

Melfort Curling Club Committees

I'm interested in learning more about your new committees. What are they?

In April 2024, the Board of Directors established the creation of a new committee structure to capitalize on the individual strengths of our board members and club members. *See committee descriptions below!* These committees will hash out details and provide recommendations for the board to consider and approve. This will allow the Board to focus on higher-level strategic decisions.

If you don't have board experience, a committee is a great way to get to learn more about service while supporting the work of the curling club by focusing on specific areas.

What is the time commitment involved?

We know – everyone is busy! The impact our numerous volunteers have on our club can not be overstated, and we are incredibly grateful for our passionate membership that contributes to our club's wellbeing. The goal of this new committee structure is to formally divide the various tasks amongst our members and to leverage everyone's unique skillset.

Committee members time commitment varies depending on the project or committee-type. Expect to spend up to 2-10 hours per month. Committee members are generally involved for a 1 to 2-year term.

Why Join a Committee?

This is an opportunity to make a meaningful impact on your community while developing new skills and connections. You will:

- Contribute to the success and growth of a community-based organization
- Develop leadership, teamwork, and organizational skills
- Experience the satisfaction of giving back to your community

We value the contributions of all volunteers, and your involvement plays a crucial role in our club's success.

Full Description of the Following Committees are in the next pages:

- **Membership & Events**
- **Volunteer Engagement**
- **Youth Curling**
- **Facilities & Building Enhancement**
- **Communications & Marketing**
- **Farmers & Friends Bonspiel**

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MEMBERSHIP COMMITTEE

PURPOSE

To plan, develop, implement and maintain a membership recruitment plan. Identify new programs to increase participation of new members. To enhance the member experience for current and future members.

RESPONSIBILITIES (suggestions):

- To facilitate ease of online registration
 - o Host in-person registration night
 - o Help seniors register online
- Develop and organize adult learn-to-curl programs
- Liaise with youth curling coordinator if there's need for new youth programs
- To identify undersubscribed leagues and programs and actively recruit participants
- Organize membership drives
- To identify new league opportunities, to fill community needs and wants:
 - o 6 pack league (shorter commitment, like Twin Rivers Curling Club success)?
- Organize and host clinics to develop existing curlers or attract new ones
 - o Stick curling clinics, youth curling clinics, 1 day in-house clinics, etc
- To identify new user groups and program opportunities and recruit new members to implement (corporate, schools, Christmas parties, etc)
- To develop a system to personally follow up with all non- returning curlers at the start of the season following the registration process
- To be present at community events and network with community organizations
- Keep record of meeting minutes and provide monthly report for board meetings
- To present a plan to the board for approval, including budgeting needs

COMPOSITION:

- At least 1 board member must be part of this committee. There should be a mix of new curlers and existing curlers as part of this committee to get a broad range of perspectives.

RESOURCES & BUDGET:

- We have Google Workspace with a shared drive. We can provide the committee with it's own folder.

DELIVERABLES (suggestions):

- Have membership retention rate of 90% +
- Find and recruit 10 new full-time members a year
- Expose curling to 20 adults brand new to curling/year
- Have 5 adults sign up for dedicated learn-to-curl program
- Host 1 clinic/year minimum to provide opportunity for people to "try" (youth, stick, or adult try)

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VOLUNTEER ENGAGEMENT:

PURPOSE

Promote volunteerism by planning and organizing volunteer recruitment, training, recognition and retention. This committee set volunteers and the club for success by matching volunteer skills with our organization needs by providing direction and processes.

RESPONSIBILITIES:

- Encourage volunteers to identify their skills and expectations for involvement
 - o Develop and maintain a list of members' KSA (Knowledge, Skills, Abilities: using curling i/o)
- Create and manage volunteer software programs (SignUp Genius) to facilitate ease of volunteers signing up for various tasks, such as:
 - o Bartending for special events, Christmas parties, funspiels
 - o Special learn-to-curl programs (not Youth League)
 - Schools
 - Corporate rentals
 - Newcomer events
- Define the tasks, responsibilities and authority for volunteers
 - o Create job profiles noting roles and responsibilities and realistic time frames
- Develop a volunteer orientation and training manual
- Work with the planning committees of large-scale special events (ie hosting playdowns) to assist with volunteer requirements as appropriate
- Coordinate projects with Club Manager in terms of timing and numbers needed
- Develop recognition program

COMPOSITION:

- At least 1 board member must be part of this committee. The committee should try to include a range of demographics, so as to get broader perspectives. This committee does not need to include *all* curling club volunteers, only individuals that will provide guidance, know-how and documentation to ensure long-term success of our volunteer program. There should be 3-4 people on this committee.

DELIVERABLES:

- Develop of list of our members' KSA (use curling i/o for this)
- Create plan for bartending training
- Define all volunteer roles at the club, and begin documenting their job descriptions
- Recruit more bartending volunteers for special events, while continuing to engage existing volunteers
- Be responsible for creating Sign Up Genuis for bartending, and other special events as requested

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YOUTH CURLING COMMITTEE

PURPOSE

To plan, develop and maintain a youth curling program aimed at introducing and fostering curling skills in children aged 6-14 for students in Melfort **and** surrounding communities.

