

Five tips for growing your activity and keeping them coming

These tips are based on strategies used by New Zealand Exercise Industry Awards winner Linda Miratana (Group Fitness Team Leader at Lincoln Events Centre).

1. **Try using themes.** Linking in with national awareness days or key dates like Valentine's or St Patrick's Day are a good place to start. Be creative and think about easy ways you can incorporate these themes into your activity. It could be as simple as everyone wearing something red or green. Give out prizes or provide a small giveaway as an incentive.
2. **Celebrate major milestones.** Going the extra mile really leaves an impression and highlighting special dates or occasions is a great way to show your class members and clients that you care. Share birthdays, weddings or other special dates that help create talking points and shared experiences.
3. **Use social media.** Facebook is a great way to share information and help your group/s interact outside of the class or activity. Try and identify someone in your group who could help setup a closed page. The page can then be used by the group to share events, training tips and inspirational quotes which promotes a real sense of belonging.
4. **Provide an opportunity to socialise.** Providing a cup of tea/coffee and some healthy snacks at the end of a class or session is a great way to help your participants get to know each other better. For some groups like young mums/dads and older adults this time can add significant value.
5. **Have fun!** As this quote puts it so well..."Have fun when you work out, and it won't feel like work!"