



THE AUSTIN SEVEN CLUBS' ASSOCIATION

President: Vacant

Past Presidents: Donald Doughty, Stanley Edge, Bert Hadley and Freddie Henry



Toolkit to Help A7 Clubs Engage with Younger People

1. Focus on generation in their 40s/50s who will have a direct link to family members who had an A7. Younger generations are less likely to engage as they have no memory of the A7 and will gravitate towards cars built in the 1960s and 1970s
2. Share articles and stories from your club magazines with editors of local papers, Parish Newsletters or community magazines. Human-interest stories about people's journeys and adventures in their A7 may motivate others to get involved (Consider tweaking the articles to include some of the points given in point 7 below).
3. Raise awareness of your Austin 7 club by attending local family friendly events in towns and villages, having posters inviting families to come along to meetings and have a ride in an A7 (*if you are in any doubt about your insurance cover then please enquire with your own Insurance provider*).
4. Consider a 'Bring a friend to a meeting' scheme, where members invite friends and neighbours who have already shown an interest in the A7 motorcar. Members who invite a friend could receive club vouchers for dinners out for example.
5. Consider gaining celebrity endorsement. You may have a celebrity living locally who you could give access to an A7 and encourage them to talk about it with the public
6. Encourage club members to set up a Twitter campaign. i.e. one already exists where people are encouraged to tweet to say when they have seen 'Burt' an Austin 7 Ruby. This fun activity raises the profile and may encourage younger people to get involved
7. Make use of digital platforms like facebook, Instagram & Twitter. Make posts fun and interesting and use the opportunity to engage people in a 'conversation' about:

- The pleasure of owning an A7 and the fun things your club has been doing

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- How being in a club can lead to family days out, holidays and friendships
- How owning an A7 is not a requirement to joining a club and getting involved
- How to join your club
- Facts about cost of purchase, running, maintenance, accessibility of parts etc.
- Promote other benefits i.e. no tax, cheap insurance.
- Support available from forums, clubs, local experts and specialist firms
- How good for the environment it is to own an existing car, rather than the carbon footprint that is created by building a brand new one.
- The historical and cultural aspects of keeping the cars for future generations and being a guardian of our heritage

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