**FAWCO Region 4 Meeting, 7-9 November 2014, at AWC The Hague**

**Write-up Club Development Workshop 1: Reaching Out**

**Topic: Shared Communications within Region 4**

**Submitted by Susan Ailleris, workshop facilitator**

**Current situation**

Session began with an overview of where the clubs in attendance stand on communications and newsletters.

AWC Brussels: Julie Ann Leggett, President:

Weekly newsletter (email)

Magazine, Rendezvous, is also digital but they are considering stopping it.

2 Facebook pages and another for larger campaigns.

Question – how to further/improve partner communications for potential of exposure, PR and strategy

Advertising – don’t have many advertisers, have one or two partners, and sometimes advertisers by large events

AWC Antwerp: Marja Reunis-de Rechter, Deputy FAWCO rep:

Antwerp has only electronic newsletters now.

Advertising – currently only use advertisers for larger events, goodie bags, etc

ANCOR (Rotterdam): Vivian Lelieveld, President

Rotterdam has email newsletter only, about 6 pages, recently changed format

10% of members don’t receive as aren’t on email

Members often don’t read it, concern how else to reach them.

Advertisers – considering starting advertising, how to begin

AWC Amsterdam: Meg Brew, FAWCO Rep and Beth VanDerMeer, VP Internal communications

Tulip Talk magazine distributed both digitally and hard copy

President’s weekly/bi weekly communications by email

3 Facebook pages – public, private (Amsterdam) and private (Haarlem) and others are sometimes born (currently a Runner’s Group, too)

Advertising – established advertising protocol with advertisers in the magazine and benefit sponsors who get logo in magazine in exchange for discount in goods or service.

AWC The Hague: representative was a brand new member but out of our own knowledge:

Going Dutch magazine is available digitally (I think) and in print. They print more copies than needed for membership as it is also a PR tool – this is helpful for advertising.

Email blasts to membership

Advertising – well established, as above, a large distribution makes it more attractive to advertisers.

**Discussion summary**

After establishing where each club currently stands, we were able to better **pinpoint where collaboration is and isn’t (currently) possible in terms of club communication:**

1. **A shared regional magazine, not viable.** This concept was raised at an earlier conference, is not currently viable as all clubs have different formats and distribution methods at this time. Should that change, it could be reviewed.

2. **Sharing articles, possible**. This was raised as an alternative to sharing the full magazine. If we can create a central repository for articles and use clear naming and dating conventions, our magazine editors increase their resource base. We had suggested using Google Docs for this purpose, as it doesn’t download all articles to your local drive (as Drop Box does), only the one you need. Need editors of each club to discuss. *(facilitators note: would be great if there were a way to connect this to the FAWCO website – though think it’s too involved to add and search as a “best practice”).*

3. **Sharing advertising**, **possible**. This idea has come up at earlier conferences (between the Hague and Amsterdam), but no plan has been laid out. Might be feasible at least with one or two of the larger advertisers who cover the whole (or part of) the region – Little Gym, Atlas movers, etc. Need the advertising managers of each club to discuss.

**Next steps**

I as facilitator will send an email to the participant’s addresses (one for each club in the session and will find a contact in Luxembourg) and request that they in turn connect me to the correct contact within their club (1. President/FAWCO Rep, 2) Advertising Manager and 3) Newsletter editor) so I can ensure the loop is closed.