



# HELPING OUR COMMUNITY TO #BEPARTOFSOMETHING

From May to August, we ran a campaign – #BePartofSomething – designed to engage with our members and motivate them to return to our venues and programmes when lockdown restrictions eased.

Knowing our members had spent a considerable amount of time in lockdown participating in online activities, we were keen to welcome them back in person and help to make them feel ‘part of something’.

By highlighting our #BePartofSomething ambassadors, we were able to share their inspiring stories, encourage others to take part in physical activity and demonstrate that the power of sport really can change lives.

The campaign was executed through outdoor advertising including bus shelter adverts and large banners, and online promotions including organic and paid social media campaigns and Google AdWords.

We ran our ‘#BePartofSomething this summer’ programme, which brought exclusive member-only opportunities to have fun, get active and be part of the Sport Aberdeen community.

As part of the programme, we held Member Days allowing each member to sign up for one event and bring up to three guests along for free. Event activities included ice skating, a Zumba UV glow party, tennis open day, ski or snowboard taster, 80’s beach party and more. Members could also request a free personalised fitness plan designed to help them achieve their summer fitness goals.

We were delighted that upon evaluation, our campaign helped to double the number of new members we had forecast for the months of May and June. We also lowered our attrition rate, allowing us to retain more members and encourage them to be part of our community rather than favouring at-home workouts.

**Enrolling in this class has been a life saver, quite literally.**

*Margret - #PartofSomething Ambassador*

**Sport Aberdeen makes you feel like you’re part of a family. All of us, the volunteers and coaches, we are all the same and there is no favouritism, we are all here to have fun and meet people and get better at something we enjoy.**

*Emily - #PartofSomething Ambassador*

**Sport Aberdeen gives me that routine, structure and purpose that I thrive off. I feel happy, active and overall a better person. It changed my life and if I hadn’t joined Sport Aberdeen, I don’t know where I’d be!**

*Jay - #PartofSomething Ambassador*

**Sport is great for building friendships and meeting people with shared interests in your community!**

*John - #PartofSomething Ambassador*



**From Left:** Our #PartofSomething ambassadors, Emily, Lisa, Margret, John, Ayah, Javier, Jay