

Evaluation of Website - walkers.meetup.com

We should always be on the lookout for ideas, websites, other sources of information that may assist your clubs with event publicity and member recruiting. I may have found something. The word on the street is that there is a trending website out of New York City that all walkers should visit. So I did.

My personal evaluation is that it is very easy to use. The address is www.walkers.meetup.com. Be advised as you navigate throughout the site, there is a link to just about every social cause or organization that exists. I zeroed in on walking.

Most importantly, the site represents another opportunity and outlet for AVA clubs to announce upcoming traditional events and a chance to locate and educate interested walkers in your zip code geographic area about our AVA national network of walking trails for seasonal activities and about AVA in general.

As you enter the site, you will see two links at the top of the page in red. **Find a Meeting Group** and **Start a Meeting Group**. To locate other interested groups in your area, click on **Find a Meeting Group**. Type in "walking" or the other volkssport activities of choice and provide your zip code. And be surprised what appears. Your source to recruit members from or to convince them to join forces with an AVA sanctioned club.

I tested a few state zip codes and didn't see any AVA participation on the site.

If you decide to join and list your club as a group, click on **Start a Meeting Group** and provide the required information. This allows you to tell all walking groups operating in your zip code area that AVA clubs are already in place and ready for new walkers to join the program. Be sure to list the ava.org website in your information whenever possible.

There is an organization fee charged to start a walking group and display your group information. But it seems quite reasonable considering the exorbitant cost (thousands of dollars) you would pay for print or broadcast promotional ads at today's prices. The payments are short term and offered in three plans. Plan one: Six month participation, \$72 (\$12 per month.) Plan two: three months \$45 (\$15 per month) Plan three: One month for \$19. This would prove suitable for a periodic membership drive or event announcement.

This information is provided for your reading enjoyment and in no way should be interpreted as a directive from AVA that you must get involved. We do ask that you go to the site and take a look for yourself. Also, if you have a favorite walking website, send a link to avawebmaster@ava.org so we can add it to our toolkit resource library.