



### Poloc Cricket Club member recruitment plan

Target	Action	Leader	Timescale	Impact	Montior/ Review
Attract junior members	Partnerships with: - Cricket Scotland - Glasgow Life/Sport - local primary schools - local secondary schools  Marketing through: - direct e-shots - flyer production/distribution - press contact/coverage - use of website  Use of: - cricket "camps" - schools "festival" days  Participation in local leagues	Junior Convenor	Ongoing		
Attract senior members	Partnerships with: - Cricket Scotland - Glasgow Life/Sport  Marketing through: - direct e-shots - flyer production/distribution - press contact/coverage - use of website  Hiring out ground for "bounce" games by non-members  Encouraging members to introduce friends to the club  Scheduling of more evening, friendly/social cricket fixtures  Participation in local leagues	Cricket Committee/Social Convenor	Ongoing		