

# **irow** youth rowing

## Frequently Asked Questions (Further to the **irow** Youth Rowing Presentation)

### MAKING COMMUNITY CONNECTIONS

#### **What is the best way “in” to present **irow** youth rowing to schools?**

Often it helps to have parent interest in a new sport activity. Contact parents who were involved previously in rowing and have children attending local schools. Involve them as you contact school boards, administration and physical education teachers. Their knowledge and support can open doors to school presentations.

Parents may also have contacts in the school’s PAC (parent advisory committee). They are usually results oriented and may also help with raising funds for the program.

Are there schools presently rowing in your community that would support you in attracting a new school to rowing?

Display the **irow** poster around the school detailing the introductory rowing session.

#### **How do you connect with a former elite rower who may live in your area but isn’t a club member?**

Contact RCA or your Provincial Rowing Association. They may still have links to the former rower and might be able to provide contact information. You might want to invite the rower to one of the youth rowing days at your school or down at the club. They can share their experience of rowing and may help with program implementation.

## COMPONENTS FOR YOUTH ROWING PROGRAMS

### **Finding people and equipment resources to promote youth rowing can be challenging. How do we manage to promote and operate this new program?**

It's important to be thorough in identifying the time and expenses related to promoting and delivering the program at your club. Ensure you have the people and equipment in place before you have youth committed to try rowing.

Building relationships with neighbouring clubs is a great way to assist new rowing programs. Sharing equipment between clubs can help to maintain programs and prevent equipment downtime.

The masters and recreational rowers in your club are often enthusiastic volunteers and can assist with program implementation. Inquire about students in leadership classes who need to acquire volunteer hours. Tapping into these human resources while providing an organized rowing program will help in operating this new program.

### **Where can clubs find additional funding?**

The youth segment is a desirable market niche for many businesses. Advertise within your community and ensure the values of the business are in line with the **irow** values of commitment, leadership, fitness, teamwork, and fun!

Connect with your local media to bring awareness to youth rowing in your community. Submit newsworthy articles and results often.

### **Should I mention insurance and liability coverage in my initial presentation?**

There may not be enough time to present this level of detail and indeed it may not be appropriate when you are presenting the **irow** values and benefits for youth rowing.

Club safety must always be maintained and the topic of insurance might be better covered when you are dealing with the components and implementation of your youth rowing program.

Each club should have their own waiver forms and a copy of the RCA safety DVD for your resources. Some schools may also have insurance and liability coverage for off-site activities.

## SUSTAINING A SUCCESSFUL YOUTH ROWING PROGRAM

### **How do I develop a fun introductory dry land/gym session at the school?**

Create a positive environment that promotes participation for all youth. Communicate to the students that everyone makes an equal, valuable contribution to the rowing team. Be clear about the goals of teamwork and fun for the session. Keep the activities simple and rewarding to create team harmony and eliminate any confusion on the activity rules.

Use the **irow activities** and your own resources to create a dry land session that involves differing ages and fitness levels while keeping it challenging for everyone. When determining teams for rotating through stations, ensure there is a mix of boys and girls and ages within groups. Establish a coxswain in each group that leads and participates in the group activities. These activities should educate the students about rowing skills and the benefits derived from rowing participation.

### **How do I ensure the students sign up to begin rowing at my club?**

Determine if the school will participate as a high school program or if the students will join your club's junior program. Find out whether school transportation can be provided to get the students to and from the club.

Provide a display with club details, program options and pricing. Give each student an **irow** postcard with club contact information and directions. Ensure there is a sign up list where students can provide their contact information.

Have a few time slots prepared for an introductory session. Promote local elite athletes that may be training/coaching at club. Explain the details of the on-water session to the staff and students before the session begins so they will know what to expect.