



ABC- Just One More! "Little Interest in Classes"

Question: Our flotilla would like to get involved in ABC: Just One More! But, we can't fill our classes as it is. How can we generate interest in one-day ABC?

Answer: Division 12 in 8ER had the same concerns, and we'd like to share their very aggressive and innovative approach:

"Over the last several years our division has seen a significant decline in the number of participants in our public education courses. We viewed the problem as a division problem and started to search for solutions. We chose America's Boating Course (ABC). Why? Because it is short, very well done, but most of all it is flexible.

We started targeting 4 populations: young active adults; teenagers; families; senior citizens.

We started with young active adults and chose a Health and Fitness Center for the location for this group. We marketed through their news letters and in the area newspapers.

For the teenagers in this state, a boating certificate is mandatory. We contacted a University, who promoted the course in their spring and summer catalogs, stating the program is designed for teenagers and will enable them to earn their boating certificate.

In targeting families we chose one of the largest churches in the region. This church has an indoor running track, gymnasium and has thousands of members. We publicized the course in the church's news in regional newspapers and local marinas.

For the senior citizens population we chose the Yacht Club at an on the water retirement community. We marketed through their weekly newsletter, closed circuit television, and various clubs and associations."

The results? Over 60 teenagers and 50 adults flocked to the classes. By targeting and creatively advertising to a specific boating population, your flotilla's ABC- Just One More! classes can be just as full!