

BUILDING YOUR RABBLE *COMMUNITY*

A group of approximately 12 people are running across a grassy field in a park. They are wearing bright green and orange vests with the word 'rabble' printed on them. The background is filled with trees with autumn-colored leaves, and the overall lighting is warm and golden. Two colorful balls, one orange and one green, are visible in the air on the left side of the frame.

rabble

GAME CHANGING FITNESS

BUILDING YOUR RABBLE COMMUNITY



As you're about to start running your very first Rabble session, we've created a guide to let you know what we'll do to help you get started and give you guidance on what you need to do.

As part of the onboarding program, we will help you get as many players as possible for the first Rabble session you run. This is because getting good numbers at the very beginning of your Rabble is essential to help you get started on building your community of players.

We'll be doing this by helping you set up a launch event which will be a free Rabble session that anyone could join. This is a great opportunity for participants to discover Rabble and how see much fun it is. This will be supported by a Facebook event and Facebook advertising.

All you need to do to get this process started is to decide the date, time and location of your first Rabble sessions and let us know about it!

WHAT WE WILL DO AHEAD OF THE EVENT

Once you've informed us on the date and location of your first Rabble session, we'll get started on helping you get set up!

1

CREATE EVENT ON FACEBOOK

We will create the event on your Facebook page and then promote it with Facebook advertising tools, which will be free of charge for you! We'll run the promotion a week prior to the event and in order to maximise the success of the event, we'll target individuals in within your area.

2

PROVIDE YOU WITH A SESSION FORMAT SHEET

The session format sheet will include the games we recommend you to run in the free session and tell you how to structure it. We've designed it so that your session will be easy to run even for big numbers of players. This means you can focus on getting people to join and on creating a fun ambiance during the session!

3

PROVIDE YOU WITH CONTENT

We will also provide you with content and posts that you can share on the event page and on your Facebook page to encourage people to join and remind them about the upcoming event.

WHAT YOU NEED TO DO AHEAD OF THE EVENT

1

SCHEDULE SESSION ON MAKESWEAT

You will need to schedule the session on MakeSweat with a free pass attached to it. We recommend for the session to be run on a weekend afternoon, otherwise you should schedule it on the day you will run your weekly sessions.

2

GET PEOPLE TO JOIN THE EVENT

While we will promote the event via advertising, you should try and get as many people as you can to join through other means. This is a great opportunity to get your friends, family and other circles to join. Encourage them to bring their friends along to get a big number for your first session.

3

RESPOND TO PEOPLE'S QUESTIONS ON FACEBOOK

Make sure to have your Facebook page set up so you receive notifications of anyone commenting or messaging for questions about the session. It is crucial that you answer people's queries in a timely manner. You should download the Pages Manager app on your phone to manage these more easily.

4

MESSAGE EVERY ATTENDEE INDIVIDUALLY

Send everyone who's shown interest in the event on Facebook a message. Let them know that you're excited to meet them at your session. Ask them if they have any questions and make sure you help them out if they do.

WHAT YOU NEED TO DO AT THE SESSION

1

BE PREPARED FOR YOUR SESSION

Make sure you are prepared for the session – it is essential that the session goes as smoothly as possible and that you're confident about your delivery. The quality of the session will determine whether people will come back or not. You need to make sure that the session is fun, but also that players get a real workout, as it is the primary goal of Rabble sessions.

2

ARRIVE IN ADVANCE

Arrive early enough to set up your pitch, check the field for any hazard and do a last-minute rehearsal of the session. This way you will be available to welcome players when they arrive and start getting to know them.

3

CREATE A FRIENDLY ATMOSPHERE

People will come back to Rabble not only because of the fun and fitness elements, but also because they feel part of a community. It's essential that you start building this from the first session. Make a real effort to learn people's names and to praise them individually during the session. The more you've prepared for the session, the easier it will be to focus on creating a friendly and fun atmosphere during the session. Take a picture at the end so you can use post it on Facebook later.

WHAT YOU NEED TO DO AT THE SESSION

4

ENCOURAGE PEOPLE TO COME TO THE PUB

Organise some pub time after the event. Find a local pub and tell them about what you're doing, as you might be able to get discounts if you tell them you'll always bring people here after your sessions. It's a great opportunity to get to know the participants, praise them individually and start building a relationship with them, as well as gathering feedback on their perception of the session, what day/time would work for most of them, along with any other questions you may have.

5

RETAIN PARTICIPANTS

Make sure you tell people about your next sessions. Mention the upcoming games you're going to be running and give them a starter offer (e.g. 3-game pack for a reduced price). Encourage them to bring friends to the next session with a free discount code for first-time players.

WHAT YOU NEED TO DO AFTER THE SESSION

It is absolutely vital that you develop and maintain a good relationship with the participants who have attended your first session as this will help define the success of your upcoming sessions. So, here are a few tips that you should follow after having carried your first Rabble session.

1

POST ON FACEBOOK

You should post on the event and on your Facebook page. Congratulate and thank everyone for coming, post pictures of the session and mention your upcoming sessions.

2

INVITE PEOPLE TO YOUR FACEBOOK GROUP

You should create a closed Facebook group (e.g. "London Rabble social club") and invite the participants to join. This group will be where you chat to your players and let them know about upcoming sessions, new games, events, and more. Post a picture of the session and also post link to your website page with the offer code for the starter pack (e.g. 3-game pack for a discounted price).

3

MESSAGE ALL ATTENDEES INDIVIDUALLY

You should contact all the people who turned up to the session with a personalised message to thank them and start building a rapport.