

THIS
GIRL
CAN

STRAVA

ENGAGE AND
MOTIVATE YOUR
COMMUNITY
WITH STRAVA



STRAVA

2.4 million fewer women than men in England strongly agree they find activity enjoyable and satisfying. This Girl Can and Strava are on a mission to change that by making activity safer and more social with Strava clubs.

Here are some pointers to make your club a supportive community that can fuel connection and motivation.

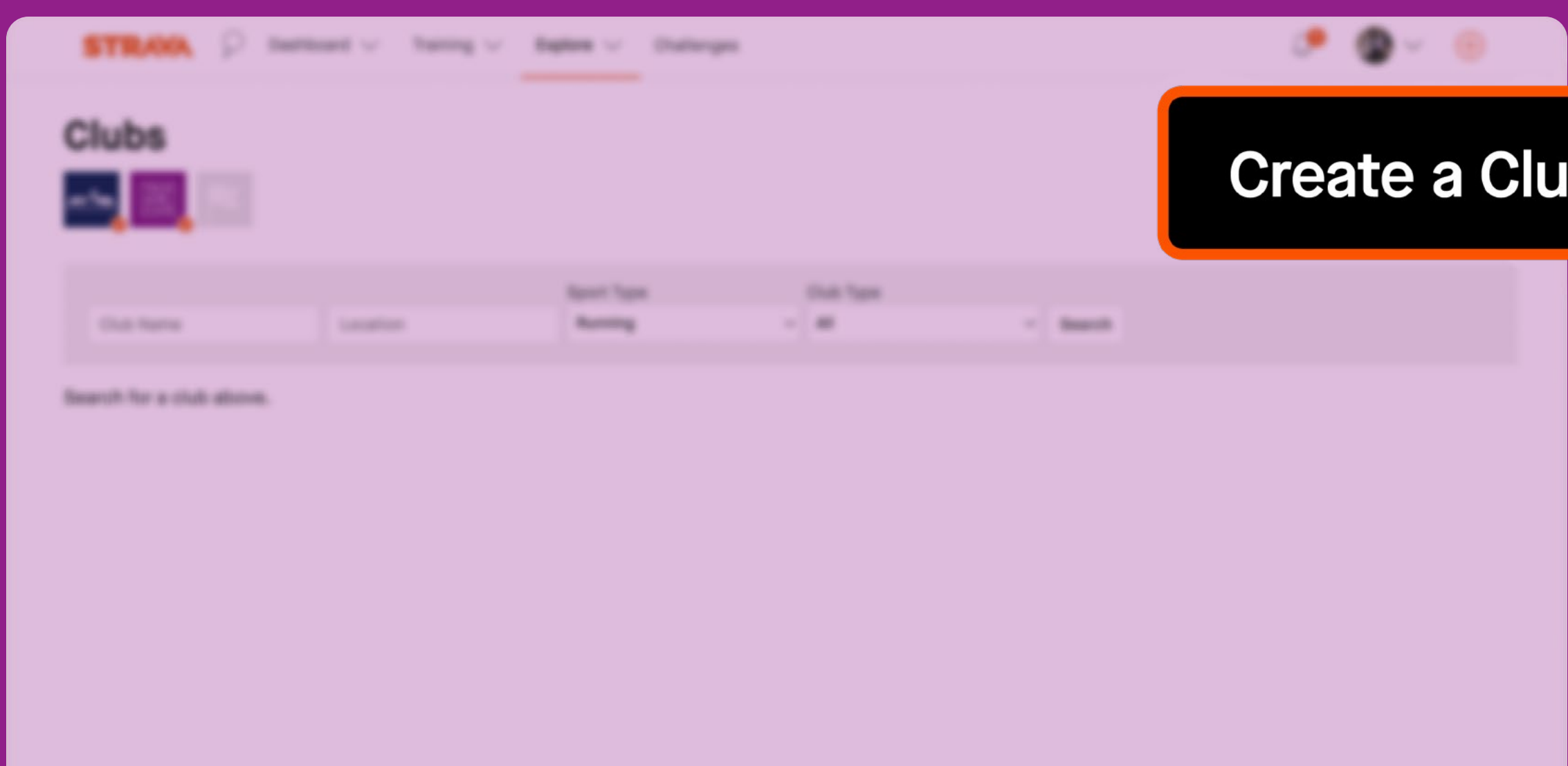
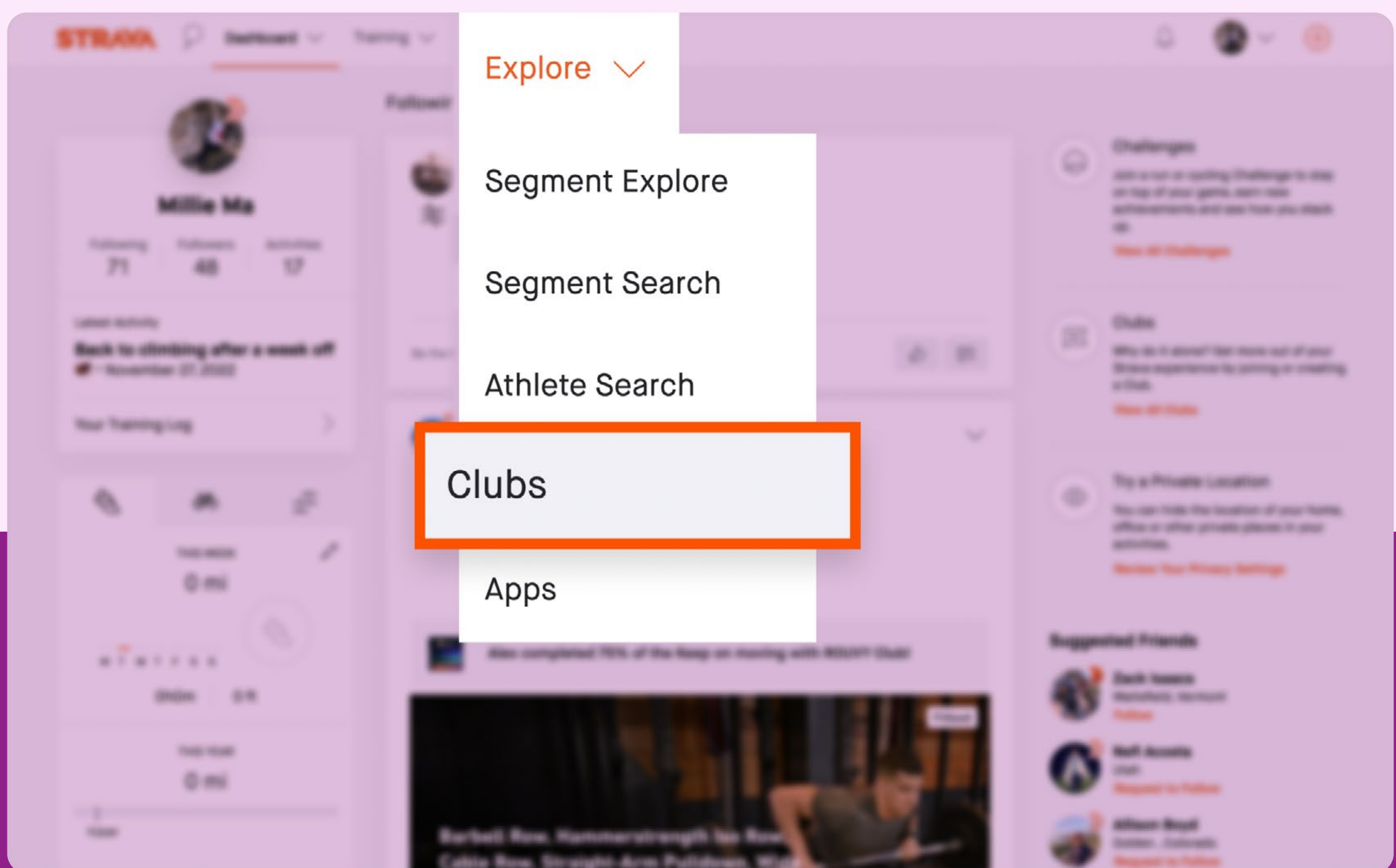


STEP 1

Create Your Club

This is where the magic starts! From your Strava home page, navigate to **Explore tab → Clubs → Create a Club button.**

Use a web browser for this step.



