

# Soaring on Craigslist

Recruiting tow pilots and members

A follow-up from the SSA Focus on Clubs Luncheon

Little Rock 2020

Frank Whiteley

Chair, SSA Clubs & Chapters Committee

# Craigslist?

- ▶ The SSA, many clubs and chapters, and commercial operators, and individuals have been using various social media channels to promote soaring. Personally, I was quite surprised when approached after the luncheon by the Illini Glider Club president, Reza Farivar, describing how they'd used Craigslist.
- ▶ He suggested they were down to about 11 members at one point and now were above 35. They also moved airports.
- ▶ They also recruited three tow pilots.
- ▶ The following simply lists some of the recent ads they've placed and the geographic areas they targeted. Links to the actual ads are included.

# Ads Champaign-Urbana

<https://chambana.craigslist.org/search/avo>

\$0



★ Feb 8 Fly with a purpose, looking for tow-pilots \$0 (Danville,IL) ✕

\$0



**LEARN ABOUT SOARING**

**FREE SEMINAR SERIES ABOUT GLIDER FLYING**

217-978-4401 E-mail: fly@soardec.org

LOCATION  
**CHAMPAIGN PUBLIC LIBRARY**

TIME	TOPICS	ROOM
6:30 PM - 8:30PM WED MARCH 01, 2020	Introduction to Soaring	Room 100/101/102
6:30 PM - 8:30PM WED MARCH 04, 2020	Class: Ground School I	100/101/102
6:30 PM - 8:30PM WED MARCH 05, 2020	Class: Ground School II	100/101/102

DOI (C) IS NOT FOR PROFIT ORGANIZATION

★ Feb 6 Free Glider Pilot Ground School \$0 (Champaign, IL) ✕

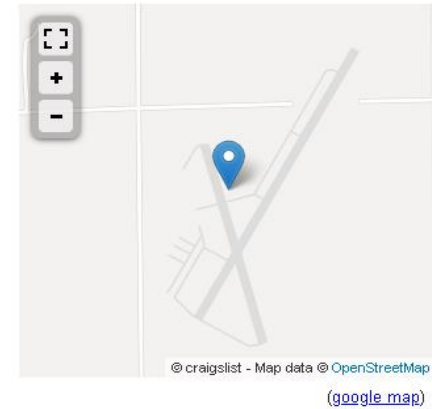
# Fly with a purpose

<https://chambana.craigslist.org/avo/d/bismarck-fly-with-purpose-looking-for/7071629309.html>

[reply](#) [favorite](#) [hide](#) [flag](#) Posted 18 days ago [print](#)

## Fly with a purpose, looking for tow-pilots (Danville,IL)

image 1 of 9



### Fly with a purpose, looking for tow-pilots

The Illini glider club is looking for power-rated pilots with tail dragger experience. We are looking for tow-pilots to fly our 235 HP Piper Pawnee. If you would like to collect more flying time or are looking for a weekend activity to fly with a purpose, you might be interested to talk with us. Our operation is in Danville, IL KDNV.

In March we will be able to check out three new tow pilots and prepare them for the flight season.

During the season we fly on most VFR Saturdays and Sundays. Please call us at 217-978-4401 for details.

- do NOT contact me with unsolicited services or offers

post id: 7071629309

posted: 18 days ago

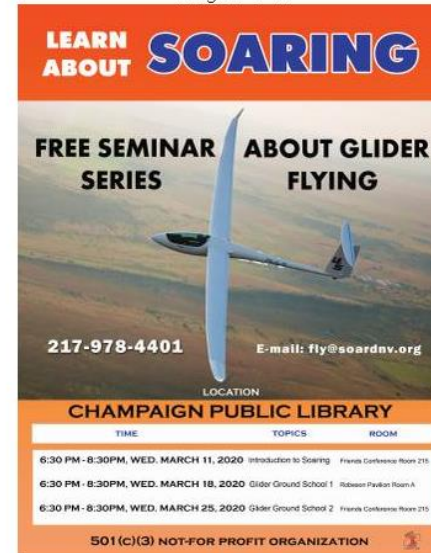
[email to friend](#)

[best of](#)

# Free Glider Pilot Ground School <https://chambana.craigslist.org/avo/d/champaign-free-glider-pilot-ground/7070611938.html>

## Free Glider Pilot Ground School (Champaign, IL)

image 1 of 11



**LEARN ABOUT SOARING**

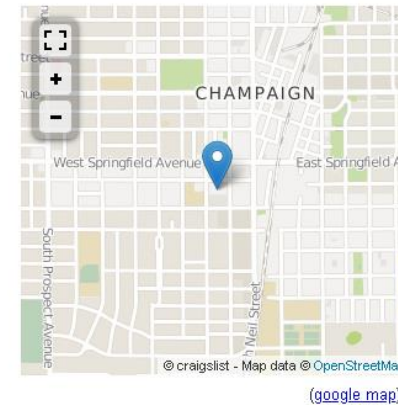
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LOCATION  
**CHAMPAIGN PUBLIC LIBRARY**

