

WOMEN'S SQUASH WEEK

A PROVINCE-WIDE CELEBRATION OF WOMEN & GIRLS IN SQUASH

AMBASSADOR PACKAGE



LEARN MORE:
[SQUASHBC.COM/WSW](https://squashbc.com/wsw)



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AMBASSADOR PACKAGE

WELCOME TO THE WSW AMBASSADOR PACKAGE

Squash BC is excited for the return of Women's Squash Week (WSW) for another season! This historic September event is a key initiative in growing squash participation among women and girls across British Columbia. In this package, you will find information regarding Women's Squash Week, the role of an Ambassador, and some ideas for running a successful Women's Squash Week event in your local club or community. If you have questions regarding Women's Squash Week or would like support in running a Women's Squash Week event please contact programs@squashbc.com.

PACKAGE CONTENTS

1. Ambassador Package Overview
2. Women's Squash Week Overview
3. Ambassador Information
4. Women's Squash Week Events
5. Event Preparation
6. Participant Recruitment
7. Marketing Your Event
8. Event Day: What to Bring
9. Retaining Participants
10. Funding Support
11. Event Checklists



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WHAT IS WOMEN'S SQUASH WEEK (WSW)?

WSW is a province-wide celebration of women and girls in squash. Each year, it provides opportunities to recruit and retain new female participants across BC. WSW is one of Squash BC's largest annual events, all made possible by our province-wide Ambassador network.

Squash BC is excited to offer additional support for WSW Ambassadors and their facilities this year. This includes event funding, equipment, posters, social media image templates, and mentorship.



HISTORY OF WOMEN'S SQUASH WEEK

WSW was launched in 2013 as part of the Vancouver Squash League, with a focus of growing female participation in the league. Squash BC partnered with the VSL in 2018 to make WSW a province-wide event targeted at growing women squash participation in BC. Since 2013, WSW has brought together over 1,500 women and girls to participate in events while experiencing all that our sport and community has to offer.

IMPORTANCE OF WSW

WSW plays a vital role in growing female participation in the sport of squash. Since Squash BC took over WSW in 2018, we have seen an increase in our female membership percentage from below 20% to over 30%! WSW has been a catalyst to this growth and continues to be one of our most important annual events. As part of our Growth Initiative, Squash BC continues to work towards developing a more equitable landscape in our sport. Putting forth WSW each year is a key component of delivering on that goal.



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WHAT IS A WSW AMBASSADOR?

A WSW Ambassador is a leader at a facility or in a community who coordinates WSW events. They also act as the direct contact with Squash BC. The Ambassador will promote their events (with help from Squash BC) to recruit and retain participants. WSW Ambassadors don't have to do it alone! They can coordinate with other club volunteers, facility coaches and admin staff, and WSW Mentors to help make their event a success.

WHO CAN BE A WSW AMBASSADOR?

Anyone can be a WSW Ambassador! Whether you're a player, volunteer, coach, club administrator or parent, you can fit into the Ambassador role. The important part is that you're interested in supporting the growth of female squash participation in your club or community! Ambassadors receive support from Squash BC in running events, so it's okay if you don't have experience leading squash programs. Check out [Page 5](#) for some examples of what you could offer.

WHAT DO WSW AMBASSADORS RECEIVE?

Squash BC is excited to offer approved WSW Ambassadors an event Ambassador shirt, event equipment, and up to \$150 in funding for this year's WSW. Check out the Squash BC's [WSW Funding Information Package](#) for more information.

ARE YOU A NEW WSW AMBASSADOR?

Squash BC offers additional support to new WSW Ambassadors, as we understand it can be intimidating to start something new. Contact programs@squashbc.com and we can connect you with a WSW Mentor from our network of experienced Ambassadors who can help guide you in your event planning and delivery.

[Sign-Up as a WSW Ambassador Here](#) or visit SQUASHBC.COM/WSW



LEARN MORE: SQUASHBC.COM/WSW



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WSW EVENTS

WHY HOST A WOMEN'S SQUASH WEEK EVENT?

