

NATIONAL FITNESS DAYS HANDBOOK

for fitness clubs

23-30 SEPT 2017

BY EUROPEACTIVE

#BEACTIVE

What are the National Fitness Days?

The 'National Fitness Days' are part of the [European Week of Sport \(EWoS\)](#) - a European initiative which promote sport and physical activity and encourages Europeans to #BEACTIVE on a regular basis, regardless of age, background and fitness level.

The National Fitness

Days represent the contribution of the fitness sector to the EWoS: it will be an opportunity to present the economic and social potential of fitness. Moreover, it will provide to the fitness clubs the occasion to have **new market/membership opportunities and media visibility**. The most important part of the National Fitness Days **will be events and activities organised by you**, at local level!

The European Commission supports the National Fitness Days concept and will include all organised events in the official calendar of the Week, and promote them during summertime.

When?

The National Fitness Days should be in line with the third edition of the European Week of Sport - **from the 23rd to 30th September 2017**.

Clubs are free to organise one-day event or several during this week.

Who can take part?

The entire fitness industry is encouraged to take part and promote the #BEACTIVE message! We believe that the fitness sector should be one of the key players in the promotion of an active and healthy lifestyle!

Small clubs, fitness chains and fitness professionals are all welcome to join!

Why should you participate?

- To convert the participants to regular members of your fitness club
- To raise the profile of the fitness sector at national and EU level.
- To be able to join the network of the European Week of Sport supporters and benefit from the media coverage and participation of the Week.

How and where to start?

Before the European Week of Sport

- 1- Contact your European Week of Sport National Coordinator (see on www.europeactive.eu/projects), in order to receive communication and campaign packages including print/visual materials, guidelines and discover funding opportunities.
- 2- Join the #BEACTIVE Newsletter and the Facebook Group;
- 3- Contact media to "save the date" and start local marketing to attract participants
- 4- Notify your members about the National Fitness Days

During the European Week of Sport:

#BECREATIVE to #BEACTIVE!

- Be free to organise events and activities during the week to encourage people to come during the Week! Some examples:

Propose special offers, costs reductions or discounts to new, existing and former members, as marketing tools but also special packs to address **specific target groups** (e.g.65+ people)

Open-door events to invite citizens to come and try several classes and activities;

Be creative and create themes! E.g. *Buddy programmes, where members could bring a friend or relative with them, etc.*

- Don't forget to use the #BEACTIVE hashtag and logo in your communication and marketing (flyer, banners) and social media posts!
- Don't forget **to track the number of participants** to report to the European Commission.

Communication campaign

The National Fitness Days are part of the broader European Week of Sport campaign: the aim is to make more Europeans, more active, more often under the motto #BEACTIVE. With the National Fitness Days, the intention is to demonstrate that the Fitness sector is a key contributor to the promoter of active and healthy lifestyles. Some tips:

- Use the digital resources available to the [EWS Website](https://ec.europa.eu/sport/week/) - <https://ec.europa.eu/sport/week/>
- **Keep the message #BEACTIVE alive:** spread the hashtag in your programmes & events, convey the #BEACTIVE messages and feed your network **all year long**.
- Please do not translate the #BEACTIVE hashtag in your own language. If appropriate feel free to translate "National Fitness Days"
- Send out press releases, contact local media (local TV and radio, newspapers, etc)
- Promote via your client newsletter and company webpage

On Facebook:

- Follow the [EuropeActive account](#) and [EREPS Facebook page](#)
- Share, comment and like posts as an individual, or use your organisation's Facebook/Twitter pages.

- Create National Fitness Days events on your Facebook page - this is a special Facebook feature
- Post frequently using the **#BEACTIVE and @EuropeActive** and include wherever possible or share EuropeActive posts

On Twitter:

- Use European Commission's sport account, [@EUSport](#), and [@EuropeActive](#) one who are the main channels for the Week together with the #BEACTIVE hashtag
- Include visuals in your tweets
- To increase the reach of the campaign, we encourage you to participate in #BEACTIVE conversations via favouring tweets, retweets and replies and create engaging tweets.

Take part in the #BEACTIVE challenge!

The European Commission also proposes you and your members to take part in the #BEACTIVE Challenge Photo-Video Competition. It consists to show how you choose to **#BEACTIVE in your day-to-day life with a picture or video**.

How to participate?

- Fill the form on the EWS website
- Take a photo or video when engage in physical activity, **preferably at the gym!**
- Post at least one picture or a video, using #hashtag #BEACTIVE on Facebook, Instagram, YouTube or Twitter.
- Challenge your friends to #BeActive too.

Some **amazing sport and fitness prizes** will be distributed to the winners of the best pictures!

#BEACTIVE

An initiative of the



europeactive
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