heading should be interesting to draw the reader, in this case the editor, to read further. Some releases will also include a dateline. It’s up to you whether to include one or not.
4. **Lead.** The first sentence should provide the main facts of your story and, as mentioned previously, should answer the five W’s and the H. The Why may be difficult to include in the first sentence, but should be answered in the supporting information. Try to get as much as you can into the lead without jamming so much information in that it becomes difficult to read. Like the headline, the lead is intended to keep the reader’s attention.
5. **Supporting information.** This information should be presented in short paragraphs, and maintain an upbeat story, perhaps providing quotes or information about some of the athletes or dignitaries who will be participating in the activity. This is where you flesh out the story going from general information to specific information. Use spaces between paragraphs to aid the editor in reading the release. Review the release and remove any unimportant words or lines. Use the KISS (Keep it Simple Smarty) rule. Do not use clichés or jargon. Strive to make you release one page in length.
6. **Ending.** A common and well-used marker to note the end of a news release is “-30-”. Again, it tells the editor not to go looking for a second page.
7. **Contact information.** If the editor is interested in your story or wants more information, he or she should be able to contact your media person easily and quickly. Supply the name of the media person and all necessary phone numbers and email addresses.

Media Packages

It is worth considering producing a media package, which allows you to provide the media with more information than what can be contained in a news release. A package can be tailored to each media outlet's specific needs and can include, in point form:

- Information about the club, including a brief history of National Gymnastics Week and of the club's involvement.
- Profiles. You can profile your top athletes. Profiles should include the athletes' names, competitive levels and a list of their competitive accomplishments.
- Promotional Material. You can include brochures, posters and other similar promotional material to act as a subtle reminder of the activity.
- Photos. If your targeted media uses visuals, then include one or two "interesting" photos. Remember that an uncluttered action photo stands a better chance of being published than a static head and shoulder shot of an athlete.

Timelines for Organizing Media

Make sure you include "media coverage" in your Step-by-Step Action Plan. The success of your activity depends upon establishing reasonable timelines to ensure widespread media coverage. We suggest a three phase approach.

1. Pre-Activity

- Develop a contact list*, including print, radio & TV, for all media in your community. Phone your local media outlets to find out who is the best person to contact when promoting your activity.
- Make contact with the local media* in your community up to 1 month in advance of the activity. For most activities, contacting the

media 1 to 2 weeks in advance is sufficient.

- ☑ *Give gentle reminders* to all media the week of the activity to confirm their attendance and to provide any further details to encourage their participation.

2. During the Activity

- ☑ *Make sure reporters can liaise with the media contact person* and obtain all additional information that will assist their coverage. If your activity is a competition, it is essential to set up a work area from which results can be faxed. Remember to send out results as quickly as possible – old news has little value

3. Post Activity Follow-up

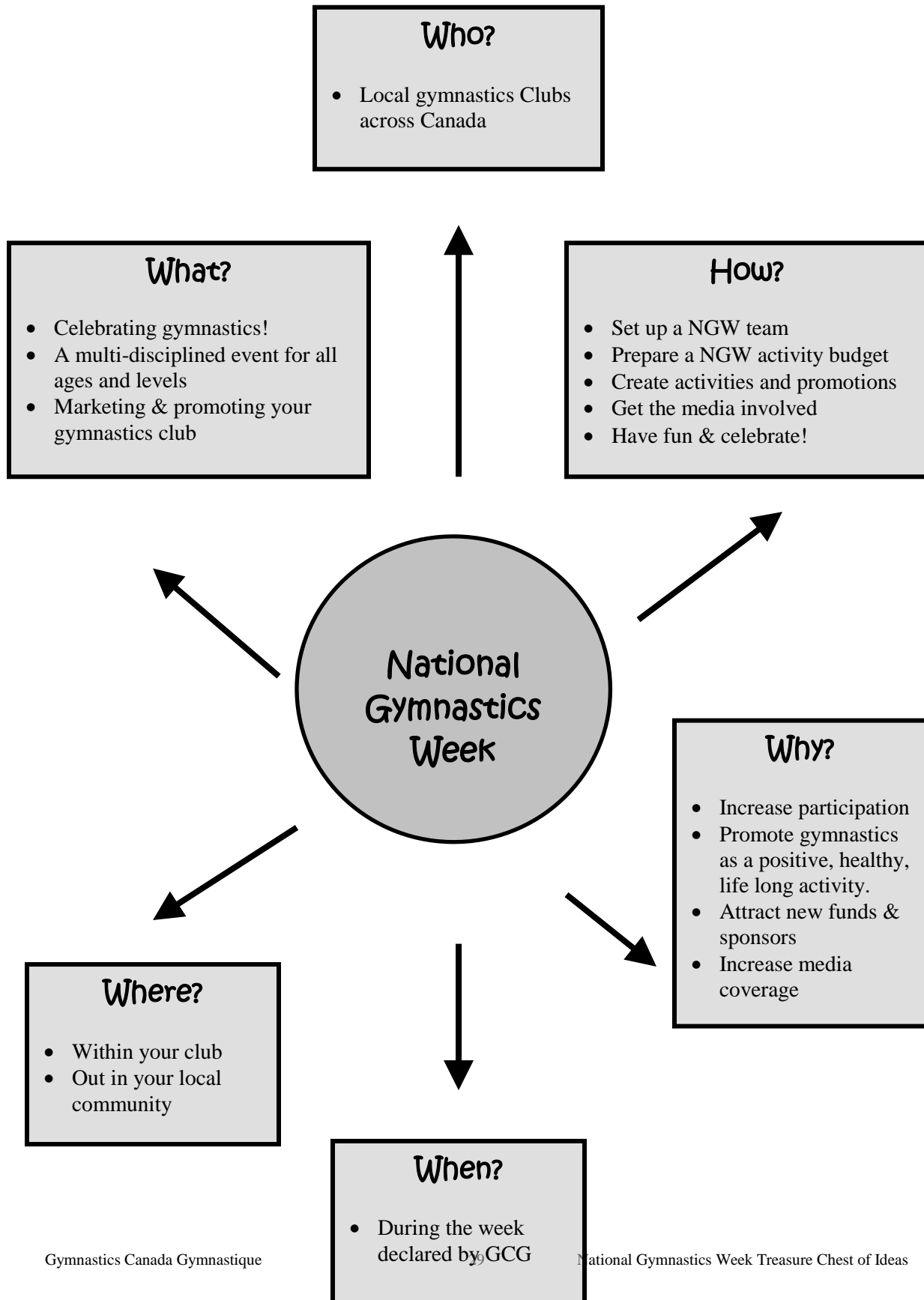
- ☑ *Sending out results, activities, photos and other newsworthy items* will help ensure coverage of your activity. Contact the media soon after sending material to make sure they have received it. The media expects such follow-ups.