- **Recruit New Members and Participants**

- Recruit women who are new to and/or returning to the sport
- Leverage your community - spouses, relatives, and friends of players
- Encourage members from other sports within the club to join squash for additional fitness or social benefits

- **Engage Your Members**

- Provide an opportunity for women to start their season with a fun and welcoming event
- Give the opportunity for your members to meet each other and form new friendships
- Spark the demand for female-focused programming after Women's Squash Week

- **Increase Facility and/or Coach Revenue**

- Recruit & retain new members
- Give your club professional or coach access to a new group for programs
- Market your existing programs to a new audience



EVENT EXAMPLES

- | | | |
|------------------------|----------------------|----------------------------------|
| • Introductory Lesson | • Squash and Mingle | • Meet & Greet with Club Coaches |
| • Bring a Friend Event | • Mini-Tournament | • Women's Club Open House |
| • Intro to Rules | • Round Robin | • Squash & Sip |
| • Exhibition Matches | • Queen of the Court | • Mother & Daughter Squash Night |

MAKE SURE TO REGISTER YOUR EVENT WITH SQUASH BC!

By registering your WSW event(s) with Squash BC you will receive a facility WSW poster with all your events, social media image templates, event balls, Club Locker Registration page (if you would like one) and your event will be posted on the Squash BC WSW Event Page! Register now by emailing your event details to programs@squashbc.com or by completing the [WSW Event Information Form](#).



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EVENT PREPARATION

EVENT REGISTRATION

There are many methods you can use to register and manage your participants:

- A Club Locker Registration Page
- Google Forms or similar platforms
- Internal Club Registration Systems
- EventBrite

If you want Squash BC to create a Club Locker Registration page, please indicate this when you complete your [event registration](#).



WHAT TO INCLUDE IN YOUR REGISTRATION PAGE?

The registration page should collect important information such as the participant's name and contact information (email and phone). You may also want to gather more information about your participants, like their age, gender, and squash playing experience. Also you may want to consider collecting emergency contact/medical information and have your participants complete any required waivers.

Your registration page should also include all event details, what equipment is needed, and whether there are any registration fees.

EVENT COMMUNICATIONS

Be sure to communicate with registered participants about one week prior to the event. This is a good time to remind them of event details and share your excitement about the upcoming event. This is also a great opportunity to introduce yourself as the WSW Ambassador (and any other key event leaders).

Another email should be sent 24-48 hours prior to the event to remind participants of what equipment they should bring and what attire is appropriate for the event.



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FOCUS AREA: PARTICIPANT RECRUITMENT

If your event aims to attract new female participants, here are few things to consider:

Registration

- Ensure your registration process is quick and the page is easily accessible
- For new participants you should use a registration page that does not require a login. We recommend you use something simple, like a Google Form or even a physical signup sheet.
- Ensure your registration form gathers important information like the participants name, age, email, and phone number. You likely also want to ask about their squash playing experience.
- While free events can draw the highest registration, events that charge a small registration fee tend to prevent registrants from no-showing.

Events Ideas That Target New Participants

- **Bring a Friend Event:** There are no better spokespeople for your club or programs than your existing members. Let them help promote by introducing their friends to the sport. This also greatly reduces the intimidation factor of trying something new, as everyone will know at least one other participant.
- **Facility Open House:** Using Women's Squash Week as a Facility Open House can be a great way to get people in the door. Again, this is a great way to leverage your existing community members.
- **Meet the Coach:** If your facility has a regular coach or club professional, using them in your event can be a big draw. As well, when participants engage with the coach, they are more likely to continue forward with their programs.

Important Things to Remember

- **Provide the Required Equipment:** Having equipment available for participants to use will help attract those new to the sport. As well, Squash BC highly recommends using progressive balls (single dot or lower) to allow participants to more easily experience success.
- **Welcome Your Participants:** Be sure to welcome and introduce yourself to new participants. It's important all your participants feel comfortable and know who to talk to about the event and your club. Your participants will look to you as an Ambassador to be that friendly and welcoming face!



