



YOUR CLUB & COMMUNITY: A PROFITABLE PARTNERSHIP



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BY ERIN CHAKTAR

In the world of sports and fitness businesses, a positive and healthy reputation in your community can help your gym reach a wider audience and grow your business. It is important that your club is concerned about local social needs and that it actively participates in addressing those needs by using its position in the community. The partnership between USA Gymnastics and Children’s Miracle Network is a great opportunity for your club to show your community that it cares about the health and development of children.



Children’s Miracle Network – the alliance of premier hospitals for children – is dedicated to saving and improving the lives of children by raising funds for children’s hospitals across North America. Children’s Miracle Network supports hospitals that care for children with a range of needs by providing services from preventive care to the treatment of life-threatening illnesses. Most people knows of friends or family members who have been touched by childhood illness, and all children deserve the opportunity to be healthy. There may be athletes in your club who have received care from your local children’s hospital. By participating in the Tyson Fitness Challenge and the Children’s Miracle Network fundraising campaign, your club can make a difference in the lives of local children in need while also investing in the growth and success of your business.

Getting more through giving

As a business, clubs make decisions based on the return for the investment made. In the case of philanthropy, a modest investment of effort can heighten your club’s reputation and bring in additional business. Your club’s promotion of its charitable activities is a great chance to open your gym to potential clients and sponsors. Some people in your community may not know that gymnastics is a great foundation for participation in other sports, and others may not think of it as an option when looking for a sports program for their children. Raising your profile in the youth sports community through

participation in and promotion of charitable programs that benefit children can help increase membership at your gym.

Your current clients will be interested in seeing their children’s gym as a positive example in the community and a place where athletes learn the value of sportsmanship by using their own health and fitness skills to benefit other children. It is common for children to feel helpless when they see a young friend or family member become ill. By participating in the Tyson Fitness Challenge and the Children’s Miracle Network fundraising campaign, athletes will learn that their interests and talents can help their peers in a meaningful way.

Your gymnasts and employees will take pride in being part of a club that cares about doing the right thing and helping children in need. Your club will retain clients and employees when they feel that the club shares their

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charitable values. Those same athletes and employees are your ambassadors in the community and will create positive awareness of your club and its programs.

Online fundraising made easy

The Children’s Miracle Network online giving Web site is a simple way for your gym’s supporters to donate to your team. You can create a team Web site through which supporters can learn more about your club’s fundraising goals and make secure donations. Individual athletes also can have their own pages so their family and friends can help them achieve their Tyson Fitness Challenge goals. You can advertise your fundraising efforts by placing links on your club’s Web site, sending out e-mail notices to club members and their parents, and even through social networking sites.



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The Bottom Line

The success of your club depends on consistent enrollment and growth. To encourage such growth, you rely on word-of-mouth and other types of positive promotion. The Tyson Fitness Challenge and the Children’s Miracle Network online giving campaign are easy to incorporate into your club’s existing programs and come with everything you need to start reaching out to your community. By getting involved in your community, you will establish your club as a place where children learn not only good health and sportsmanship, but also how to be good citizens. ✕