TIME	TOPICS	ROOM
6:30 PM - 8:30PM, WED, MARCH 11, 2020	Introduction to Soaring	Franks Conference Room 215
6:30 PM - 8:30PM, WED, MARCH 18, 2020	Glider Ground School 1	Robeson Pavilion Room A
6:30 PM - 8:30PM, WED, MARCH 25, 2020	Glider Ground School 2	Franks Conference Room 215

501(C)(3) NOT-FOR PROFIT ORGANIZATION



FREE Introduction to SOARING at the Champaign Public Library  
What: Orientation to Soaring

Where: Champaign Public Library  
When: March 11, 2020, WED: 6:30 PM – 8:30 PM Room 215;  
March 18 Room Robeson Pavilion Room A, WED: 6:30 PM – 8:30 PM;  
March 25 Room 215, WED: 6:30 PM – 8:30 PM


The Illini Glider Club invites the public to learn more about soaring. During this introductory meeting we will demonstrate how it is possible to fly without having an engine. This fun question and answer orientation is the first session of our 2020 ground school workshop. If you decide to learn more, plan to attend all of our three ground school sessions. The sessions will provide a broad overview of the fundamentals of aerodynamics, safety and regulations, paper work requirements, applicable FARs, licensing requirements, aviation weather, navigation, and much more. Our goal is to give you enough education so that you will be able to take flying lessons and will be able to prepare yourself for the written FAA license.

# Learn To Fly

<https://chambana.craigslist.org/avo/d/champaign-free-glider-pilot-ground/7070611938.html>

## Free Glider Pilot Ground School (Champaign, IL)

image 1 of 11



**LEARN ABOUT SOARING**

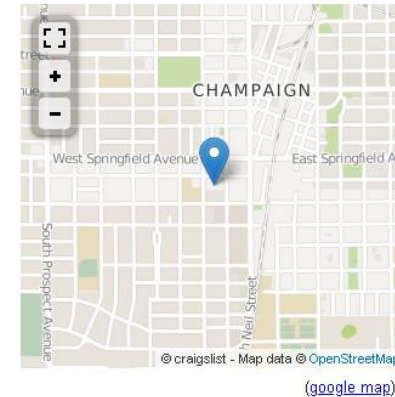
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# Ads


<https://tippecanoe.craigslist.org/d/aviation/search/ava>


\$100



★ Feb 16 LEARN TO FLY \$100 (West Lafayette) 

\$0



★ Feb 8 Fly with a purpose, looking for tow-pilots \$0 (Danville,IL) 

# Tow Pilot

<https://tippecanoe.craigslist.org/avo/d/bismarck-fly-with-purpose-looking-for/7071628460.html>

Fly with a purpose, looking for tow-pilots (Danville,IL)

image 1 of 8



([google map](#))

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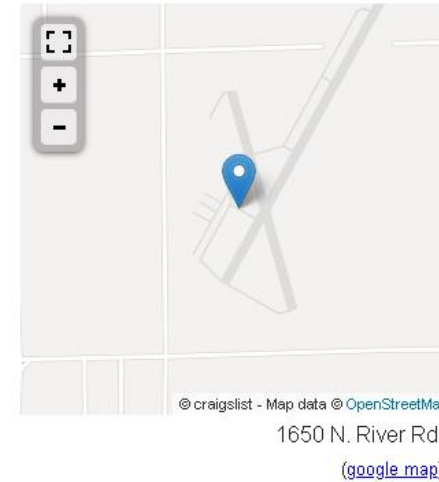


# Learn To Fly

<https://tippecanoe.craigslist.org/avo/d/bismarck-learn-to-fly/7076551323.html>

LEARN TO FLY - \$100 (West Lafayette)

image 1 of 16



Have you always wanted to FLY but thought you didn't have the time or money, or didn't know how to start?

We are a not-for profit 501 (3)(c) organization and our goal is teach and grow our wonderful sport of SOARING. Keep flying affordable. We are operating in Danville IL, near IN63 and I-74. We're a group of hobbyist glider pilots who are out to recruit members like you to our club! Come for an info session and learn everything you need to get started. Get an introduction to gliders and discover the basics of flying. Find out how you can join our club and gain access to our FREE flight instructor, to our gliders, tow planes, and experienced pilots. You can get your FAA license in 2020-2021.

We can help get you off the ground!

# Observations

- ▶ Craigslist allows targeting specific markets
- ▶ People who use Craigslist are seeking something, perhaps soaring never occurred to them
- ▶ There is an Aviation section in Craigslist
  - ▶ Did 'Flying for a purpose' inspire?
  - ▶ Free ground school pique your interest?  
\*The old Orange County Soaring Association used similar to grow
- ▶ Is there a potential for interesting a CFI to pursue gliding? What are the right words?