

NATIONAL Learn to Row Day

Timeline & Information for Your Club:

This sample timeline leading up to your Learn to Row Day is a helpful tool in preparing your organization to publicize and run the event smoothly.

Suggested Timeline:

Early April

- Hold staff/club meeting to let everyone know what's happening, make plans and delegate responsibilities.

Designate who will be in charge of:

- Press, who will handle press relations and the person to whom individuals would respond to if they want to attend National Learn to Row Day.
- General information, who will answer any questions, mention the waiver, and discuss what to wear (depending on climate - jacket, shorts, spandex, layers, socks, shoes, sunglasses, hat) and what to bring.
- Lining up the coaches, presenters, launch drivers, as well as experienced coxswains and rowers to help in boats and demonstrate for coaches/presenters.
- Reserving boats, boathouse and meeting room. Set up snacks and obtain bottled water.
- Coordinating packets and handling registration check-in and logistics for the day.

Mid-April

- Contact local newspapers, TV and radio stations - explain the event and get their interest.
- Ask the press to do a story about the upcoming National Learn to Row Day. Also, ask about closing dates for "weekly events calendars" in both the local and sports sections, so your June 5th event will appear. Note: If you have regatta pictures, offer them to the press with captions typed for them.
- Let the press know who your designated "media contact" is and how folks should contact him or her if they'd like to attend.

Early May

- Confirm articles in local papers: sports, calendar and weekend sections.
- Post flyers (see enclosed format for your use) in the club, neighborhood, or at local health clubs. Start talking up the event.

Mid-May

USRowing sends bulk packet with materials for each participant.

June

Week before event

- Confirm coaches, volunteers, all logistics.
- Develop alternative weather plans if needed.
- Prepare packets and registration materials.

Week after event

- Send photos and videos of your event to allison@usrowing.org
- E-mail, fax, or mail follow up form to pollini@usrowing.org