



# FERNIE COSTUME

## LOCAL OUTREACH TOOLKIT



FITNESS  
*fernwood*



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## OVERVIEW

Guided by insightful feedback from our club network, we acknowledge the hurdles faced in community outreach. To address this, we have introduced the Fernwood Fitness Character 'Fernie Fitness' – a distinctive persona crafted to dismantle barriers and facilitate stronger community bonds.

Aligned with this initiative is the Club Community Ambassador, a current staff member who dedicates 3 hours per week to local marketing endeavors within your community.

We encourage both club staff and Club Community Ambassadors to venture out in pairs, utilise the Fernwood Fitness Character, fostering an enjoyable atmosphere while engaging with the community and promoting your Fernwood club.

## OBJECTIVES

- The purpose of this outreach tool is to increase brand awareness, drive community touchpoints, while also generating new leads – and potential new members!
- Promotional and entertainment at key local events.

## HOW TO WEAR THE COSTUME

**The Fernie Fitness Costume kit includes:**

- Pink cape with Fernwood branding
- Pink headband
- Pink skirt

Staff who wear the costume can wear a black branded Fernwood top and black bike shorts or leggings underneath the skirt.

## FERNIE'S PERSONALITY PROFILE

**Fernie's backstory:**

Fernie wasn't always a fitness guru, her journey started as an everyday woman with dreams of personal growth and empowerment. She has faced challenges but has now found enjoyment in strength and fitness.

Fernie is a certified fitness trainer and advocate for women's empowerment. Recognising the transformative power of health and fitness, she creates space for women to come together and support each other.

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Fernie loves her local Fernwood Fitness club, it is a sanctuary for seeking physical and mental strength. She loves getting out into the community to empower women through fitness whilst fostering community that celebrates self-love, confidence, and resilience.

Fernie's favourite work out is Fit 30 and Yoga!

### **Fernie's personality traits:**

- Energetic
- Inclusive
- Resilient
- Passionate
- Supportive
- Fun

## IMPORTANT INFORMATION ABOUT INTERACTING WITH COMMUNITY

### **Fernie's behaviours & gestures:**

The behaviors and gestures of Fernie play a crucial role in conveying her empowering and supportive personality. Here are some key behaviours and gestures that define her character:

#### **Confident Strides**

- Move with a confident stride, reflecting self-assurance and strength. Her movements are purposeful, setting an example for women to carry themselves with confidence.

#### **High Fives**

- Engage in frequent high-fives and fist bumps with community members, creating a sense of camaraderie and celebrating every achievement, no matter how small.

#### **Encouraging claps**

- Encouraging claps to motivate and uplift the energy. Create positive vibes inspiring women to push their limits.

#### **Inclusive gestures**

- Ensure inclusivity by making eye contact, acknowledging everyone in the room, and use inclusive gestures that foster a sense of belonging for women from diverse backgrounds.

#### **Empowering poses**

- Signature empowering pose that Fernie strikes during motivational moments or photo opportunities. This pose embodies strength, resilience, and the spirit of empowerment.

#### **Active listening**

- Actively listen to community members. This empathetic behavior creates a sense of community and support, fostering a space where everyone feels heard.

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## SOCIAL MEDIA PRESENCE

Clubs are encouraged to announce the Fernie character across their social media channels, introducing the character to the community.

## WHERE TO USE FERNIE

Fernie, can be a powerful asset in various community outreach and marketing activities. Here are some ideas for utilising the mascot in different contexts:

1. **Street walks:** Hit the local pavement with Fernie and DL flyers and walk around chatting to community members, handing out flyers to direct people to get to your local club.
2. **Community Events:** Participate in charity runs or walks to support causes related to women's health or empowerment. Fernie's presence can help raise awareness and encourage participation.
3. **Health and Wellness Expos:** Attend health and wellness expos to showcase your local club offerings. Fernie can interact with attendees, provide fitness tips, and promote the gym's community-focused approach.
4. **Social Media Campaigns:** Launch social media campaigns featuring Fernie. Share empowering stories, fitness challenges, and behind-the-scenes content to connect with the community online.
5. **In-Gym Events:** Organise special events within the gym, such as women's empowerment workshops, fitness challenges, or themed workout classes led by Fernie.
6. **Local Sponsorships:** Sponsor local sports teams or events with a focus on women's participation. Fernie can make appearances at sponsored events, reinforcing the club's commitment to the community.
7. **Wellness Challenges:** Launch wellness challenges in the community, encouraging individuals to adopt healthier habits. Fernie can be the face of these challenges, providing guidance and motivation.
8. **Collaborate with Local Businesses:** Partner with local businesses, such as athleisure stores or health food cafes, for joint promotions. Fernie can make appearances at these businesses, attracting mutual customers.

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## FERNIE COSTUME – ADDITIONAL PURCHASES

Every club will receive one costume kit, if your club would like to purchase additional kits, please feel free to reach out to the costume designer to organise, see details below.

When requesting a costume kit, please reference that you are from Fernwood and no changes are to be made to the current costumer for consistency across all clubs.

Madeline Saliba

Email: [info@madzdezigns.com.au](mailto:info@madzdezigns.com.au)

Phone: 0413 595 356

## CARE INSTRUCTIONS

Cold hand wash only. Do not soak, bleach, iron, dry clean, spin or tumble dry. Line dry out of direct sunlight. Avoid contact with harsh chemicals such as deodorants, make-up or perfume. Special foil finishes may damage with constant rubbing.