



START A SPORT WITH US

A short guide

Chalmers Idrottssällskap

info@cis-chalmers.se

www.cis-chalmers.se

fb.com/CISChalmers

Why start a club?

One of the most amazing things with Chalmers Student Union are the endless possibilities to get something done, effortlessly and with lots of support. Our entire organisation is built to encourage and support any student who wants to start something of their own or join an existing group. Starting a club within CIS makes it easier, more fun and cheaper. No need for bylaws, board meetings or budgets which is otherwise required for a sports society. **In short:** if you want something, go get it. We'll help you with everything.

What to expect

CIS board consists of voluntary students who do the work in their free time. We'll do our very best to answer all your questions. Our goal is to maintain and develop sports at Chalmers, but there are specifics as well. We'll take care of all the boring stuff, you'll focus on the fun.

We can help with

- getting started in general
- basic funding for equipment, facilities etc.
- locating facilities
- marketing
- professional logo from our graphic designer
- funding for special events (so called "åskning")

You're already interested in starting a sport. That's amazing. Next step is to map out a plan for practices and all the necessary practical details.

If you want to start a club, this is what we expect

- regular practices
- communicating with your individual members
- make sure everyone can join at some point, exclusive elite levels are not recommended
- take attendance for LOK support
- stay in touch with the board
- attempt to find a successor if and when you want to move on (we'll help too of course)

If I'm in, what's the next step?

After providing us with all the details and your ideas, we'll help you get started and reach out to all of Chalmers. You'll sign a contract with us and stay in touch with a contact person on the board. We'll help you with a logo and other graphic design if desired. We may need to meet a little bit more in the beginning to get you off to a good start.

For starters

- Sport email address [your_sport]@cis-chalmers.se
- Logo on website (you will decide and feedback with our graphic designer). Please get in touch with ***mikael.oskarsson@chalmersstudentkar.se***
- Access to membership registry

Communication

Setting up your channels

1. Name your facebook page or Instagram account CIS Chalmers [sport], i.e. CIS - Chalmers Tennis. This makes it easier for people to find you and associate with CIS.
2. Have at least two admins if possible, otherwise make someone on the CIS board admin for facebook.
3. Use your own logo for all channels. If you don't have a logo when you set up your channels, use the official CIS logo. Only use photos that you have the legal right to use. Our graphic designer can help make custom headers etc.
4. Communicate in English or at least in both Swedish and English.
5. Don't advertise for external companies/organisations in your social media or communication without talking to the CIS board first. Use your channels for your own content solely.

Reaching out to members - suggestions

1. If you want to give priority to your specific member - gather them in an excel document, extract the info from members registry. Then greet and welcome them to your club and invite them to activities and events.
2. Post activities/training on Facebook. This can help spread the word that you're a sport to be counted with.
3. Stay in touch on Instagram. Behind the scenes, group photos from practices etc.
4. Be open to all - use a language that's inviting and welcoming.

5. If you have specific events that you need help marketing, we have resources to help you.
6. Encourage all try-outs to become members after they attended your event, if they seemed to enjoy it!

Managing member communication

After you get your specific email address and your facebook page is up, you may start to receive questions from eager members.

Some tips!

1. We suggest you come up with a system within your club to ensure their questions get answered swiftly. Don't let your members wait! Our recommendation is to appoint one coach to handle all incoming mail and messages on Facebook and Instagram.
2. Appoint someone to manage PR on your social media.
3. Appoint someone to be responsible for booking and planning practices.
4. Plan to meet every now and then outside practices to make sure everyone is on the same page and to talk about the future of your club.

For very general questions concerning CIS you can either forward it to info@ or have them visit <http://cis-chalmers.se/faq/>. You only have to answer questions concerning your own club, feel free to just forward them to us if you get stuck.

Organising practices

Invitation

Make sure all CIS members who've marked your sport gets an invitation.

Some tips:

- Regularly check the member register and add them to your own list.
- You can send out a welcome letter to all new members if you want. This will connect them to you early and establish a communication. It also gives you a chance to inform them on how you organise your events and what to expect.
- Invite your members to your event. We suggest sending invitations via email first hand, and then creating a facebook event. The event may contain a link to sign-ups if applicable. More on sign-ups below.
- Create an event on Facebook. This also serves as PR and exposes your club.

- Create a standard text with basic info such as “This event is open to all CIS members. We welcome all skill levels. You can try once without being a member, if there are available spots. Become a member here: <http://cis-chalmers.se/bli-medlem/>. Questions? Ask us anything sport@cis-chalmers.se”.

Sign-up or no sign-up?

We recommend sign-up forms for any sports that require booking of courts or facilities and/or where the number of participants affect the way you plan your sessions. Sign-ups also allow for getting other types of helpful information like skill levels and preparing for taking attendance in Idrottonline.

Sign-ups also allow easy communication with each and every participant.

Things to ask for in sign-up forms:

- Email address
- Name
- Skill level
- Allergies
- Equipment
- information about how to pay (if applicable)

Payment

If your sport requires additional fees for attending, make sure this is clearly stated in your PR and sign-up forms and what the fee covers.

- We recommend pre-payment so that you do not have to suffer economical loss in case of sudden drop outs.
- We recommend negotiating a deal with whoever provides your facility. Ask us for help and ideas to do this.
- How you charge your players is up to you. You can always bounce ideas off us if you're not sure how much to charge. You may also charge differently depending on who's attending. For instance, student or non-student.

Apply for extra funding

We encourage using our funds to host special events for our members! It can be a cup, series or workshop, maybe an inspirational lecture, certain equipment or anything that you deem an extra treat for your members and is not part of your regular practices.

More on this here: <http://cis-chalmers.se/dokument/>