

TRY HOCKEY FOR FREE MANUAL

Step-by-Step Guide to Creating, Promoting & Capitalizing on a Try Hockey for Free Clinic.



What will youth hockey bring out of your kid?

Adventure. Confidence. Leadership. Hockey helps boys and girls make big strides.

Membership Development Program Services

Shannon Webster, (719) 538-1118

shannonw@usahockey.org

Kevin Erlenbach, (719) 538-1119

kevine@usahockey.org

Mike Lukken, (719) 538-1115

mikel@usahockey.org



COME PLAY  YOUTH HOCKEY.™

ComePlayYouthHockey.com

A program of USA Hockey, Inc. 

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Overview

Free hockey sessions provide an opportunity for kids to get a sample of the game and learn the some basic skills such as skating, puck handling and shooting with quality coaching instruction. Perhaps most important, kids will have fun in a positive and safe environment.

This is also an opportunity to capture contact information of participants to follow up for future programs.

“Our neighbor has been talking about how his favorite part of the week is hockey and mentioned there was a free clinic. My son Kevin tried it and just loved it. He loves it so much that he sleeps in his jersey. I’m excited. I never played and I’m learning a lot. I don’t know who is having more fun - me or him!”

-Mike Papa, first-year hockey dad after his son Kevin tried hockey in a Try Hockey for Free opportunity.



“Sometimes I fell, but not that much. I wish this was open all day. I would just take breaks. (My favorite part) was shooting pucks.”

-Heather Roth, a participant in a Try Hockey for Free Clinic in Anaheim, Calif.

TRY HOCKEY FOR FREE

A Step-By-Step Model To Attract New Players To Your Program

INTRODUCTION

Why have free hockey trial sessions? There is no better way to generate a life-long hockey player than to simply put a kid on skates with a stick.

A free trial provides the perfect opportunity to demonstrate that hockey is affordable, unique and convenient. Hockey is a blend of fun and exercise that can't be beat; the greatest selling point to parents will come with smiling, sweaty kids skating off the ice.

Below is a template, used by other associations, to run a highly successful "Try Hockey For Free," program.

1. IDENTIFY PROGRAM NEEDS

Ice Time

- A small section of ice during the Initiation / Mini-Mite program

Schedule

- Consistent time and day – this shows them that youth hockey can be convenient
- Four weeks is a good length

Sanctioning

- Contact Associate Registrar to get sanction for Grow the Game event

Timing

- Try to schedule when other popular sports finish
 - Soccer, Baseball, Football

Equipment

- Donated from families in association
- Purchase rental/lender OneGoal equipment sets, www.onegoal.com

Promote

- Association parents circulate information to friends
 - Emails & Flyers
- Partner with off-season sport associations to promote each others program
- Work with schools to get flyers to students

Coaches

- Get extra coaches
 - Aim for a 4 to 1 player to coach ratio
 - Get the best coaches in the association
 - Make it an honor to coach program
 - Short commitment
 - Get parents that skate for additional bodies



2. THE FIRST ICE SESSION

Volunteers

- Have extra; there is a lot to do in a short time prior to the skate
 - Check-in
 - Paperwork Questions
 - Equipment Checkout
 - Getting Dressed

Off-Ice Recruiter

- Distributes information and answer questions about your program during skate.

Practice Plan

- Fun Games
 - Tag, Relays, Races, etc...
- Finish with cross-ice game

3. NEXT STEP

More Recruiting

- Don't stop recruiting more participants
- Keep promoting through emails and flyers

Contact

- Follow up to make sure they are returning next week
- Find out what they liked and disliked

Help

- Help any family sign up for regular IP / Mini-Mite program if ready

Be Prepared

- Be ready for more participants
 - Extra volunteers, coaches & equipment

4. THE NEXT ICE SESSIONS

Practice

- Look at splitting up talent into two skill groups
 - More competitive
 - Increases fun for everyone

5. WRAP UP

Make It Easy

- Follow up with every family
- Help make transition to regular IP / Mite program easy
 - Send them registration material
 - Give them the proper contact person
 - Allow them to keep rental / lender equipment until they get their own
 - Put them in contact with the coach
 - Have a family already involved help them with the transition
 - Bring them into the association family
- Let new, interested families try hockey for free at anytime during the season

**For more information, contact Program Services at
(719) 576-8724 or growthegame@usahockey.org**



Schedule



The minimum need for ice would be a one-time one-hour session.

You can create a program that is longer; for example, up to a four-week program.

Programmed ice can also be utilized; for instance, you can use a small section of ice during your initiation or Mini-Mite program.

When planning a Try Hockey for Free event, schedule it at a consistent time and day if you have a program that runs more than one time.

- Saturday afternoons are ideal for a one-time program.