Media Checklist

- ❑ Find out correct names of reporters and editors.
- ❑ Find out deadlines of the media outlets. The timing of your release will differ according to the publication:
Morning newspapers: by 10:00 a.m. the day before publication
Afternoon newspapers: by noon the day before publication
Sunday editions: by noon, the Friday before publication, or noon Tuesday, for sections other than news
Weekly newspapers: by noon, four working days before publication
- ❑ Send your news release (and media packages) to the media. Faxing, e-mailing, or mailing your release are the best methods for delivery. If you are able to hand deliver the release, this may be better still.
- ❑ Follow up with a quick phone call to invite the media to your activity.
- ❑ Be on hand during the activity and identify yourself to any media.
- ❑ Forward results or additional information the day after activity is finished.
- ❑ Follow-up as needed (send a thank you card)

**DON'T FORGET TO LET YOUR PSO KNOW WHAT YOU
HAVE PLANNED FOR NGW AT YOUR CLUB.**

National Gymnastics Week Summary



Activity Organizational Checklist

- ❑ **FORM A NGW ORGANIZING COMMITTEE.** Start your planning well ahead of time and ensure you have the people in place to make it successful. NGW will be here sooner than you think!!!
- ❑ **GET TOGETHER TO BRAINSTORM POSSIBLE ACTIVITY IDEAS.** Solicit ideas from coaches, members and parents within your club. Determine whether your activity is practical and can be easily organized within your resources.
- ❑ **DEVELOP A BUDGET**
- ❑ **SELECT YOUR ACTIVITY SITE CAREFULLY.** Pick the most appealing activity. You want your activity to attract as many people as possible that may not normally participate in gymnastics. It should be fun for your members but it should also be open to the community at large. Remember, one of the goals is to let everyone know all the great benefits of our sport.
- ❑ **DECIDE THE ACTIVITY LOCATION, TIME AND DATE.** The activity may be more successful if you bring your activity to the public rather than inviting the public to come to you.
- ❑ **FIND SPONSORSHIP & SUPPORT**
- ❑ **REGISTER YOUR ACTIVITY WITH YOUR PROVINCIAL FEDERATION** so it can be posted in the provincial newsletter and on the provincial website.
- ❑ **MEDIA CHECKLIST.** Inform media well in advance and send out a reminder closer to the activity. Local media are most likely to respond, so concentrate on them. A personal invite may be a worthwhile effort.

- ❑ **ARRANGE FOR VIDEO/PHOTO COVERAGE.** This does not have to be professionally done and paid for – ask around your gym and community for volunteers.
- ❑ **KEEP RECORDS OF MEDIA COVERAGE AND ACTIVITY HIGHLIGHTS.** Having a record of your activity will help promote it again the following year.
- ❑ **SAFETY AND INSURANCE**
- ❑ **ENJOY YOUR NATIONAL GYMNASTICS WEEK ACTIVITIES**
- ❑ **SEND THANK-YOU LETTERS** to all those who helped out with the activity. This could be the most important item on the checklist to ensure the support and success of future activities.
- ❑ **COMPLETE THE EVALUATION FORM.** Get the opinion of your volunteers and committee at the end so improvements, if any, can be made for next year.