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MARKETING YOUR EVENT

Squash BC offers the following support to help you promote your WSW Event

- **Event Poster:** Squash BC will create a custom WSW event poster that can be used around your facility and community. We encourage you to post this poster at local community centres and hubs in your area.
- **Social Media Templates:** Squash BC will provide you with social media templates that can be used for your club's Facebook, Twitter and Instagram.
- **Marketing on Squash BC Event Page:** Squash BC will display your event both on the Squash BC WSW Page and the Squash BC WSW Club Locker Event.



How to Promote Your Event

- Post your Squash BC WSW Event posters in your facilities and around the community.
- Send an email with event details and what WSW is to all your current and past club members.
- Encourage members to invite their non-squash playing partners, friends, and peers to the event.
- Post your event information on your club's website and social media platforms, Squash BC will provide all clubs with a social media template they can use across various social media platforms.
- Be sure to tag @SquashBC on all social media post so that we can re-share the post on the Squash BC social media accounts.



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DAY OF EVENT – WHAT TO BRING

REMIND YOUR PARTICIPANTS TO BRING THE FOLLOWING EQUIPMENT

- Squash Racquet (if not provided)
- Indoor Non-Marking Shoes
- Appropriate Attire
- Water Bottle
- Towel
- Change of Clothes if offering additional social component
- Eye Guards*

**Squash BC recommends the use of eye guards for all introductory squash events but are not required (Unless the event is Doubles/Squash 57 or if participants are 19 years of age or younger, where eye guards are mandatory)*

WHAT SHOULD YOU BRING AS AN AMBASSADOR?

Each event will require different equipment to run successfully, here are a few things that you should consider bringing.

- WSW Ambassador Shirt
- Balls
- Extra Racquets
- Cones/Pylons
- Sanitized Extra Eye Guards

If you don't have access to the equipment above, ask your club admin or other members to see if they can help supply your event (or reach out to Squash BC).



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FOCUS AREA: RETAINING PARTICIPANTS

Women's Squash Week doesn't end when your event finishes. The work you've done to recruit new participants & engage them through an effective event should not go to waste. For that reason, it's important to consider post-event actions that can help retain your recruited participants & even convert them to members! Here are some ideas for retaining & re-engaging WSW participants:

Send Post-Event Follow-Up Communication(s): Communicating with your participants shortly after your event is key to keeping them engaged. This shows them that you care and are interested in having them continue with squash. Squash BC can provide post-event communication templates for you.

Create a Club Welcome Package: One of the biggest barriers to joining a club can be the intimidation factor of not knowing general information (or who to ask about it). A Welcome Package can contain important information about the club, membership fees, available programs, and other benefits of joining or taking part in the sport.

Offer a Trial Membership: Committing to a full year of membership can be a huge step for new players. Offering a trial membership for WSW participants will increase the likelihood of them joining. This also gives you more time to interact with the participants and show them why your club is the place for them! Make sure this information is ready before your event and shared with all participants.

Program or Private Lesson Offer: Often receiving a special offer can help get someone over the hump of signing up. If your club has a pro, work with them to ensure they understand the benefit of offering something to your WSW group.

More Women's Only Programming: Squash BC encourages facilities to offer women's only weekly squash programming following Women's Squash Week. Having a female-focused program may have been the original reason why your participants chose to attend WSW. Giving them a similar option can keep them engaged. Programs can range from lessons to drop-in's and mixers.

Offer Equipment: Many participants will not have their own squash equipment when they attend WSW. Offering a special offer on equipment from your club's pro shop or arranging options for rental equipment can give participants more time to learn to love squash before committing.



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WSW AMBASSADOR FUNDING SUPPORT

Squash BC will provide all Squash BC member facilities that host a 2024 Women's Squash Week event with the following funding support. Event Funding should be used towards event costs or marketing.

