

DIVERSITY AND INCLUSIVITY

Creating Meaningful Change

Inclusive Membership Options

A significant barrier for some potential new curlers is the cost to play. Low-income groups, especially those with multiple family members wanting to participate, struggle to afford increased equipment costs, program registrations, transportation, and membership fees. It is acknowledged that the examples below may not be financially sustainable options for all facility, however, they offer ideas for further discussion within your facility, as appropriate.

Different payment options and discount examples

- *Newcomer discount* – Offer new curlers a discount off their first-time membership.
- *Pay-as-you-go* – Provide a membership option with which families can pay in installments throughout the season rather than a large upfront fee.
- *Family discount* - If multiple members of a family want to become members, offer a discounted membership fee (i.e. two for the price of one.)
- *Referral discount* – Discount existing members' fees for each new member they recruit. This is a great way for new minority members to earn a discount, as well as increasing community member involvement.
- *Volunteer option* – Provide options to volunteer for your membership in exchange for a partial or fully discounted membership. This allows the member to feel involved in the facility and alleviate personal financial worries.



Allocate funds for financial aid

- Allocate money to financial aid programs and diversity initiatives for potential new members who still need help despite discounted offerings.
- Focus funding on starting initiatives that will help draw in a more diverse membership. In the long run, this will result in increased sustainability and profit.
- Fundraise
 - Host bonspiels, special league nights, or teaching clinics where the registration fee, or part of it, is reserved for a financial aid program.
 - Raise funds via 50/50s, door prizes, silent auctions, etc.



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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