



UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



District 2

Background:

Squadrons are having a difficult time attaining new members by not offering the basic first course: America's Boating Course (ABC3). After researching reasons for not offering the first course, it was pointed out that a lot of Squadrons do not have enough funds to advertise their courses. Obviously, this is only one of many reasons – some of which might be the locale, the length of the course etc. The District eventually suffers with this lack of membership by not being able to fill positions at the District level with a mix of members from different Squadrons.

Proposal:

Working with the Squadrons who have not been able to offer the ABC3 course during 2017 and 2018, determine what each Squadron feels are the reasons they were not able to offer the course. If the team (comprised of the District Commander, District Educational Officer, Assistant District Educational Officer, District Treasurer and District Finance Committee), after analysis, determines that a lack of media advertising was a contributing factor, work with the Squadron to develop topical advertising for their area. To assist the Squadrons for their advertising programs, the District will provide the individual Squadrons in the program up to three hundred dollars (\$300), toward their advertising campaign.

Plan and Measurements:

The Squadrons will provide to the District team, the survey results of the initial reasons for not offering the course. The team will decide whether the Squadron suffers from lack of media advertising or another more relevant reason for not offering the course.

If the team determines that the Squadron would benefit from media advertising, then the District will provide seed funds to assist with course advertising. The Squadron will provide the results of their advertising along with course and membership data to determine if the program provided help to the Squadron, both in their ability to offer ABC3 and obtain new members.