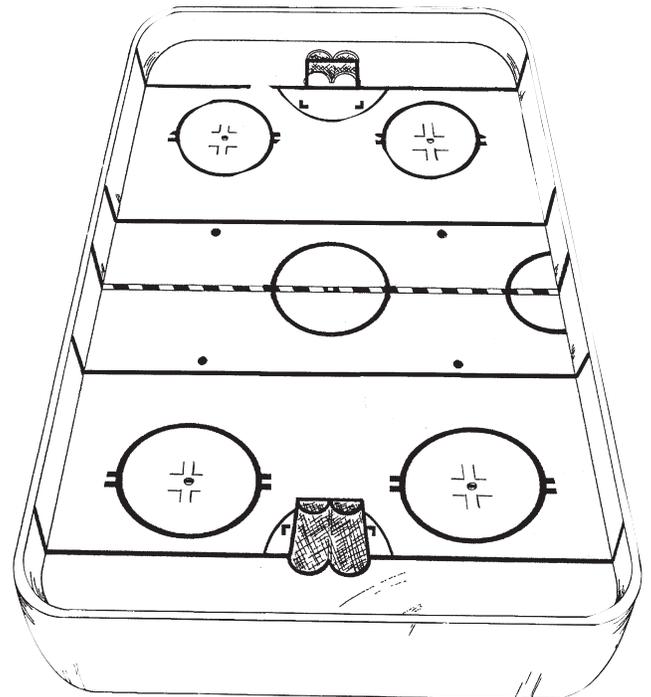
Try and schedule it when other sports finish.

- Soccer, Baseball and Football

You can hold multiple Try Hockey for Free opportunities each year. For example, one late summer/early fall and another one in the spring.

Ideally these should be scheduled to lead into an upcoming program, but can be run any time there is an open ice slot.

It is also recommended to participate in national initiatives like Hockey Weekend Across America, where the national attention can assist in grass-roots marketing.



Equipment

There are a few options for offering equipment. Local associations and rinks can purchase OneGoal starter equipment sets for \$75 plus shipping. Orders are taken directly from OneGoal until February 1st. USA Hockey purchases some additional sets that can be acquired after that February deadline. Equipment is expected to be delivered in July.

OneGoal starter sets come in two sizes-

Small

Generally targeted for 4- to 6-year olds

Youth Large Shoulder Pads
Pants
Elbow Pads
8-inch Shin Guards
Gloves
X-Small Adjustable Helmet

Large

Generally targeted for 6- to 8-year olds

Junior Small Shoulder Pads
Pants
Elbow Pads
10-inch Shin Guards
Gloves
Small Adjustable Helmet



JUST ADD KID

OneGoal-branded kits include everything except skates and a stick. OneGoal equipment kits are NOT FOR RESALE.

OneGoal now has a Stick Program:

- Simple, straight blade stick, wood shaft with light fiberglass sock
- Red with white OneGoal lettering down the side
- Cost: \$8.00 per stick
- Minimum order of 24 sticks
- Orders must be placed in multiples of 6



Associations and rinks can also hold equipment drives to get donated equipment or work with your local sports store to see about putting together a package or sponsorship to get new kids into the game.

Note: For a Try Hockey for Free clinic, minimally players need to have gloves (any kind), a helmet & skates.

Sanctioning Your Event

Contact Associate Registrar to get a sanction for a Grow the Game event. If you don't know who your Associate Registrar is, please call Membership Development at (719) 576-8724.

Grow the Game events can be sanctioned as USA Hockey events with approval of the District Registrar or his/her designee.

The steps to the process and guidelines for consideration are:

- Each participant is required to wear gloves (any kind) and a helmet.
- Completed IMR/Waiver required for each participant (form included)
- Properly registered coaches required to be on the ice
- The host program submits a brief description of the event: date, time, agenda, schedule & description of the event.

After review and approval, the event will be USA Hockey sanctioned.

There are no 'hard and fast' rules as to length or structure to provide flexibility to allow programs to develop events that fit their needs.



When the event is reviewed, keep these guidelines in mind:

- The event should be just that – an event for a player to try hockey 1 – 4 times. The program could be a one-time event or it could be held (for example four Saturdays in a row or every Sunday all summer long as long as it's open to new people to try hockey.
- There might be a program that goes for more than 3 times but is open to new people each time.
- Real programs or a league where teams are formed and games were played with the same players coming to every session will not be approved.
- The Registrar (or his/her designee) can approve the event with an email or you can use the Special Event Sanction form included. The form is not required. The sanction fee would be waived for Grow the Game events.