LEVEL OF SUPPORT	EVENT REQUIREMENTS	FUNDING & EQUIPMENT SUPPORT
LEVEL 1	<ul style="list-style-type: none">• 10 or fewer participants• At least one Ambassador must complete one of the Squash BC Safe Sport Courses*	<ul style="list-style-type: none">• \$50 Event Funding• 3 Balls• 1 Ambassador Shirt• Squash BC Facility Customized Poster• Squash BC Marketing Materials
LEVEL 2	All Level 1 Event Requirements, plus <ul style="list-style-type: none">• 11 to 25 participants	<ul style="list-style-type: none">• \$100 Event Funding• 6 Balls• Up to 2 Ambassador Shirts• Squash BC Poster & Marketing
LEVEL 3	All Level 1 Event Requirements, plus <ul style="list-style-type: none">• 26 or more participants• Schedule at least one follow-up event following WSW to engage female members	<ul style="list-style-type: none">• \$150 Event Funding• 9 Balls• Up to 3 Ambassador Shirts• Squash BC Poster & Marketing

* Squash BC requires all programs to be operated by a Safe Sport complaint representative to ensure an accessible, inclusive, respectful of all participant's personal goals, and is free from all forms of maltreatment. For WSW 2024, the Ambassador must complete one of the following modules to receive funding and equipment:

- CAC Safe Sport (virtual module) - Free
- Commit to Kids (virtual module) - \$12 + GST
- Make Ethical Decisions (virtual in-person module) - \$50+



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WOMEN IN SQUASH – PROGRAM GRANT

This year, we will be offering additional funding to facilities following Women's Squash Week events. Women's Squash programs hosted at facilities after October 1st (programs must start before November 15th) are eligible to receive up to \$100 in funding. Funding can be used for equipment costs, program socials, and coaching expenses. Please note that expenses do not need to be submitted to Squash BC.

WHY HOST A WOMEN IN SQUASH PROGRAM?

Squash BC has introduced additional funding for Women in Squash programs as a means to increase female participation in squash programs. The Women in Squash Program Funding aims to retain Women's Squash Week participants in the sport.

LEVEL OF SUPPORT	EVENT REQUIREMENTS	FUNDING & EQUIPMENT SUPPORT
LEVEL 1	<ul style="list-style-type: none">• A minimum 4 week program• 3 to 8 Weekly participants	<ul style="list-style-type: none">• \$50 Program Funding• 3 Balls
LEVEL 2	<ul style="list-style-type: none">• A minimum 4 week program• 9 Weekly participants or more	<ul style="list-style-type: none">• \$100 Program Funding• 6 Balls

Please note that Women in Squash programs can be weekly structured drop-in sessions or a regular weekly instructed sessions. To be eligible for funding, facilities must complete and meet Women's Squash Week Funding completion requirements. Please refer to page 14 for all requirements, funding for event programs will be paid following the completion of their Women in Squash – Program Funding Grant Report. If you are interested in hosting a Women in Squash Program, please register your program using the [2024 Women in Squash – Program Funding Grant Application Form](#).



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WSW AMBASSADOR FUNDING SUPPORT

WSW FUNDING TERMS AND CONDITIONS

- The event is submitted by **September 1, 2024** to ensure equipment and event marketing materials are delivered in time (subjected to shipping delays).
 - Note: Events and Ambassadors must be registered by August 10th to guarantee WSW Ambassador shirt sizing.
- The WSW Ambassador must meet Squash BC Safe Sport requirements to ensure an accessible, inclusive, respectful of all participant's personal goals, and free from all forms of maltreatment. For WSW 2024, the Ambassador must complete one of the following modules before their WSW event to receive funding and equipment:
 - CAC Safe Sport (virtual module) - Free
 - Commit to Kids (virtual module) - \$12 + GST
 - Make Ethical Decisions (virtual in-person module) - \$50+
- Participating Facilities must complete all reporting requirements to receive their event grant (at the conclusion of the event).
- Program Participants must sign a photo/video waiver that allows Squash BC to use images from the event in our marketing materials.
- Reporting Requirements (post-session):
 - Participating facilities must complete the post-session report in full to receive funding.
 - Post-event reports must be completed by **October 15, 2024**.
 - Participating facilities must provide Squash BC with a participant list (including the name, email, age of all participants) using the participant list template to receive funding.
 - Participating facilities must either provide Squash BC with one or more event photos or post them on social media (Facebook, Twitter, or Instagram) and tag @SquashBC in the post to receive funding.
 - Submit an Event Organizer Feedback Form.



