

FLEET PROMOTION

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The following is based on an email discussion by a small group from the Promotion Committee: Zibi Rakocy, Ivo Gattulli, Reino Suonsilta and Pietro Fantoni (Fleet and Small Countries Development Sub Committee)

The Snipe Class is vital and active. Introducing new sailors to the class is critical for the future success of the class. Local Fleets are the core of our activities, and they build the base for international prosperity by ensuring that new and old sailors stay active in the class and enjoy Serious Sailing and Serious Fun.

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Recommendations:

- Define a framework of International, National and local actions and best practices that attract newcomers to the Snipe Class and support activity in the local fleets
- Build a set of promotional tools for National SCIRAs and local Fleet Captains, to help newcomers to join the class and to help local fleets to increase their activities

Framework, tools and best practices are built around the following steps:

Steps 1 to 4 are about **Finding new sailors to join the Snipe Class:**

- Fill the funnel with potential Snipe sailors
- Distil/condense out the ones who will join the Snipe family

Step 5 is about **Increasing the activity at local fleets:**

- To ensure that old and new Snipe sailors enjoy themselves, stay with the class, are active and have fun and spread the message.

1. Identify potential Snipe target groups (Action/responsibility: International and National SCIRA, Local Fleets)

- Girls and boys, women and men

- Cruising sailors
- “Old” Olympic sailors
- “Dropouts” from the Olympic path
- Youth clubs, academic sailors, scouts

2. Promote the Snipe Class to the target group(s) (National SCIRA, Local Fleets)

- Wide range of promotion activities
 - a. – Press, radio, TV, events at yacht clubs, seminars, boat shows
- Supported by International and National SCIRA
 - Set of promotional tools and ideas made available
- We can’t beat the Sailing Associations, so let’s work together with them
 - a. – We offer a great alternative and complement to professional sailing and Olympic classes: a serious recreational class suitable to young and old, female and male
 - b. – In addition to National action, this could also be something for International SCIRA to discuss with World Sailing

3. Encourage people to try out the Snipe (Local Fleets)

- Snipe Open Days
 - a. – Include theory and practice

4. Help newcomers to join the Snipe family (Local Fleets)

- Buying a boat
- Building skills from zero to 100, depending on background
 - a. – Snipe Clinics, basic training, boat, sailing, rules, tactics, theory and practice
 - b. – Training material made available from International and National SCIRA
- Mentor or personal coach

5. Increased activity at local fleets (Local Fleets)

- Activate and support fleet captains
 - a. – National Fleet captains work as a virtual team
 - b. – Supported by International and National SCIRA
- Active weekly club racing
 - a. – This is a core of the success of the class
- Local After Sail happenings
 - a. – Serious Fun
- Encourage participating in national series
- Encourage participating in international regattas

6. Other

- International SCIRA to support building strong National SCIRA organization
- Be active on social media, on local, national and international level
- Rebuild/build communication and cooperation between the National Secretaries
 - a. This is regional SCIRA responsibility, e.g. Europe, NA, SA