TEAM NAME (if applicable): _____											
<input type="checkbox"/> Coach		<input type="checkbox"/> Player									
NAME		LAST		FIRST				MI			
MAILING ADDRESS _____											
							DATE OF BIRTH		MO.	DAY	YEAR
CITY _____							STATE	ZIP CODE	_____		
E-MAIL _____			<input type="checkbox"/> MALE	U.S.	<input type="checkbox"/> YES	IF NO, WHAT					
			<input type="checkbox"/> FEMALE	CITIZEN?	<input type="checkbox"/> NO	COUNTRY? _____					
HOME PHONE		AREA CODE	_____	PARENT/GUARDIAN	AREA CODE	_____	WORK PHONE	_____	_____		
		_____	_____	_____	_____	_____	_____	_____	_____		



Waiver of Liability, Release Assumption of Risk & Indemnity Agreement



It is the purpose of this agreement to exempt, waive and relieve releasees from liability for personal injury, property damage, and wrongful death, including if caused by negligence, including the negligence, if any, of releasees. "Releasees" include USA Hockey, Inc., its affiliate associations, local associations, member teams, event hosts, other participants, coaches, officials, sponsors, advertisers, and each of them, their officers, directors, agents and employees.

For and in consideration of the undersigned participant's registration with USA Hockey, Inc., its affiliates, local associations and member teams (all referred to together as USAH) and being allowed to participate in USAH events and member team activities, participant (and the parent(s) or legal guardian(s) of participant, if applicable) waive, release and relinquish any and all claims for liability and cause(s) of action, including for personal injury, property damage or wrongful death occurring to participant, arising out of participation in USAH events, member team activities, the sport of ice hockey, and/or activities incidental thereto, whenever or however they occur and for such period said activities may continue, and by this agreement any such claims, rights, and causes of action that participant (and participant's parent(s) or legal guardian(s), if applicable) may have are hereby waived, released and relinquished, and participant (and parent(s)/guardian(s), if applicable) does(do) so on behalf of my/our and participant's heirs, executors, administrators and assigns.

Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge, understand and assume all risks relating to ice hockey and any member team activities, and understand that ice hockey and member team activities involve risks to participant's person including bodily injury, partial or total disability, paralysis and death, and damages which may arise therefrom and that I/we have full knowledge of said risks. These risks and dangers may be caused by the negligence of the participant or the negligence of others, including the "releasees" identified below. These risks and dangers include, but are not limited to, those arising from participating with bigger, faster and stronger participants, and these risks and dangers will increase if participant participates in ice hockey and member team activities in an age group above that which participant would normally participate in. I/We further acknowledge that there may be risks and dangers not known to us or not reasonably foreseeable at this time. Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge, understand and agree that all of the risks and dangers

described throughout this agreement, including those caused by the negligence of participant and/or others, are included within the waiver, release and relinquishment described in the preceding paragraph. I/We agree to abide by and be bound under the rules of USA Hockey, including the By-Laws of the corporation and the arbitration clause provisions, as currently published. Copies are available to USA Hockey members upon written request.

Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge, understand and assume the risks, if any, arising from the conditions and use of ice hockey rinks and related premises and acknowledge and understand that included within the scope of this waiver and release is any cause of action (including any cause of action based on negligence) arising from the performance, or failure to perform, maintenance, inspection, supervision or control of said areas and for the failure to warn of dangerous conditions existing at said rinks, for negligent selection of certain releasees, or negligent supervision or instruction by releasees.

If the law in any controlling jurisdiction renders any part of this agreement unenforceable, the remainder of this agreement shall nevertheless remain enforceable to the full extent, if any, allowed by controlling law. This agreement affects your legal rights, and you may wish to consult an attorney concerning this agreement.

Participant (and participant's parent(s)/guardian(s), if applicable) agree if any claim for participant's personal injury or wrongful death is commenced against releasees, he/she shall defend, indemnify and save harmless releasees from any and all claims or causes of action by whomever or wherever made or presented for participant's personal injuries, property damage or wrongful death.

Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge that they have been provided and have read the above paragraphs and have not relied upon any representations of releasees, that they are fully advised of the potential dangers of ice hockey and understand these waivers and releases are necessary to allow amateur ice hockey to exist in its present form. Significant exclusions may apply to USA Hockey's insurance policies, which could affect any coverage. For example, there is no liability coverage for claims of one player against another player. Read your brochure carefully and, if you have any questions, contact USA Hockey or a District Risk Manager.

PARTICIPANT SIGNATURE

Age _____ Date Signed _____

PARTICIPANT NAME (please print)

Date Signed _____

PARENT OR GUARDIAN SIGNATURE (if participant is 17 years of age or younger)



USA HOCKEY SPECIAL EVENTS SANCTION



PLEASE TYPE OR PRINT CLEARLY

- ON-ICE SPECIAL EVENT *(Requires approval signature from **District Registrar** only)*
- OFF-ICE SPECIAL EVENT *(Requires approval signature from **District Risk Manager** only)*

SPONSORING TEAM/ASSOCIATION: _____

ADDRESS OF TEAM/ASSOCIATION: _____

EVENT COORDINATOR: Name: _____

Address: _____

City: _____ State: _____

Zip Code: _____ Telephone: _____

EVENT *(name & brief description)*: _____

LOCATION OF EVENT: _____

DATES OF EVENT *(including set-up, practice, tear down)*: _____ to _____

SANCTION REGULATIONS

A Special Events Sanction is “permission in writing” from USA Hockey to sponsor an event affecting the registered members of USA Hockey. The sanction is issued for the protection of the participants and to insure that USA Hockey rules and regulations are observed.

