



WOW

WOMEN ON WATER





WOW INVITES WOMEN TO DRIVE DIVERSITY IN SAILING

A dedicated network and pathway, regardless of Age or Experience, to get more women on water.





HOW DID WOW – WOMAN ON WATER START?

- Initiated as a simple concept in 2017
- From few female sailors to 50% + coverage in Danish Sailing League
- Partner like Plastic Change, National Federation, Sailors of the Sea etc.



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

There is no right or wrong when it comes to getting more women to join a sailing club or the WOW community with commitment.

We have summed up our experience in **10 STEPS** that can help to get more women on board.



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

1 / FIND YOUR (SOUL)MATES

that are as passionate about the project as you are.

They can help with tasks, equipment, media coverage, or essential tasks on the water.

1



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

2 / INVITE TO FUN ACTIVITIES AND EVENTS

to persuade the idea of community and
building relationships with fellow sailors.



2



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

3 / KEEP IT SIMPLE

sail, chat, and share - it is not an ocean race, but a community event that is simply about getting out on the water and sailing together.



3



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

4 / WOW IS PRIMARILY FOR WOMEN

Accept that it should primarily be women who sail.

Let men come on board to the extent that suits you but not the other way around.



4



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

5 / FACILITIES AND EQUIPMENT

Plan convenient event dates and times, and make sure that proper equipment is available on an equal level as with other events in the club.

Show acknowledgment for all participants and let them feel special.

5



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

6 / FIRST ENTRY IS FREE

and it works. Invite them to one WOW event, give them an experience they won't forget, and they will probably come again.

6



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

7 / FLEXIBILITY

and a none-binding setup:

Make it easy to be a WOW sailor in your club.

Bindings and rigid registration systems are not attractive, especially for new members.



7



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

8 / SHAREABILITY

sounds more modern than it actually is!
Make it easy to share news, events and
'what's moving'.

Reduce boundaries to share messages,
statements, and pictures about the event,
particularly on social media.

8



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

9 / NETWORKING IS EVERYTHING

Give room to build and grow relationships with other sailors.

A dinner in the club room, setting up a cozy meeting place to be used before and after the race, or using a virtual 'space' where people can meet all supports growing a community.



9



WOW'S 10 STEPS TO GET MORE WOMEN ON WATER

10 / DOCUMENT SUCCESS

If things are going well, save the stats, photos, quotes, and other proof points.

Show the potential and the successes you may have achieved and lay the ground for a repetition.