STEP 2

Choose Club Settings

Decide on a name, location, sport type and more! You can make your club invite only or public and can always come back and edit this later. Learn more about the settings [here](#).

Create Club

Fields marked with * are required

Club Name *

Location *

Website

Sport


Club Type

Description *

Vanity Club URL

You can use letters, numbers, and hyphens

https://www.strava.com/clubs/

 Make your club invite-only 

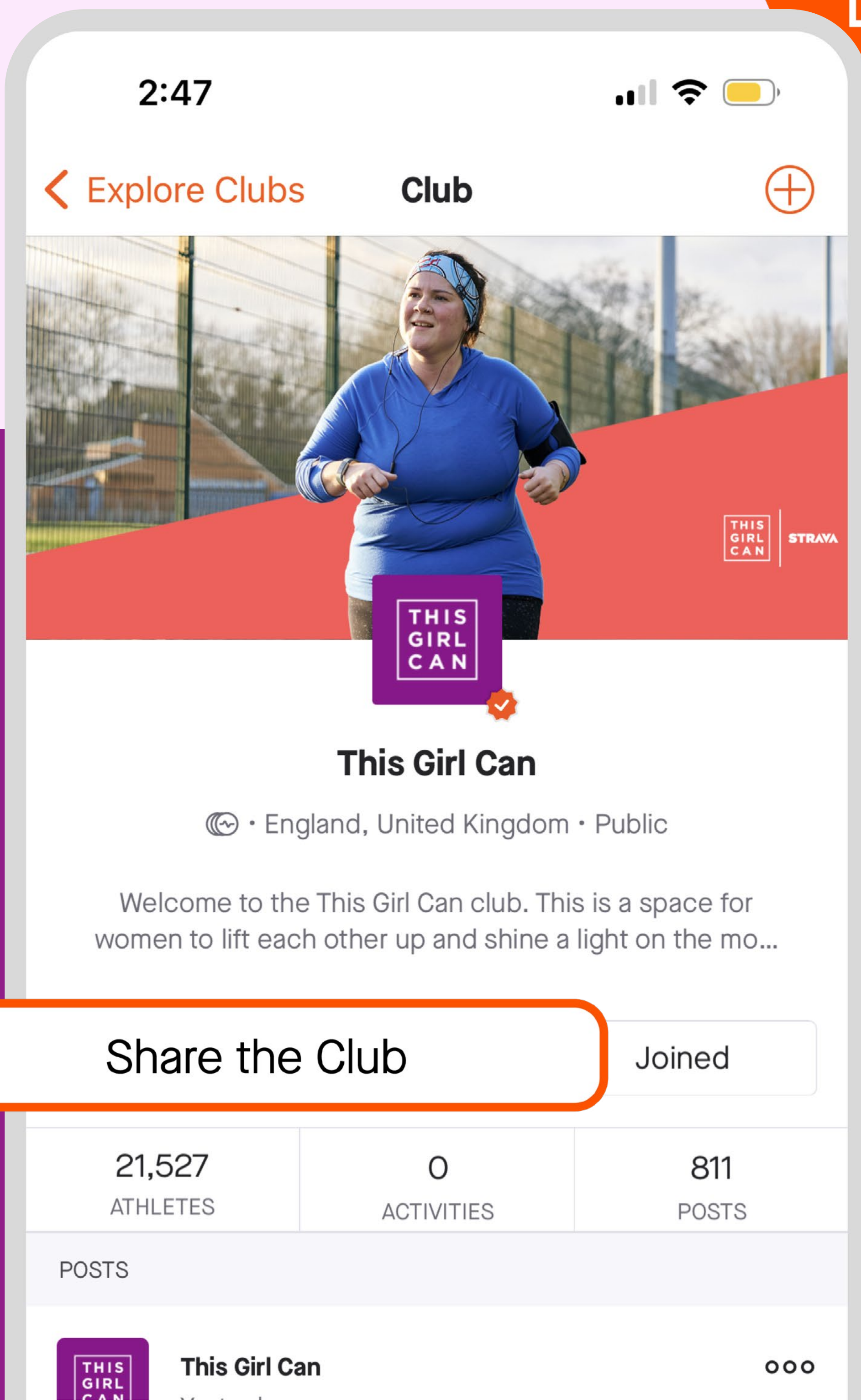
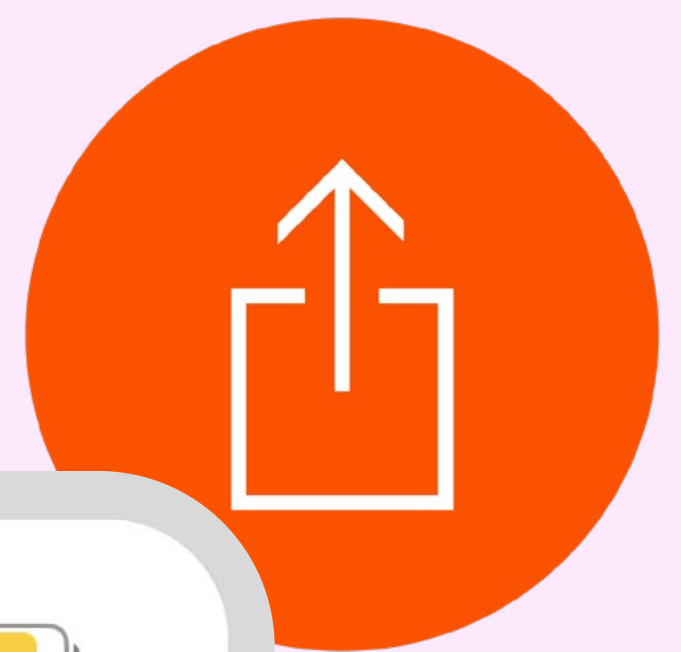
Create Club