- ◆ USA Hockey’s insurance policies provide protection for registered members, teams, clubs and associations’ programs (subject to the policy’s coverages and exclusions), provided that the activity has sanction approval from the District Registrar or District Risk Manager. The Assistant Executive Director, Member Services at USA Hockey may also approve such requests when necessary.
- ◆ Sanctions must be specifically obtained for fundraising events and off-ice activities, which involve or include members of the public or individuals who are not registered members of USA Hockey.

APPLICATION DEADLINE: 14 days prior to event

An application in writing for a Special Events Sanction must be filed with the District Registrar or District Risk Manager at least 14 days prior to the opening day of the event.

SANCTION FEE: \$_____ *(please make checks payable to USA HOCKEY, INC.)*

EVENT COORDINATOR SIGNATURE: _____ DATE: _____

DISTRICT REGISTRAR SIGNATURE: _____ DATE: _____

DISTRICT RISK MANAGER SIGNATURE: _____ DATE: _____

Staffing Your Event: Volunteers



Have plenty of volunteers – there is a lot to do in a short time prior to the on-ice session.

You will need volunteers to check in the participants and get the guardians to sign the IMR/Waiver form and answer paperwork questions. ** Make sure to get all the paperwork completed as gathering data now will allow you to follow up and invite them to participate in a paid program. **

You will need plenty of volunteers to distribute equipment and assist the players in getting dressed.

The same volunteers who help the players get dressed can go out on the ice. Please make sure there are certified USA Hockey coaches to lead these Try Hockey for Free opportunities. They should be wearing helmets.

You should also dedicate a couple volunteers to serve as off-ice recruiters to distribute information and answer questions about your program during the skate.

High School players can use the community services hours. Make sure to get female volunteers so little girls feel comfortable and have someone to look up to.

VOLUNTEER POSITIONS:

- CHECK-IN
- PAPERWORK & QUESTIONS
- EQUIPMENT CHECKOUT
- GETTING DRESSED
- ON-ICE LEADERS
- OFF-ICE RECRUITER



Call to Action Through Association

This is an event that can engage all levels of the association from midget-level or high school players to coaches to help both on and off the ice.

Engage current members at all levels to promote the event to their friends who do not play hockey - and who are in the age range you are targeting.

Things to Consider in the Budget

Try Hockey for Free clinics can be created as economical as you choose.

Some things to consider as you start to plan for your upcoming clinic, or series of clinics, include:

Ice time

** could be a rink donation or scheduled during a currently scheduled program

Rental Skates

Equipment

Sticks

Jerseys

Hockey tape

Goodybags/Giveaway item

Promotional Items - flyers, etc.

Marketing & Promotions

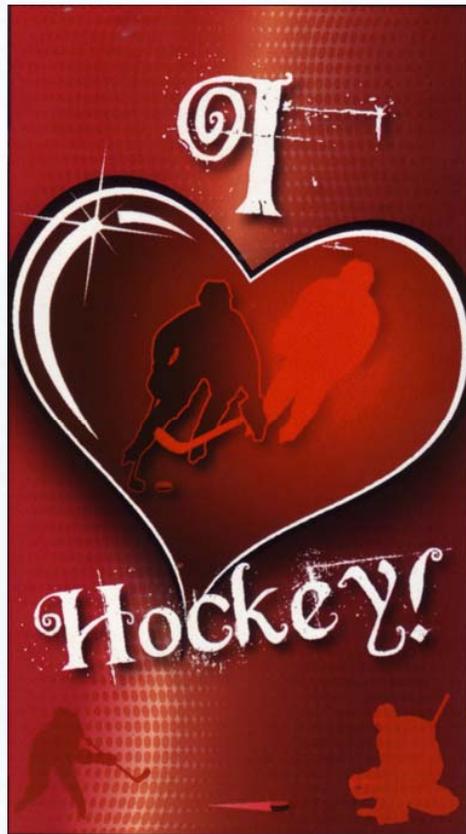
Promoting your Try Hockey for Free clinic outside of the arena is **one of the most important planning steps** you will take.