10

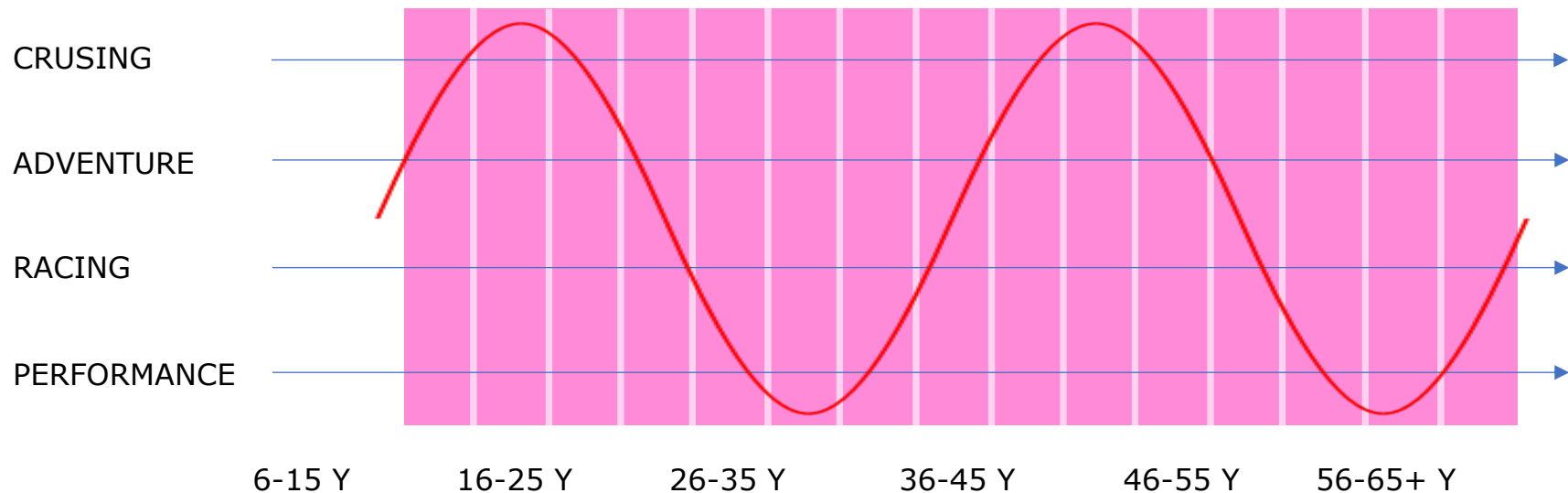


SUMMARY TO GET MORE WOMEN ON WATER

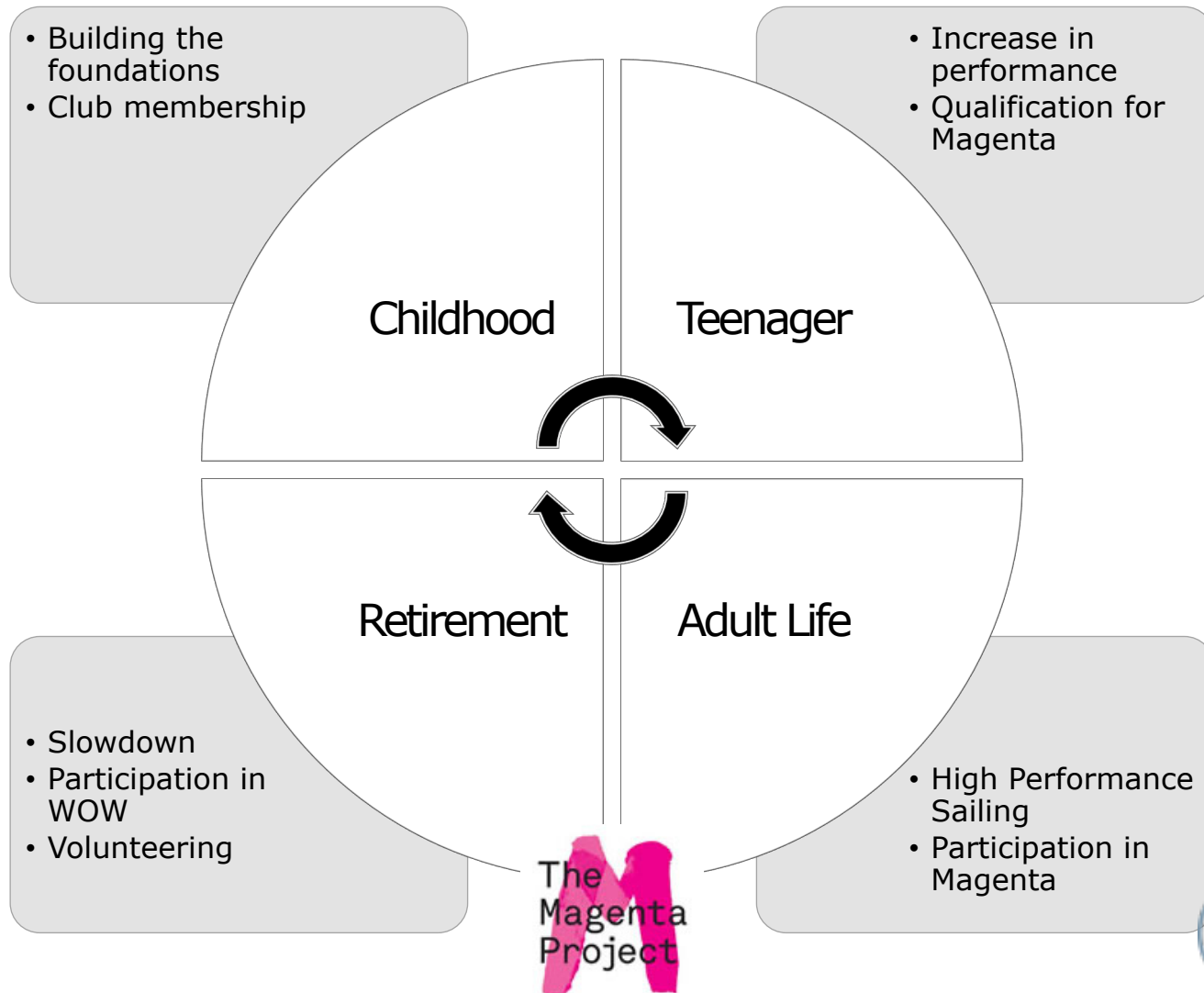
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9. NETWORKING IS EVERYTHING
10. DOCUMENT SUCCESS