STEP 3

Invite Your Friends

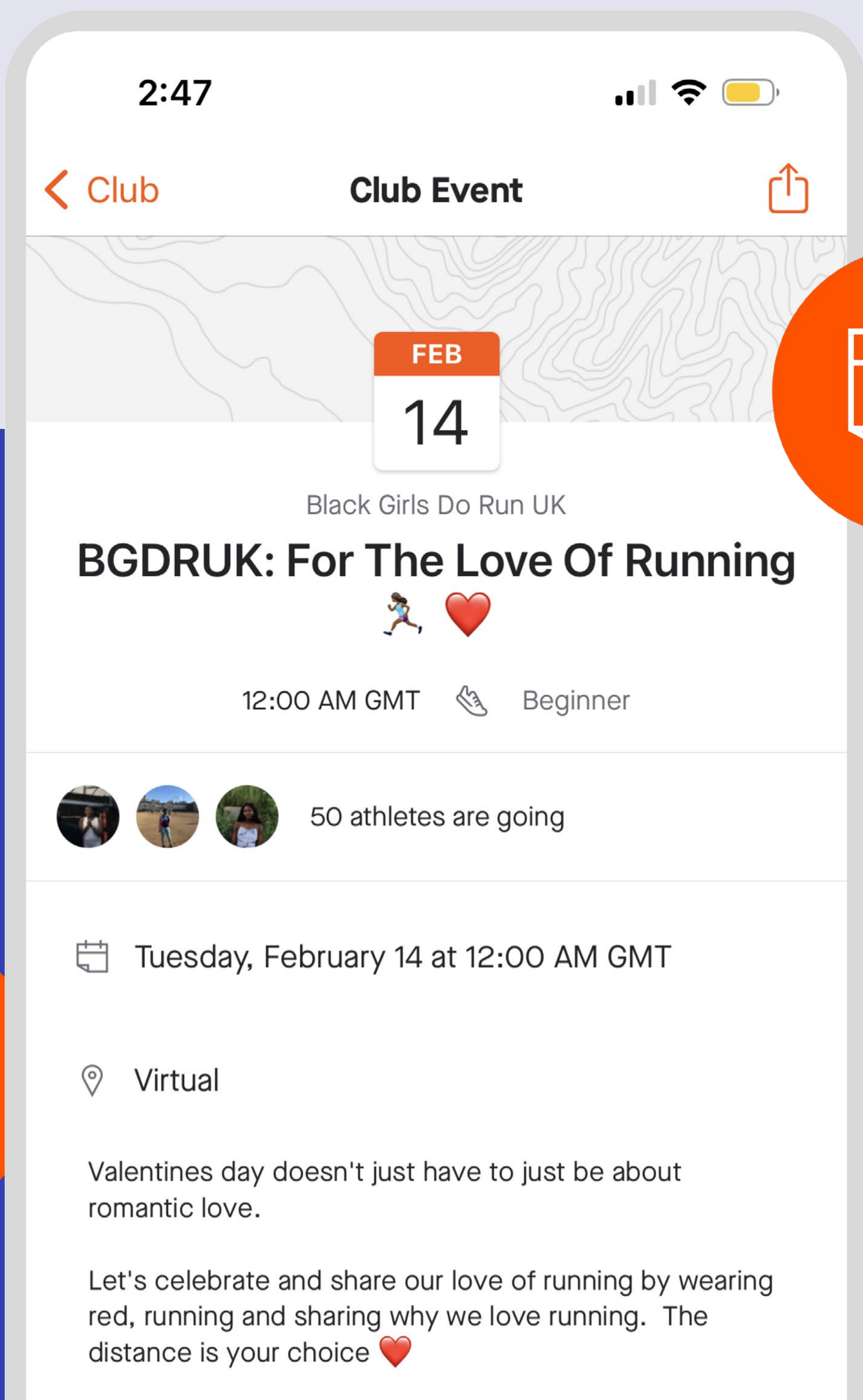
Share your new club with everyone via an invite link: tap “Share the Club” from the club page in the app and post to your socials too!