Here are some ideas to get you started:

- **Engage Association parents to circulate information to friends**
 - **Emails & Flyers**
- **Post the clinic information on your website as well as social networking sites**
- **Partner with off-season sports associations to promote each other's programs**
 - **Soccer, Baseball, Basketball, Football, Gymnastics, etc.**
- **Distribute flyers in local schools, daycares and pre-schools.**
 - **Valentine's Day Card Concept**
 - **Sample located on Page**
- **Press release to local media**
 - **Sample on Page**
- **Engage the local television**
 - **Detailed information located on Page**
- **Come Play Youth Hockey Campaign Materials**
 - **Tag the Come Play Youth Hockey commercial with the event information and work with your local cable network & community channel to get the commercial on as a PSA to promote the upcoming clinic.**
- **Distribute bookmarks in local libraries.**
 - **Sample on Page**
- **Utilize Digital Ink to mail a customized postcard to your target audience**
 - **Sample on Page**
- **Create a referral program.**
- **Reminder to take photos of the event to use in future promotion**
- **Offer a pre-registration to give yourself an opportunity to plan ahead.**

VALENTINE'S DAY CARD PROGRAM

A Step-By-Step Marketing Model To Attract New Players To Your Program



Front of card



Back of card

INTRODUCTION

This creative marketing tool combines the best communication method of word-of-mouth promotion and an excellent distribution process of getting into the classroom. Many schools do not allow for-profit companies to provide flyers promoting programs through the schools. This card program, which taps into the power of personal invitation, is a fun and engaging way to activate players in the association. In the case of the Valentine's Day card, the card program fulfills the purpose of the school card exchange as well as offers more with the free invitation to skate or try hockey.



CARD CREATION

Design

- Determine theme (Valentine's Day, Christmas, Halloween, Birthday, Hockey Weekend Across America) and create a unique, fun design
 - Recommended size: 3 inches x 5 inches
- Decide quantity based on target age group
 - Suggested 30 cards (the average classroom is 25-30 kids) per kid between 5 – 8 years old
- Choose program offer for card – Offer a Try Hockey for Free clinic, Complimentary Open Skate or any opportunity to bring kids to the rink and generate interest
- Get printer quotes or utilize Digital Ink to print cards
 - Digital Ink is accessible through the Program Services website: www.usahockey.com/programservices. It is a customized web to print service.

Distribution

- Distribute to association players approximately two weeks in advance
 - Give advanced warning so in the case of the Valentine's Day card opportunity, parents can forego spending the money on purchasing their own cards.

Follow-Up

- Upon redemption, it is recommended to create a waiver form for the recipient to sign for insurance reasons as well as to capture their contact information and be able to promote other programs directly to them.
- Make direct contact via phone to see about transferring them to a full-time program.

For an example, see the Springfield Youth Hockey Association's Valentine's Day Card Program link on the Program Services website.

**For more information, contact Program Services at
(719) 576-8724 or growthegame@usahockey.org**



Sample Press Release

Media Contact: Name, Phone

MEDIA ALERT TRY HOCKEY FOR FREE CLINIC SCHEDULED (DATE)

CITY, STATE- Kids ages four to nine are invited to (rink name and date of event) for a Try Hockey for Free event to experience ice hockey and learn the basics of the sport in a fun, safe environment.

“With the excitement of our men’s and women’s team capturing silver medals at the Olympics, we wanted to offer kids a chance to try the sport they have been watching on TV for the last two weeks,” said NAME, TITLE (insert contact from rink or local association). “This opportunity will give these kids an opportunity to learn the sport and encourage Olympic dreams of their own.” (This quote can be replaced with one from a local association leader, rink manager or professional hockey player in your local area).

Newcomers will have access to all the necessary hockey equipment for the event. In addition, on-ice support will be present to teach kids how to get dressed, stand on skates, hold a stick and skate around. The highlight of each clinic will be a short scrimmage for participants to experience their first hockey game.

For more information or to pre-register for the event, please visit (rink or association website).

Engaging Local Television

- **Look up your local TV community or sports reporter**
- **Make sure you have the event information**
 - **Who, What, Where, When & Why**
- **Call the reporter or producer to share your story opportunity**
- **Offer to get the reporter geared up for the opportunity to participate**
- **Serve as the liaison for the reporter when they agree to participate to make sure they are getting all aspects of the story from check-in, getting dressed and on to the ice for the first time.**
- **You could also approach the news organization to sponsor the event.**
- **Once the news story is aired, you can gain access to the file and feature it on your website, share it with your association members and participants through email newsletters or through online networks.**

COME PLAY YOUTH HOCKEY CAMPAIGN

A Step-By-Step Model To Utilizing the Come Play Youth Hockey materials.

INTRODUCTION

The Come Play Youth Hockey campaign is geared to educate the parents of four- to eight-year-olds on the benefits of youth hockey.

The campaign depicts young hockey players with shadows trailing behind them that resemble a superhero, a rocket ship and other childhood fantasies. The ads also include characteristics brought out by youth hockey such as pride, responsibility, and leadership, along with the phrase, "Watch your kid soar."

These resources can be utilized in print advertising, posters, flyers, postcards, etc., as well as on television.

