

Inclusive and Diverse Marketing Ideas and Assets

Assets

- Facility poster
- Facebook graphic
- Twitter graphic
- Instagram graphic

Curling Canada's journey, like yours, is underway.

Like many curling facilities, diversity and inclusion are at the forefront of Curling Canada's values and priority impacts. We acknowledge there is considerable room for growth within Curling Canada's national marketing visuals and assets, to better portray the strength of diversity that we all seek to achieve. The included marketing assets are but one step of many on the path to creating meaningful change together.

Ideas

Change the picture

- When sharing on your communication channels (social media, website, newsletters, posters, media, etc.), be aware of the image you are selecting—does it portray your facility's desire to be relatable and welcoming? Imagery is a powerful marketing tool that can help illustrate the steps your facility is taking to nurture an inclusive environment.
- It is important that people see themselves and see people who look like them in the curling facility.
- Evaluate the information you are providing on your communication channels. Is the information provided engaging and relevant?
 - Does it lay out how a newcomer can easily get involved?
 - Does it provide a contact who can answer any questions?
 - Does it show how your facility is structured to encourage everyone?
 - Do you offer anything special for new groups?
 - Do you illustrate how accessible your facility is?

Build new relationships and trust

- Building authentic and mutually representative relationships will require genuine connections and a true understanding of the leaders and the groups they represent. It is critical to understand not only your facility's needs but those of the groups you are connecting with as well.
- Reach out to your local political, ethnic and community program leaders (school board members, local elected officials, after-school program heads, Indigenous leaders, religious leaders, LGBTQ community groups, persons with disabilities, etc.) with open forms of communication, to better understand their group's needs and ambitions, as a meaningful first step in building trustworthy interactive relationships with them and the groups they represent.
- For example, if trying curling is of interest to a certain group, then look to provide them with information that is customized to fit their needs (translated to their language, tailor information to what will benefit them, make it a basic overview of how to get involved, use diverse imagery, etc.)
 - According to the 2018 Curling Facility Survey conducted by Curling Canada, 83% of facilities across Canada have an established relationship with schools (elementary, high school, university or college.) Many schools have relationships with local community groups potentially bridging the gap of communication between curling facilities and communities.

Examples of community groups & organizations:

- Local church groups and after school programs
- [Aboriginal Sport Circle](#)
- [Big Brothers & Big Sisters of Canada](#)
- [Boys and Girls club of Canada](#)
- [Canadian Council for Refugees Member Organizations](#)
- [Ethnic Community Associations](#)
- [Special Olympics Canada](#)
- [YMCA Canada](#)



Get out into the community

- Proactively step out of your facility bubble and into the local community. Going out to different community events and engaging with various groups can allow you to learn more about needs and barriers, which in turn informs your marketing strategy.
- Research what events may be happening in the community and attend to get to know the members within the community. See if there is an authentic way for your facility to be a part of the event and, as a follow-up, if your facility could provide information or offer an opportunity to try curling.
 - You can usually find a community calendar on your province's, town's, and neighbourhood/community association's website.
 - According to the 2018 Curling Canada Facility Survey, 34.9% of facilities across Canada have increased their membership since 2010. *Community engagement was one of the reasons listed along with active marketing, new recruitment, and open houses.*
- Any time your facility may be having a Curling 101, learn to curl, fun night, or any other introduction to curling events, go to local community groups such as the ones listed above and personally invite them or look to organize another night the community groups or families can participate in. A tailored event may make them feel more welcome and comfortable to come and try.

Beginning with small steps in the right direction, we at the community facility level and Curling Canada as a whole, can welcome a wider demographic into our house. For more resources, information, and the full Diversity & Inclusion Kit visit <https://www.curling.ca/diversity/>



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