

HELP SPREAD
THE GOOD
NEWS

GROWING CSA

Donate a day of sailing and a cookout to your favorite charity. It can bring hundreds of dollars in a silent auction. It's a win-win-win—you support your favorite cause, CSA get exposure and . . .

you'll have fun introducing sailing to someone new.

I lived in the St. Louis area for many years without knowing there was any opportunity to sail nearby.

The above comment was one response to a recent survey of people who joined CSA in the past few years. While those of us who enjoy the club throughout the season probably number in the thousands—when you count family, friends and regatta guests—there are still about two and half million other people out there in the St. Louis metro area. How can we reach them?

We have promoted our club to the local media through press releases and some very limited advertising. Yet

our survey shows most new members come to CSA after learning about our great organization and facility from a friend or acquaintance. How can our members reach more people and get them out to the lake?

We asked for ideas in the survey and at our annual meeting — and we welcome more.

Here's one: **Donate a day of sailing.** Try it!

Betty Struckhoff

