

Dear Colleague,

Join in is an idea which began in LOCOG as a way of encouraging the nation to get involved in the Olympic and Paralympic Games. Now a separate company has been set up, the Join in Trust Limited, with a small team dedicated to extending Join in beyond the Games under the banner **Join in Local Sport**. We are writing to all of the National Governing Bodies to give you an early insight into the idea.

We know that many sports clubs are keen to increase their active membership and want to take advantage of the spotlight which will fall on sport this summer. We also know that the Olympics and Paralympics have encouraged many people to give their time to sport. **Join in Local Sport** is about helping sports clubs from across the UK seize a unique opportunity.

On **18/19 August** (the weekend between the Olympics and Paralympics), sports clubs will be encouraged to put on events and activities, such as a drive for more helpers, demonstrations, festivals, makeover projects or whatever they decide and the public will be asked to turn up to support them. Whether clubs want to sign up more volunteers, supporters or playing members, we will try to help them.

The **Join in Local Sport** team is developing a website which provides a place for clubs to register and advertise their events, where they will find practical advice to help them make the most of the weekend. Before and during Games time, the team will then use every marketing and social media technique available to encourage everyone, on 18/19 August, to offer support to their local clubs.

We are not asking for anything beyond your advocacy for what we hope you believe is a good idea and we feel that this may support and add value to the work you are already doing. We would therefore be grateful if you could spread the word about the **Join in Local Sport** weekend and ask your clubs to think about how they can make 18/19 August work for them.

The website will not be fully operational until the second half of May and we will be contacting you again about how clubs can promote their events. In the meantime, clubs will be able to register their early interest at: www.joininuk.org and we would appreciate it if you could encourage them to take a look at the site.

We would like to think that we can count on your support for Join in Local Sport and if you have any thoughts about how the idea could work for your sport or if you need us to provide you with information to distribute to clubs, please don't hesitate to contact us at NGB@joininuk.org.

Yours sincerely,

David

Dave Moorcroft
Director of Sport
The Join in Trust Limited

Ian

Ian Nunn
Chief Executive
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Join in Local Sport

WHAT? On the weekend after the Olympics, encourage as many people as possible to **Turn up, Take part and Join in** at their local sports club.

WHEN? 18/19 August

WHERE? UK sports clubs

MORE INFO: www.joininuk.org