More information about the Come Play Youth Hockey campaign, its goals and the benefits of youth hockey can be found at www.comeplayyouthhockey.com.

1. PRINT COLLATERAL

- Digital Ink, a customized web to print service
 - Digital Ink is accessible through the Program Services website: www.usahockey.com/programservices.
 - Posters, postcards, targeted mailing lists
- Create your own poster, postcard, flyer, e-blast, email newsletter, etc.
- Flyers can be downloaded from the Marketing Resources tab (Come Play Youth Hockey Campaign) on www.usahockey.com/programservices

2. VIDEO

- 30-second professional commercial created by the NHL Network
 - Allows local associations & rinks to tag the last five seconds to get on the local cable network, play during intermission of professional games or in-arena at local rinks.

3. WEBSITE

- Comeplayyouthhockey.com
- A landing page to explain to parents why they should have their child try youth hockey as well as lists free opportunities to try the sport.



4. FACEBOOK

- 13 families to share their first year of youth hockey experience through text, photos and video.
- Discussion board opportunity parent to parent.

5. OTHER

- The Come Play Youth Hockey artwork can be used for a variety of items including, but not limited, to:
 - Billboard
 - Book covers
 - Bookmarks
 - School folders
 - Magnets
 - T-shirts
 - Jerseys

**For more information, contact Program Services at
(719) 576-8724 or growthegame@usahockey.org**



TRY HOCKEY FOR FREE
on Saturday, Jan. 30, 2010



Colorado Springs World Arena
12:00 PM - 1:00 PM

Pueblo Plaza Ice Arena
9:00 AM - 10:00 AM

Southeast Denver - Family Sports
9:00 AM - 10:00 AM

North Denver - The Ice Center at
the Promenade
11:45 AM - 1:00 PM

Littleton - The Edge Ice Arena
(Girls Only) 9:30 AM - 10:30 AM

Pre-register at:
www.coloradoonegoal.com



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Hockey helps boys and girls make big strides.



hockeyweekendacrossamerica.com



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USA Hockey in conjunction with Digital Ink have created a web driven print solution called USA Hockey Print Resource Center. With our solutions you can customize one of our many print products, target your customers with a mailing list, and mail your print products to your customers or deliver non-mailed print products to you. To get started, you can login to our web store through www.usahockey.com/programservices - click on the Marketing Tab and on Digital Ink.

Some of the products they offer include:

- Posters
- Flyers
- Mailed Postcards
- Unaddressed Postcards

Sample Unaddressed Postcard



TRY HOCKEY FOR FREE & TEA PARTY

A Step-By-Step Model To Attract New Girls To Your Program

INTRODUCTION

This program utilizes a holiday, like Valentine's Day, to combine the successful Try Hockey for Free program with the concept of a tea party to attract girls to the game.

A free trial provides the perfect opportunity to demonstrate that hockey is affordable, unique and convenient. Hockey is a blend of fun and exercise that can't be beat; the greatest selling point to parents will come with smiling, sweaty kids skating off the ice. In this instance, they will be able to talk about the fun they had while enjoying a tea party.

Below is a template, used by other associations, to run a highly successful themed "Try Hockey For Free," program.

1. IDENTIFY PROGRAM NEEDS

Ice Time

- An hour of ice timed with a holiday

Who's Invited?

- Girls 5-17 years old and their moms, aunts or adult friend (who don't have to skate)

Sanctioning

- Contact Associate Registrar to get sanction for Grow the Game event

Equipment

- Donated from families in association
- Purchase rental/lender OneGoal equipment sets, www.onegoal.com

Promote

- Association parents circulate information to friends
 - Emails & Flyers
- Work with schools to get flyers to students

Coaches

- Get extra coaches
 - Aim for a 4 to 1 player to coach ratio
 - Get the best coaches in the association
 - Make it an honor to coach the program
 - Short commitment
 - Get parents that skate for additional bodies



2. THE ICE SESSION

Volunteers

- Have extra helpers, including female volunteers; there is a lot to do in a short time prior to the skate
 - Check-in
 - Paperwork Questions
 - Equipment Checkout
 - Getting Dressed

Off-Ice Recruiter

- Distributes information and answer questions about your program during skate.