WELCOME TO THE LIFELONG WORLD OF WOMEN IN SAILING / WOMEN ON WATER

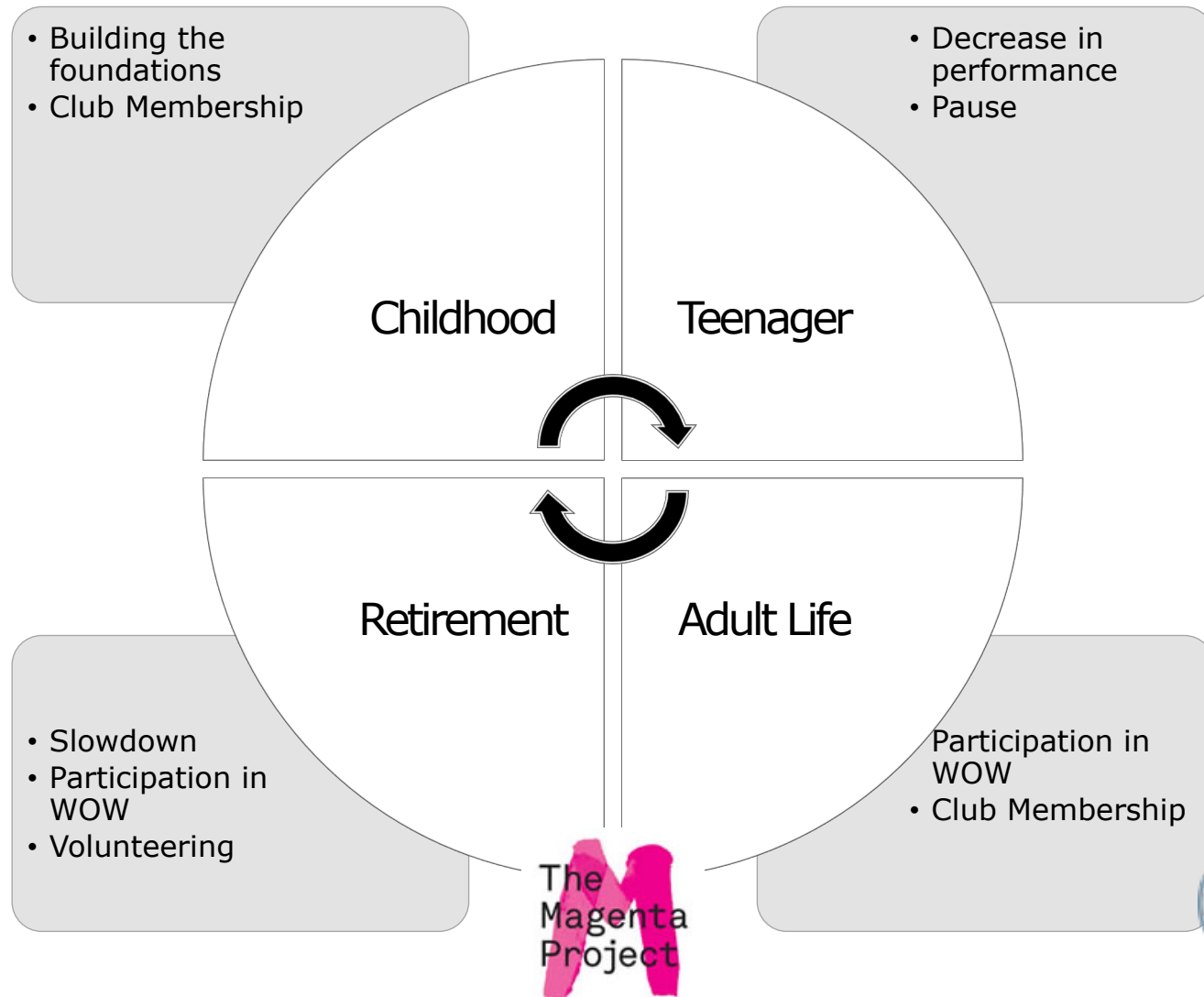


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