CLUB FEATURE

Create an Event

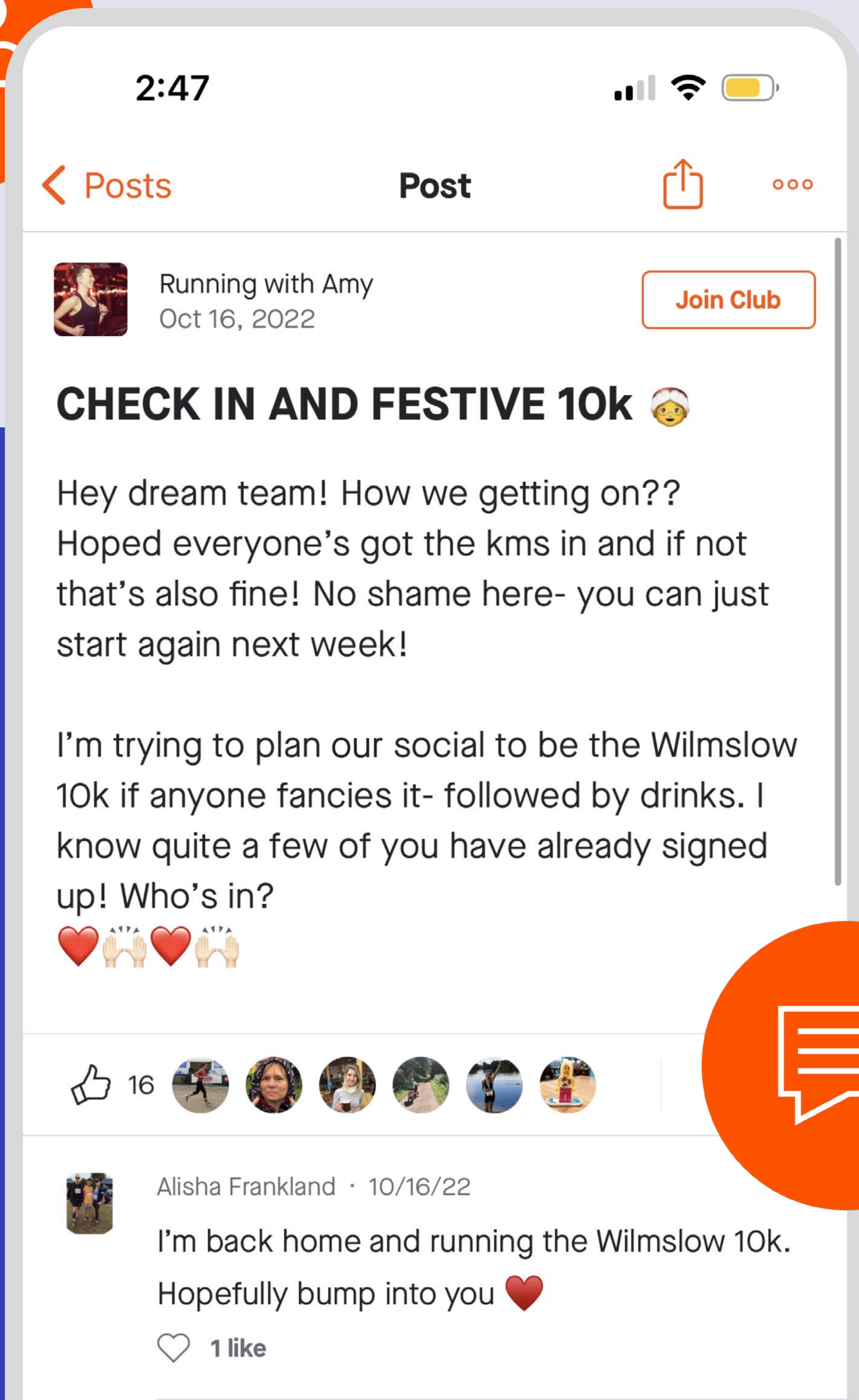
Events can be whatever you want! IRL meetups with the map of a route attached or an adventure that everyone can do on their own. Get creative and get everyone excited to participate!



