

# REVELSTOKE.

## TOURISM TALKS

### Supporting our non-profits.

Revelstoke's non-profit organizations make our town an incredible place to live, work, and play. Many of our outdoor hobbies are enabled by the hard work of volunteers. Nordic skiing, snowmobiling, and mountain biking (among others) in Revelstoke are all made possible by passionate and dedicated individuals.

To support and bolster their efforts, Tourism Revelstoke works with our non-profit sectors to help them boost their marketing efforts in order to get more donations and memberships and to make visitors and residents aware of their offerings.

Tourism Revelstoke partners with the Revelstoke Nordic Ski Club, the Revelstoke Cycling Association, the Revelstoke Snowmobile Club, and the Revelstoke Golf Club on cooperative marketing and content creation initiatives. Funding from Tourism Revelstoke has enabled all of these organizations to bring on a dedicated media and marketing position. We also offer social media training and support.

As an example, over the past year, Tourism Revelstoke contributed funding and professional support to the Revelstoke Nordic Ski Club. Their social media audiences have seen significant growth (up 43.7% on Instagram and up 22.9% on Facebook) and their posts are seeing much broader engagement. They have begun to receive comments from across Canada and the US. Our hope is that their reach results in increased awareness and, ultimately, higher donations for the club. The Revelstoke Nordic Ski Club's Executive Director, Bridget Daughney said, "Without this funding we would not have the capacity to keep up with social media and upkeep our digital presence. This funding also allowed our weekend office staff/social media guru to have more work, keeping a person better employed over the winter season."



Nordic skiing and snowmobiling content produced through our content production initiative by Olly Hogan.

For 2022, Tourism Revelstoke has hired a local content creator to produce b-roll and photography that both Tourism Revelstoke and the clubs will be able to use in their marketing efforts. Having current, high-quality marketing assets is important for any organization, but the budget can be prohibitive for non-profits.

We're proud to be able to support the work of Revelstoke's volunteers. Their efforts are essential to the trails we love and the outdoor sports we live for.

To read previous Tourism Talks columns, check out [seerevelstoke.com/about-tourism-revelstoke/](https://seerevelstoke.com/about-tourism-revelstoke/)