



Marketing ideas for limited budgets

Activity providers often ask us for ideas on easy, low cost ways to promote their activities, classes and programmes. Here are some strategies you might like to try:

Awesome business cards. [Get yourself some snazzy business cards](#), then give them to every person you lay eyes on. Every handshake should come with a business card. The more people who find out about your business, the better – even if it's just a quick glance at a business card.

Quality posters and fliers. Print out posters/fliers and post them on community notice boards (libraries, cafes, schools and community centres) in your area. [Canva provides premium templates and easy to use software to design just about anything!](#)

Signage. [A creative, attractive sign can help your business stand out.](#) This is a good strategy if you use a community facility or church hall. Signage helps draw attention to your place of business and can help attract new people.

Email marketing. This is a great way to get new visitors engaged with your business, as well as maintain relationships with your existing customers. [Start your email campaigns with a free email marketing service like Mail Chimp.](#)



Car magnets. [Slap a magnetic sign on your car to build brand awareness](#) as you drive around town. Bumper stickers and window decals work as well!

Create instructional videos. Video content is really valuable. Give it a shot yourself or keep costs down by hiring a film student.

[Wistia has a great video tutorial on how to shoot expert-looking footage on your iPhone!](#)



Have a Go! Day 2017

Sunday 27 August 12pm-3pm, Lincoln Event Centre and Domain

[The Sport and Recreation Have a Go Day is back](#) and designed to showcase the sport and recreation activities Lincoln and the wider Selwyn District has to offer. In 2016 this event reached over 1,000 people giving sports/activities/games a go!

Mark the date and please help spread the word!



Following on from the popular *Habit Stick* from All Right, comes the new *Habit Stickers!*

[Research shows that tracking a habit dramatically boosts our chances of success.](#) Monitoring is where using a Habit Sticker comes into its own! It can also act as a handy visual cue... another success booster!

[Habit Stickers are free to order - limited to 5 copies per order](#) (5 stickers per sheet).

Education, Training and Development

Mark the date! Selwyn Activity Provider Day

Date and Time: Saturday 14th October, from 12.30 to 4.30pm

Location: Lincoln Events Centre

We are excited to be running our next workshop in the Selwyn district. Award-winning activity provider Linda Miratana will be facilitating the session and sharing her ideas and hottest tips on themed classes, using music and running HIIT training. The day will also include SEW Snippets training – a session designed to help activity providers deliver simple nutrition messages to older adults.

Attendance is FREE and open to all activity providers in Canterbury.

[Visit the Active Canterbury website for more information.](#)

Get Set Go! Courses

Learn all there is to know about organising programmes and events.

Date and Time: Friday 4th August, from 9.45am to 2.30pm

Location: Fendalton Library/Service Centre (corner of Jeffreys and Clyde Roads)

[Get more information on this training workshop, including how to register.](#) You can also contact Jacqui Miller or Diana Saxton for more details or if you would like to run a customised workshop (03 941 8999 or communityrecreation@ccc.govt.nz).