CLUB FEATURE

Publish a Post

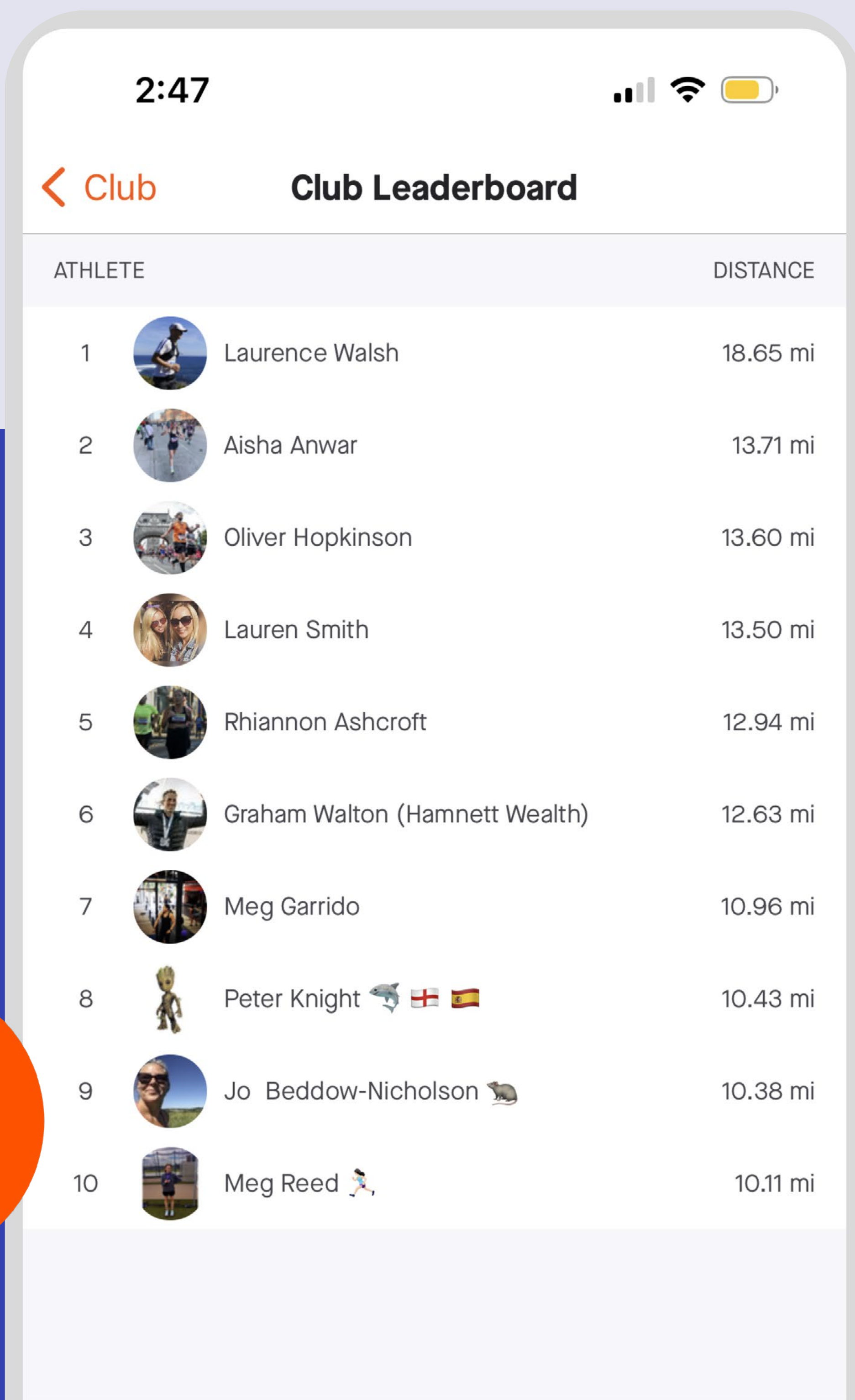
Send out a note to everyone in the club with a **post**! Make it as casual or official as you want – think of it as a combination of a group text and a bulletin board.





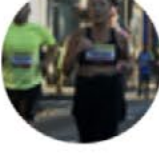

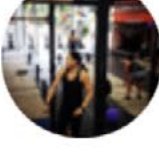





CLUB FEATURE

Check Out Club Stats

With the **leaderboard**, you can view sortable stats of all club members for the current and previous weeks. Or if you'd prefer, you can also switch off your club leaderboard **contacting our support team**.



ATHLETE	DISTANCE
1  Laurence Walsh	18.65 mi
2  Aisha Anwar	13.71 mi
3  Oliver Hopkinson	13.60 mi
4  Lauren Smith	13.50 mi
5  Rhiannon Ashcroft	12.94 mi
6  Graham Walton (Hamnett Wealth)	12.63 mi
7  Meg Garrido	10.96 mi
8  Peter Knight 🐉 🇬🇧 🇪🇸	10.43 mi
9  Jo Beddow-Nicholson 🐾	10.38 mi
10  Meg Reed 🏃	10.11 mi



“Creating a club on Strava has been a fantastic experience as it has helped us to share our purpose and passion for movement. It’s been instrumental in our growth.”

Tasha Thompson,
Founder of Black
Girls Do Run



**To further boost your
profile / club or be
considered for additional
support from Strava
Marketing, please send a
note to friley@strava.com**



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