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WSW AMBASSADOR FUNDING SUPPORT

WOMEN IN SQUASH – PROGRAM FUNDING GRANT TERMS AND CONDITIONS

- The program funding grant application must be submitted by September 30, 2024.
- A Safe Sport representative must be identified for the program which meets Squash BC Safe Sport requirements to ensure an accessible, inclusive, respectful of all participant's personal goals, and free from all forms of maltreatment. For Women in Squash – Program Funding Grant, the representative must complete one of the following modules before their program start date to receive funding:
 - CAC Safe Sport (virtual module) - Free
 - Commit to Kids (virtual module) - \$12 + GST
 - Make Ethical Decisions (virtual in-person module) - \$50+
- Participating Facilities must complete all reporting requirements to receive their program grant (at the conclusion of the event).
- Program Participants must sign a photo/video waiver that allows Squash BC to use images from the event in our marketing materials (template provided by Squash BC).
- Reporting Requirements (post-session):
 - Participating facilities must complete the post-session report in full to receive funding.
 - Post-event reports must be completed by December 31, 2024.
 - Participating facilities must provide Squash BC with a participant list (including the name, email, age of all participants) using the participant list template to receive funding.
 - Participating facilities must either provide Squash BC with one or more event photos or post them on social media (Facebook, Twitter, or Instagram) and tag @SquashBC in the post to receive funding.



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EVENT CHECKLIST

PRE-EVENT

- ☺ Review the WSW Ambassador Package.
- ☺ Ensure you (or your identified Women's Squash Week Ambassador) complete the [Squash BC WSW Ambassador Sign-Up](#) to ensure you stay up-to-date with everything WSW.
- ☺ Meet with your facility administrators to determine what type of event you'll offer. Things to discuss in this meeting should include:
 - Date(s) and time(s) of your WSW event(s)
 - Confirm court availability for your WSW event(s)
 - Determine what type(s) of event(s) would be the best fit
 - Determine a budget for your events (ex. Food, drinks, prizes, court fees)
 - Confirm coach/club professional availability, if required
- ☺ Once you've confirmed your event details, submit them to the [WSW Event Submission Form](#). This ensures you'll receive your custom WSW event poster, Ambassador shirt(s), equipment & funding, and have your event displayed on the [Squash BC WSW Event List](#).
- ☺ Create a simple registration form that collects the participant's name, age and contact information. Please review the [Event Preparation page](#) (Page 8) for registration page details.
 - *Note: If you indicate in your event submission that you want to use Club Locker to register participants, Squash BC will take care of this step for you!*
- ☺ Once you have received your event marketing materials from Squash BC, put up the poster around your facility and community.
- ☺ Share event information with your members through social media, emails, and word of mouth.
- ☺ Communicate with your event participants a few days before the event to remind them of event details and what they need to bring.



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EVENT CHECKLIST

EVENT DAY

- ☺ Print all needed materials:
 - ☺ Participant list
 - ☺ Any club promotional materials or handouts for participants
 - ☺ Club Waiver (if needed)
 - ☺ Squash BC Participant Feedback QR-Code Poster
- ☺ Wear your Squash BC WSW Ambassador Shirt
- ☺ Hang up the Squash BC WSW Participant Feedback Form QR Code Poster
- ☺ Arrive at the club early to set up your event and welcome new participants
- ☺ Ensure all other WSW volunteers are aware of event details and plan-of-action
- ☺ Ensure playing surface is clean and safe for all participants
- ☺ Take pictures during your event and get a group photo at the start or end of your session
- ☺ Promote future women's squash programming to event participants

POST-EVENT

- ☺ Send an email to all event participants within 48 hours of the conclusion of the event, this email should include the following:
 - ☺ Thank you for participating in the WSW event
 - ☺ Any promotional materials to engage participants and promote why to continue with the club
 - ☺ Squash BC WSW Participant Feedback Form
- ☺ Send WSW event participant lists and pictures to programs@squashbc.com
- ☺ Complete the Squash BC Ambassador Feedback Form



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