



How to get involved in Women's Squash Week

Special Offers and Event Ideas

- **Bring-a-female-friend-for-free offer:** encourage your members to bring a friend for free to any activities the club is hosting.
- **Special offer for female players:** allow female players to use the courts for a reduced price or for free during the week.
- **Host a tournament or festival:** introduce more female players to competition (remember to keep it fun, informal, and social).
- **Organize a have-a-try day:** you could approach the tennis section of your club or reach out to gym users in your center.
- **Link up with a new partner in your community:** this could be the Women's Institute, a business, community group or other sports sections at your club.
- **Host a mother and daughter day:** invite the moms of your juniors to have a go.

Promote Your Event

- Promote your Women's Squash Week activities in the lead up to the campaign.
- Use the suggested social media posts to promote Women's Squash Week.
- Share stories from women and girls at your club during Women's Squash Week.
- Always use #WomensSquashWeek so US Squash can repost your messages.
- Boost posts on Facebook to reach a wider audience. Paying to boost your boost allows you to select your demographic to local women and girls of a particular age.

Social Media Examples

- It's here! The wait is over, #WomensSquashWeek 2021 has OFFICIALLY begun! Find out more about this international campaign which aims to inspire females to step on court after the many challenges lockdown and restrictions caused. #SquashTheGap
- Calling women of all ages and skill sets – round up the girls and play in the #WomensSquashWeek event at! #SquashTheGap
- Want to meet new friends and get fit? Join the #WomensSquashWeek event! #SquashTheGap

Spread the word throughout your club and community!