RESPONSIBILITIES

- Promote the youth curling program within all communities to attract new participants.
- Send a representative(s) to the Melfort Citywide Registration Night in the September.
- Organize weekly youth curling sessions after school.
- Ensure all sessions are adequately supervised with appropriate coach-to-child ratios.
- Actively recruit and engage parents to get involved
- Develop age-appropriate activities to engage children and teach curling fundamentals.
- Work with CURLSASK to consider any resources or programs available from them (example: clinics, Blizzard program, Hit Draw Tap, Recreation Coach Workshops, etc.).
- Ensure a safe and inclusive environment for participants
- Plan and host youth curling events, clinics or mini bonspiels to encourage skill development and provide competitive experiences.
- Build relationships with schools including surrounding rural communities and First Nations (Rocks and Rings, invitation to clinics, encourage Phys Ed programming, etc)
- Evaluate the program's effectiveness and make recommendations for improvements.
- Coordinate and plan a year-end party including a bonspiel and refreshments.
- Consider additional opportunities to grow the sport among youth

COMPOSITION:

- One board member, two to three youth curling coaches, one to two parent representatives
- Optionally, a youth representative (if appropriate for older age groups within the program)

RESOURCES:

- Access to the club's Google Workspace for documentation and communication.
- A budget for equipment, event planning, and any necessary refreshments or incentives.
- Curling club has available for promotion: Rocks and Rings set **and** inflatable Express Rink

DELIVERABLES:

- Successfully run weekly youth curling sessions
- Organize a minimum of two youth curling events, clinics or mini-tournaments per season.
- Work closely with at least 1 school to grow interest
- Collect feedback from participants and parents to continuously improve the program.

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FACILITIES & BUILDING ENHANCEMENT COMMITTEE

PURPOSE

To ensure the building is maintained, improvements identified and recommendations are in place to enhance the building's appearance, increase revenue generation opportunities and ensure the operation is at its highest possible level. We are a member-owned facility.

RESPONSIBILITIES:

- Provides recommendations to the board regarding all maintenance, repairs and capital replacement
- Maintains inventory of projects (repairs and capital expenditures) with proposed priority and estimated costs.
- To maintain an inventory of equipment which should include the state of repair, life expectancy and replacement cost
- Provide collected quotes to grant person, when requested
- As required, establish volunteer teams based on their KSA {knowledge, skills & abilities} to oversee specific activities to save money
- Organize deep cleaning bees, as necessary during the off-season
 - o Summer 2024: Clean up the 2 back storage rooms, inventory of our kitchen stuff, provide recommendations on what to do with items we don't use anymore

COMPOSITION:

- At least 1 board member must be part of this committee. At least 1 member of the committee should have strong aptitude for mechanical and maintenance work. The remaining members of the committee could have experience with engineering, project planning, trades, and have a general can-do attitude.

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COMMUNICATIONS & MARKETING COMMITTEE

PURPOSE

To plan, develop, implement and maintain a communications and marketing strategy for members, the public and the media that will help to ensure the continued success, ongoing growth and future potential of the curling club.

RESPONSIBILITIES:

- Website
 - Responsible for the www.melfortcurling.ca Wix website, including up-to-date content, schedules, sponsors and links to membership registration.
- Social Media
 - Responsible for the timely and engaging content on our Facebook, Instagram and X pages. Supplement posts with links to drive traffic to our website
- Graphics
 - Responsible for creating engaging graphics on our Canva account to facilitate promotion and marketing using our branding standards where possible.
- Mailchimp, Member Updates
 - Responsible for creating and adding content on our Mailchimp account to provide members with monthly updates
 - Get content from the board and members, as appropriate.
 - Ensuring the subscription email list is up-to-date
- Curling i/o System Maintenance
 - Update league offerings, information, pricing and discounts prior to the start of the curling season. Ensuring all information is accurate and displayed correctly.
 - Upkeep of online league schedules throughout the year
 - Recording results from cash/competitive league

COMPOSITION:

- It is ideal if at least 1 board member is part of this committee. Multiple people with skills and knowledge on any of the above responsibilities can comprise of this committee to more evenly share the workload and ensure that not only 1 person knows how to do all these tasks.

MEETINGS & TIMELINES:

- It is optional if this committee needs to have any formal meetings

DELIVERABLES:

- Update the yearly Advertising Brochure by April 30th of each year
- Ensure curling i/o is ready to be live by September 1st of each year, with correct info/prices
- Create posters for all events
- Keep the table signs at the rink updated
- Website is up-to-date at all times
- Post on social media, as appropriate
- Send out minimum 4 mailchimp newsletters per year

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FARMERS & FRIENDS BONSPIEL COMMITTEE

PURPOSE

To hold a first-rate, enjoyable bonspiel for all curlers & spectators, to enhance the profile of the curling club, and generate a profit to be used towards capital upgrades.

RESPONSIBILITIES:

- Determine bonspiel format, registration fee and payout structure
- Secure sponsorship and ensure all sponsors' logos/perks/etc as part of the sponsorship package are fulfilled
- Collect live auction and silent auction items, and arrange for all payments
- Organize Calcutta and associated payouts
- Identify ways to promote registration to fill the bonspiel
- Arrange meals with kitchen leasee
- Identify ways to fundraise money (50/50's, etc)
- Ensure enough bartenders, ice makers and cleaners are available to help on the weekend
- Ensure all printing is completed at least 1 week prior to event (draw board and player packages)
- Plan safe ride service
- Conduct post-event participant survey and entertain any new ideas

COMPOSITION:

- It is ideal if at least 1 board member is part of this committee. This committee can include members and non-members of the club, including key sponsors if appropriate
- 2024: Nick (chair), Kerrie, Miranda, Regan/Mike, Randy, Kimberly, Curtis, Kris

MEETINGS & TIMELINES:

- This committee already exists. They should plan to meet at least 120 days prior to the start of the bonspiel for initial planning, and can meet as needed leading up to the event.

DELIVERABLES:

- Secure enough sponsorship to pay for most bonspiel expenses
- Fill designated curling spots in the bonspiel
- Recruit enough people to fill all volunteer positions
- Realize a profit at the event to go towards capital projects

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