Appendices

- Appendix 1 Sample Gym-a-thon Pledge Sheet
- Appendix 2 Sample NGW Proclamation
- Appendix 3 Sample NGW News Release
- Appendix 4 Sample Club NGW Registration Form
- Appendix 5 Sample Club NGW Evaluation Form

Please make cheques payable to: _____				TOTAL: \$
For coach/ Club Owner Use Only	Total money collected: \$ _____ Thank you for supporting gymnastics! Official signature: _____ # of cartwheels completed: _____ _____ Date: _____			For coach/ Club Owner Use Only

Appendix 2 – Sample NGW Proclamation

NATIONAL GYMNASTICS WEEK

February 9 – 17, 2002

**PROCLAMATION FROM THE
OFFICE OF THE MAYOR**

WHEREAS Gymnastics Canada Gymnastique is celebrating National Gymnastics Week from February 9-17, 2002 to unite the thousands of people who participate in the sport,

WHEREAS National Gymnastics Week seeks to introduce the value of gymnastics as a fundamental sport for developing physical fitness for every age, race, gender and ability level,

WHEREAS gymnastics provides a great foundation and offers skills for a lifetime,

WHEREAS the participation in gymnastics builds strength, flexibility and coordination while enhancing performance in other sports,

WHEREAS gymnastics enhances self esteem and goal-setting abilities in all children, helping them to become champions in life,

WHEREAS during National Gymnastics Week, gymnastics clubs, community centres and schools from our community will be involved in the organization of special events and activities to heighten the visibility of the sport and encourage participation at the grassroots level,

THEREFORE I, _____, as Mayor of _____, do hereby proclaim February 9 – 17, 2002 to be NATIONAL GYMNASTICS WEEK in (town/city) and urge all residents and community agencies to

celebrate the sport of gymnastics by lending their support wherever and whenever possible.

Dated this _____ day of _____, 2002.

Appendix 3 – Sample NGW News Release

February 9, 2002

Important Announcement

News release

THE HIGHWOOD GYMNASTICS CLUB ATHLETES
PERFORMING IN THE HIGHWOOD MALL FOR
NATIONAL GYMNASTICS WEEK

Highwood, AB – The gymnasts from the Highwood Gymnastics Club will be performing a public display in the Highwood Mall, Sunday, February 10, from 10:00 a.m. to 12:30 p.m. The display is being held as part of our club's activities centred on Canada's National Gymnastics Week, February 9 – 17, 2002.

The Highwood Gymnastics Club offers programs to children and adults of all ages and gymnastics levels. The athletes, who will be performing on

Sunday, are part of our performance team, a group of young recreational gymnasts who regularly perform demonstrations for our club.

The children from our club are looking forward to presenting in front of the shoppers and media this weekend as part of this special week. National Gymnastics Week is organized by Alberta Gymnastics Federation (AGF) in conjunction with Gymnastics Canada Gymnastique (GCG) to promote the sport of gymnastics throughout the province. The Highwood Gymnastics Club will be organizing another display later this week and will be participating in a gym-a-thon, to raise funds for our programs.

-30-

If you would like to get further information please contact:

John Smith
Recreation Program Coordinator
403-555-5555

Appendix 4 – Club NGW Involvement Form

Please fill out and submit prior to National Gymnastics Week.

Name of Club or Organization: _____

Contact Person: _____

Please provide a brief description of the club's activities or involvement during National Gymnastics Week:

This information may be published on the National & Provincial websites.

Mail or Fax this form back to:

Your Provincial/Territory Gymnastics Organization

Email (info@gymcan.org)

Appendix 5 –Club NGW Evaluation Form

Club or Organization Name: _____

Contact: _____ **Phone:** _____

Description of Gymnastics Week Activities: _____

1. Did you use the National Gymnastics Week handbook in planning your activity? What did you find most useful?

2. What would you change (if anything) about the handbook to make it more useful to your club?

3. Do you think this activity resulted in increased interest/registration in your club?

4. Do you think the posters and brochures assisted in educating the coaches, parents, and community about the benefits of gymnastics?

5. Would you repeat the same activity next year?

6. Would your club be interested in more brochures? _____

How many? _____

Would your club be interested in more posters? _____

How many? _____

7. Additional

Comment: _____

Fax this form back to: Gymnastics Canada Gymnastique
613-748-5691

References

1. Gymnastics Awareness Week Booklet, Alberta Gymnastics Federation 2002
2. Gymnastics Day Handbook, FIG 2002
3. Gymnastics Week Club Information Handbook, Gymnastics British Columbia 2002
4. Gymnastics Week Information, Australian Gymnastics Federation Web Site 2002
5. Gymnastics Week Package, Gymnastics Ontario 2001
6. How to Host a Gym-a-thon, Twyla Lucas, Phoenix Gymnastics Club 1993
7. Mini-Olympics Information, Penny Erickson, 1994
8. USA National Gymnastics Day Information, USA Gymnastics Web Site 2002
9. Talk To Me On Tuesday – Media Guide, Charlie Decker, CGF 1991
(*available for purchase at Gymnastics Canada Gymnastique*)