Practice Plan

- Fun Games/ Skating Instruction
 - Tag, Relays, Races, etc...
- Finish with cross-ice game

3. NEXT STEP

More Recruiting

- Don't stop recruiting more participants
- Keep promoting through emails and flyers

Contact

- Follow up to make sure they have the information they need to sign up for a program
- Find out what they liked and disliked

Help

- Help any family sign up for regular IP / Mini-Mite program if ready

Be Prepared

- Be ready for more participants
 - Extra volunteers, coaches & equipment

4. TEA PARTY

Location

- Party room located within the arena

The Menu

- Finger food like cucumber sandwiches, hot tea, lemonade and heart-shape cookies decorated with hockey sticks

Decorations

- Hearts and pink hockey sticks

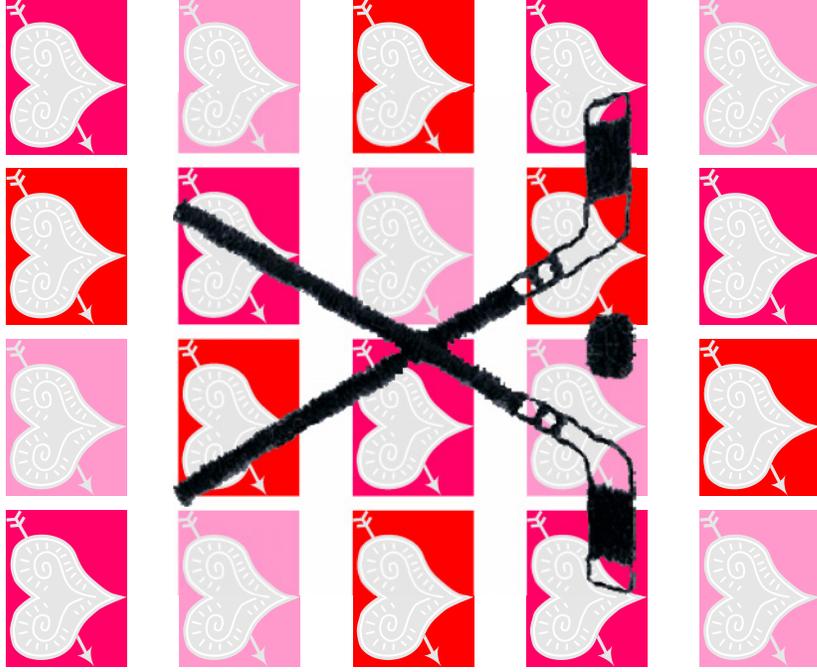
Extra Hour of Ice

- Use as an Open Skate during the tea party

**For more information, contact Program Services at
(719) 576-8724 or growthegame@usahockey.org**



You're Invited



Mother/Daughter
FREE Try Hockey
and Tea Party



QUESTIONS?

Contact us at:

info@fishersyouthhockey.com

Or call 317.849.9930 X103

www.fishersyouthhockey.com



Sunday
February 14
11:30 AM—2



Come try hockey!

All girls 5-17 years old and their moms, aunts or adult friend (who don't have to skate) are welcome.

No experience needed!

Basic equipment
Provided.

SCHEDULE:

11:30: Sign In

11:30-12: Equipment Fitting and Off-Ice Fun

12-1: On-Ice with Coaches
(new players only)

1-2: Open Skate & Tea Party

RSVP



www.fishersyouthhockey.com

Click on Camps and Clinics

FREE! Registration Required
Registration Deadline Feb 12

**WEAR LIGHT WEIGHT
SWEAT PANTS AND A
LONG SLEEVED SHIRT**

You're Invited

**Mother/
Daughter FREE
Try Hockey and
Tea Party**

FORUM AT FISHERS

**Sunday
February 14
11:30 AM—2 PM**

SCHEDULE:

**11:30: Sign In
11:30-12: Equipment
Fitting and Off-Ice
Fun
12-1: On-Ice with
Coaches
(new players only)
1-2: Open Skate &
Tea Party**

**Come try hockey!
All girls 5-17 years
old and their
moms, aunts or
adult friend (who
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skate) are
welcome.
No experience
NEEDED
Basic equipment
Provided.**

www.fishersyouthhockey.com
Click on Camps and Clinics

**FREE! Registration
Required
Registration Deadline Feb 12**

Follow Up

The follow-up to a Try Hockey for Free clinic is an important piece of getting a participant of a free trial to sign up for a paid program. Here are some sample emails that can be sent following your event:

Email #1 – follow up to parents after their child's 1st ice session

Parents,

I hope you enjoyed Monday night's hockey as much as your son or daughter did. We are glad you brought your child to the rink and we look forward to seeing you again next Monday. I spoke with most of you on Monday, but I wanted to pass along some information. If you have questions that aren't addressed below, please don't hesitate to contact either RJ Enga or me - our contacts are below.

As advertised, we will run this free hockey program for 3 more Monday night sessions. All sessions start at 5pm on the same rink at the World Arena Ice Hall and we hope you can be there for all 3. Your kids will have the same equipment that they used this week, and we will get dressed in the same locker room. Our goal will be to get the group out on to the ice at 5pm, so please try to arrive 15-20 minutes early to get dressed (we'll be there to help). We will also plan to get the group off the ice by about 5:50pm.

