



VICE PRESIDENT OF ADMINISTRATION | Eva Martens

2024-2025 ANNUAL REPORT

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PREAMBLE AND ACKNOWLEDGEMENTS

As Vice President of Administration, I am pleased to present this comprehensive overview of the initiatives, accomplishments, and strategic efforts undertaken by the Ontario Weightlifting Association (OWA) over the past year. Our focus has been on strengthening our organizational foundation, enhancing member engagement, and positioning the association for sustainable growth in the coming years.

COMMUNICATION & MARKETING

MEMBERSHIP RE-ENROLLMENT CAMPAIGN:

Developed and executed a targeted campaign to boost early membership renewals. This included creating all campaign graphics and messaging, utilizing social media platforms, website popup banners, and newsletters to engage members effectively. By offering a small discount with a deadline we virtually doubled our early renewals from 135 members renewed prior to April 1 deadline in 2024 to 267 members renewed prior to April 1 deadline in 2025.

CLUB OUTREACH

Designed and mailed a poster featuring a QR code to facilitate quick online registration. This initiative aimed to empower clubs to encourage their members to join or renew as OWA members. We are working to change the culture around OWA memberships within the club environments, moving from it being optional to simply being a part of being a weightlifting athlete.

PHOTOS AND CALENDAR

Capitalizing on our photography contract, capturing high-resolution images of athletes at events. Compiled a member-focused calendar featuring these images to promote our brand and celebrate athlete achievements

BRAND AWARENESS

Digital Presence: Upgraded our YouTube livestream channel by adding new graphics, consistent thumbnails, and improving overall engagement. These enhancements have increased visibility and professionalism on our digital platforms.

LOOKING AHEAD

- Continue to elevate our athletes' experience around our competitions with social media.

MEMBERSHIP SERVICES

BACKEND MEMBERSHIP MANAGEMENT UPDATES

The membership re-enrollment campaign resulted in a significant increase in early renewals and this required some backend setup and communication support to make this strategy effective.

I personally created all campaign graphics including a popup for our website, updated the slideshow graphic on the website, the social media images on Facebook and Instagram and coordinated communication efforts to maximize outreach and participation.

Ongoing efforts to streamline membership sign-up processes and encourage club-driven membership campaigns remain a priority.

LOOKING AHEAD

- Continue to address club and individual membership timing issues in advance of next season.

FINANCIAL STABILITY

SPONSORSHIP: KALAYA WELLNESS

Secured a year-round sponsorship agreement with Kalaya, providing a steady income stream to support our programs and initiatives.

GRANTS

Supported the fundraising team in developing grant applications and expanding the utilization of Flipgive, a digital fundraising platform. Our goal is to increase revenue and provide clubs with more robust fundraising tools.

WALL CALENDAR FUNDRAISING

Managed our wall calendar sales, which, while moderate, received positive feedback from members and contributed additional funds. Future plans include reducing costs and increasing fundraising efficiency to maximize benefits.

OTHER FUNDRAISING

Flipgive App

This is an avenue that hasn't been capitalized on. We have raised some money and the potential is there. We may look to promote this more in the future once other projects are completed.

LOOKING AHEAD

- Re-engage the Flipgive initiative
- Consider developing a new marketing and grant position for OWA to allow more attention on this critical need for OWA.

GOVERNANCE

POLICY REVIEWS

- Led comprehensive policy reviews, including updates to the Harassment and Accessibility policies, ensuring alignment with current standards and best practices.
- Played a key role in the creation of our strategic plan by organizing questionnaires, planning meetings, and developing visual presentations in Canva.
- Prioritized a review of our By-Laws, which had not been updated since 2013, making necessary revisions to reflect current organizational needs.
- Enhanced our governance documentation by adding actionable items for board members, integrating these into onboarding materials for clarity on duties and obligations.
- Introduced policy headers indicating revision dates, requirements, and future review timelines to promote ongoing policy maintenance and accountability.

LOOKING AHEAD

- Continue review of all policies.

LOOKING TOWARDS 2025/2026

Future Directions and Goals

- **Membership Growth & Engagement:** Continue refining our renewal campaigns, explore new digital marketing strategies, and develop tailored outreach to recruit and retain members across Ontario.
- **Enhanced Fundraising & Sponsorships:** Expand partnerships similar to Kalaya, leverage new digital fundraising tools, and explore innovative revenue streams to ensure financial sustainability.
- **Governance & Policy Development:** Maintain a proactive approach to policy review, ensuring our governance documents evolve with organizational and industry standards.
- **Technology & Digital Media:** Invest in upgrading our digital platforms, including our website and livestream channels, to improve member experience and outreach.
- **Member & Club Support:** Develop resources and training to assist clubs in member recruitment, retention, and fundraising efforts, fostering a vibrant and engaged community.

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- Strategic Initiatives: Launch targeted projects aligned with our strategic plan, including athlete development programs, diversity and inclusion initiatives, and increased community outreach.

PREAMBLE AND ACKNOWLEDGEMENTS

This past year has been marked by significant progress across multiple facets of the Ontario Weightlifting Association. I am committed to building on this momentum, fostering a strong organizational culture, and ensuring our association remains a leader in Canadian weightlifting. I look forward to collaborating with our new president, the board, members, and clubs to achieve our shared vision in the upcoming years.

Thank you for your continued support and dedication.