



MARKETING TO OLDER AUSTRALIANS A RESOURCE FOR SURF LIFE SAVING CLUBS

Marketing Tool: Email Copy

Example 1 – Inviting older Australians to a morning tea to learn about Silver Salties. Their email address may be captured from local community groups or within the SLSC.

From: SLSC

To: Use generic SLSC email address and put participant email in the BCC field

Subject: Special Free Morning Tea to learn about Silver Salties atSLSC

Dear [town] community member,

Invitation to Special Free Morning Tea – Information about Silver Salties

On behalf of the [SLSC name] Surf Life Saving Club, I would like to invite you to a special free morning tea at the [name] Surf Life Saving Club, [address] on Thursday, October 2nd, 2019 at 10am [use other specific details].

We would like to share some information with you about our new physical activity and social connections program called Silver Salties which invites older Australians to come to our club and enjoy a range of activities from guest speakers, to learning about history of the area, yoga by the beach, water safety, a walking club and more. *[Modify to reflect which Silver Salties activities your club is hosting]*

The Silver Salties program is free or minimal cost (depending on which activities you want to do!) and always ends with a cup of tea or coffee for participants.

At [name] Surf Life Saving Club we pride ourselves on the safety of all Australians and building better communities. We would love you to be part of our surf life-saving community and look forward to seeing you at our special morning tea on [date].

Please reply to this email or phone [number] to speak with [club person's name] if you would like to come to the morning tea or ask any questions. In the meantime, please find attached a one-page Fast Facts about Silver Salties for your perusal.

Thank you for your time and we hope to see you soon.

Kind Regards,

[Name of Club person e.g. Silver Salties Coordinator, Club President]

[Role at Club], [Name] Surf Life Saving Club, Email:Phone:



Example 2 – Email to older Australians after one contact whereby they provide their email address and indicate interest in being involved.

From: SLSC
To: Silver Salties Participant Email
Subject: Welcome to Silver Salties and the [name] Surf Life Saving Club
Dear [Silver Salties Participant Name]

Welcome to Silver Salties and the [Name] Surf Life Saving Club!

It was great to meet you at the recent [event e.g. special morning tea at our club; visit we had to your retirement village etc]. Thank you for your interest in the Silver Salties program and we look forward to having you at our club to enjoy one of the Silver Salties activities on offer.

You are officially a Surf Life Saving Australia Community Member now, but your involvement is entirely up to you from here – no pressure at all!

For your records, the next Silver Salties activities you can get involved with include:

Name of activity e.g. Walk & Talk Club

When:

Where:

Requirements:

Register at: www..... or phone

We would also like to let you know about some of our club news:

- Surf Sports Carnival on [date] at [venue]. You are welcome to come and have a look at our club members in action and enjoy the BBQ.

- Melbourne Cup Race Fun on [date] at [venue]. You are welcome to join in the fun. Tickets are \$... and you can book online at Or ring...

- Volunteers needed. We are looking for some volunteers for our [activities/events]. If you have an interest in [activity] and have any spare time, please let us know. Thank you in advance for your interest.

Please let me know if you have any questions about Silver Salties or any of our club activities. We are looking forward to seeing you at our club soon.

Kind Regards,

[Name of Club person e.g. Silver Salties Coordinator, Club President]

[Role at Club], [Name] Surf Life Saving Club, Email:Phone:



Example 3 – Email to Silver Salties participants after 2-3 sessions, general check-in, and request for feedback

From: SLSC

To: Silver Salties Participant Email

Subject: Well done for coming along to Silver Salties! How is it going?

Dear [Silver Salties Participant Name]

Well done so far at Silver Salties! How is it going?

Congratulations for coming along to the Silver Salties program at [name] Surf Life Saving Club recently. We hope you've been enjoying the [specific program e.g. Walk & Talk Club].

Hopefully you are reaping the benefits of being involved including:

Getting more physical activity in your day. See Australian Government Department of Health Physical Activity Recommendations for Older Australians (65 years and older).

Connecting with others and growing friendships

Feeling a sense of belonging at the [name] Surf Life Saving Club

Please feel free to give us feedback about your experience so we can reflect on how we're doing and make any necessary changes to make enhance your involvement.

While we're contacting you, we would also like to let you know about some of our club news:

Surf Sports Carnival on [date] at [venue]. You are welcome to come and have a look at our club members in action and enjoy the BBQ.

Melbourne Cup Race Fun on [date] at [venue]. You are welcome to join in the fun. Tickets are \$... and you can book online at Or ring...

Volunteers needed. We are looking for some volunteers for our [activities/events]. If you have an interest in [activity] and have any spare time, please let us know. Thank you in advance for your interest.

Thank you for your time. Well done on your involvement and we look forward to hearing your feedback.

Kind Regards,

Kind Regards,

[Name of Club person e.g. Silver Salties Coordinator, Club President]

[Role at Club], [Name] Surf Life Saving Club, Email:Phone: