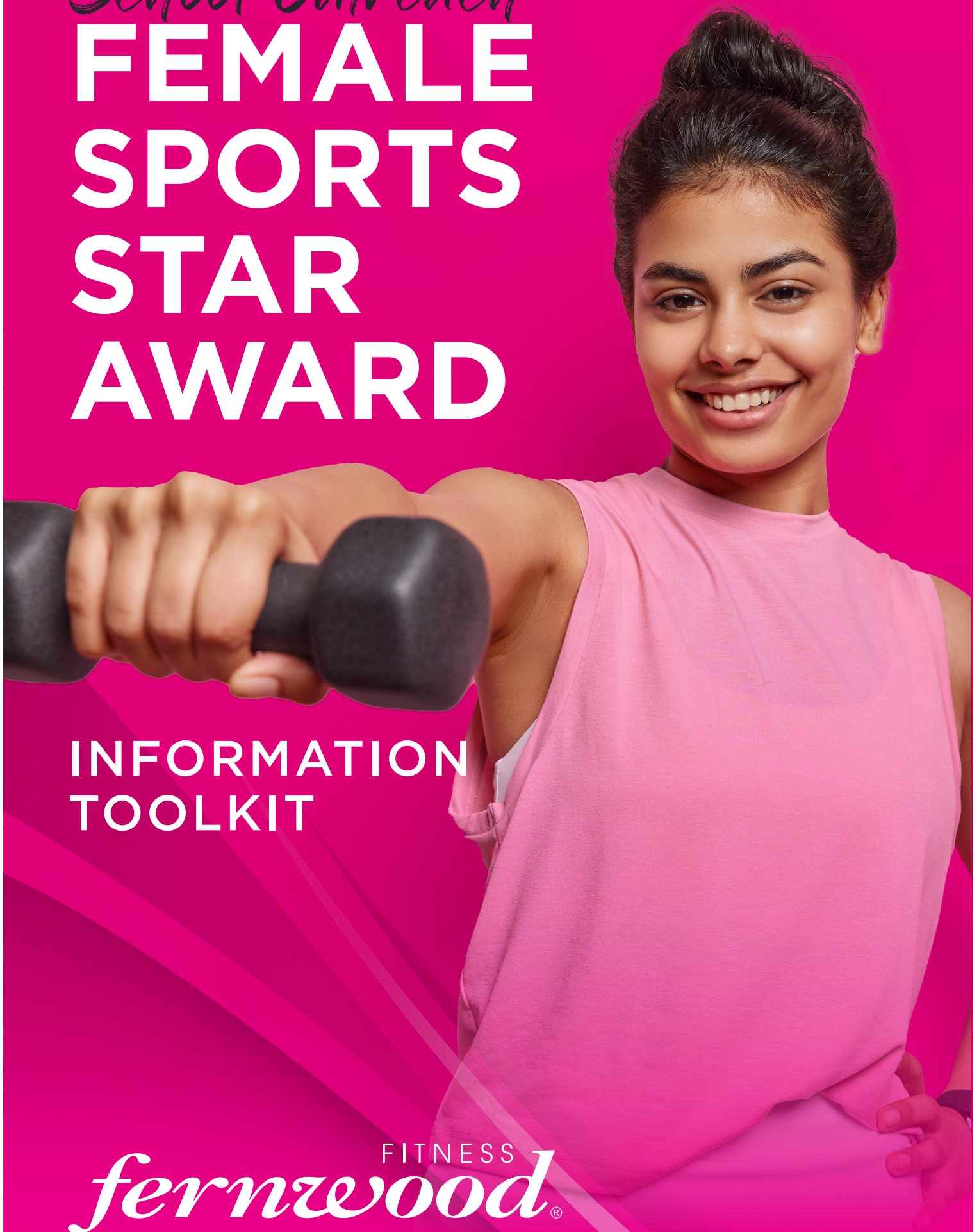


*School Outreach*  
**FEMALE  
SPORTS  
STAR  
AWARD**

**INFORMATION  
TOOLKIT**

**FITNESS**  
*fernwood*®



# School Outreach

## FEMALE SPORTS STAR AWARD



### CAMPAIGN OVERVIEW

Clubs will identify local high schools in the area and propose the idea of Fernwood sponsoring and awarding 'Female Sports Star' each Term. This initiative will provide you with not one, but four chances each year to present a deserving winner.

To make it even more enticing, each winner & their mother will receive a 3-month membership at Fernwood, along with a certificate from their local Fernwood club.

Through this program, we're not only strengthening our ties with the local school community but also nurturing the talents and ambitions of young women.

### CAMPAIGN OBJECTIVES

- Increase Fernwood's visibility within the local community by promoting the 'Female Sports Star' initiative.
- Enhance brand awareness and recognition through targeted marketing efforts.
- Foster the talents and ambitions of young women by recognizing and rewarding their achievements in sports.
- Lead Generation: Winning the short-term membership is a tool for lead generation, as there is a higher chance, they will become long term members.

### CAMPAIGN PERIOD

- This is an ongoing annual initiative; this outreach activity is strategically crafted for each school term.
- Make note that schools plan far in advance so be sure to capitalise on engaging with your local schools as soon as possible.

### LETTER TEMPLATE

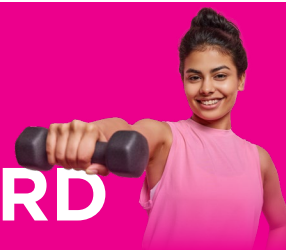
Utilise the ready to use letter template that serves as the initial touchpoint for reaching out to schools. This letter should articulate the essence of the 'Female Sports Star' initiative and its benefits.

The letter template can be found on Canva [here](#).

Make sure you make a copy and replace the blue text with your clubs personalised information.

# School Outreach

## FEMALE SPORTS STAR AWARD



### SOCIAL MEDIA CONTENT

- Craft social media posts to announce the initiative, showcasing the positive impact on the community. Include compelling visuals, success stories, and encourage schools to participate.

\*Make sure you have permission to post images.

### IN PERSON PRESENTATION

Plan a school visit, coordinate with schools for in-person presentations for the awards. Whilst announcing the award you can deliver information around your local clubs' commitment to community enrichment and the positive impact on students.

### MONITORING AND FEEDBACK

Establish a system to track the success of the program.

Collect feedback from schools, participants, and mothers to continually refine and improve Fernwood's community initiatives.

### COMMUNICATION TIPS

Once you have your list of high schools you want to contact:

1. Utilise the letter template provided and begin your communication with a personalised greeting, addressing the specific school and, if possible, the individuals you are contacting.
2. After the initial outreach, follow up with the school to ensure they received the information and to address any additional queries they may have. Consistent follow-up demonstrates commitment.
3. Clearly explain the 'Female Sports Star' initiative, emphasising its purpose, benefits, and the positive impact it can have on the school community.
4. Emphasise how the initiative aligns with the school's goals and values, showcasing the mutual benefits for both the school and Fernwood.
5. Express a desire for collaboration and flexibility. Encourage open communication and a partnership approach in implementing the awards within the school's existing structure.
6. Provide contact information and express openness to discuss the initiative further. This invitation for dialogue can facilitate a smoother understanding of the program.