For the next 3 Mondays, we will keep our group in the center ice section of the rink. On either end of the rink, the mini-mites will be running through their regular practice sessions. As you will see, everything is done in small groups so that the kids have lots of time to practice the different skills of skating, stickhandling and shooting. Most importantly, the program is designed for the kids to have fun. Many of the other 5 & 6 year olds you see out there have gotten a lot better since they started in September.

At the end of these 4 weeks, your child can join the mini-mite program for the rest of the season if you like. You could keep the same equipment to use as well. The cost would be \$75, and there would be 19 on-ice sessions, usually twice a week with one on Saturday and one on Monday. The mini mite season runs until the end of February - the schedule can be found at this link:
<http://www.csaha.com/team/default.asp?team=20>

There are other options for hockey if you can't join the program now and we will be happy to help provide direction. You can learn more about the Jr Tigers youth hockey program by visiting the web site - www.csaha.com.

And we can still add kids to this Try Hockey group, so feel free to tell friends, neighbors and classmates about the program.

Again, please let us know if you have any questions. Have fun!

Email #2 – sent after Week #3

Parents,

We have 1 Monday night hockey session remaining for the Try Hockey For Free program. With that in mind, we wanted to present you with the options for your child in hockey after next Monday night. If you have questions that aren't addressed below, please don't hesitate to contact either RJ Enga or myself.

Option 1 – Join the Mini Mite program for the rest of the season. The mini mite season runs until the last weekend of February and the schedule can be found at the link below. All sessions are on Saturdays and Monday evening on the same ice rink at the World Arena, except for Dec 6 and Jan 31 which are at the Honnen Ice Arena on CC's campus (14 W. Cache La Poudre): <http://www.csaha.com/team/default.asp?team=20>

Equipment – you can continue to use the OneGoal equipment, skates and stick to use at no charge.
Fees – It will cost you \$75 for your child, which will cover the remaining 19 ice sessions. You will also need to buy a CSAHA jersey and socks for \$35. Please make checks payable to CSAHA
Registration – There are 2 parts to registration. I have attached a registration form for CSAHA that you can fill out and bring it with your payment to me on Monday night. You will also need to register with USA Hockey, which provides member benefits and insurance coverages to players in all registered players throughout the country. And as you may have guessed from my email extension, that's also where I work, so I can explain more if you have questions. You can register online at the link below as an ICE PLAYER. Registration is FREE for ages 6 and under, and \$30 for ages 7 and up. - <https://www.usahockeyregistration.com/>

If/when you decide to play for the rest of the season, PLEASE let me know with an email or phone call. We have more details to help you get started in hockey and it will help us plan accordingly.

Option 2 – Join a Learn to Skate or Learn to Play program. If you or your child isn't quite ready to join the mini mites, the 3 rinks in town all offer Learn to Skate and Learn to Play programs. We can help get you the information on the programs.

Option 3 – Wait to join our Spring Hockey program. Again, if you decide not to join now, we have your contact information and will be sure to send you information on future programs. The Spring program starts in April and runs for 6 weeks in to early May.

If you have any questions on this, please do not hesitate to ask. Have a Happy Thanksgiving and we will see you on Monday.

Email #3 – to those joining the mini-mite program

Parents,

We are glad you decided to join the mini-mite program with your son/daughter. I spoke with most of you on Monday night, but wanted to follow up with a few specifics.

1 - The next ice session is Saturday December 6th from 5p to 6p. This will be held at the Honnen Ice Rink, which is on CC's campus just north of downtown (14 W. Cache La Poudre). DIRECTIONS: From I-25: I-25 to Uintah St. exit. East on Uintah 1/2 mile to Cascade Ave. South (right) on Cascade to Cache La Poudre St.. West (right) on Cache La Poudre for less than 100 feet to Honnen Ice Rink. Ice arena is on the right. Street parking is available near the arena.

2 - You have all received this before, but the link for the rest of the mini-mite season schedule is below:

<http://www.csaha.com/team/default.asp?team=20>

3 – If you haven't done so, you need to complete your registration with USA Hockey. The link is below, and once you have completed the registration, please forward a copy of your email confirmation to me at patk@usahockey.org. There is NO CHARGE for this, but you must do this to play.

https://www.usahockeyregistration.com/ice_player_coach/index.jsp?reg_id=2058860

4 - Equipment - the rental equipment and stick are yours to use for the rest of this season. We will need to collect it all back at the end of February.

5 - Hockey pro shops - there are 3 places in town to buy or look for new equipment. Be sure to tell them you just started in the CSAHA youth program and you can drop my name or RJ's if the managers listed below are there. All stores have professional staff members who are familiar with hockey and can be very helpful when getting started.

Players Bench (south) - on the corner of S Tejon St and E Mill St - 442-0045. Tyler Head is the manager

Players Bench (north) - 7868 N. Academy Blvd - located a half mile down on the west side of Academy behind Chipotle - 592-0018. BJ LeChat is the manager

their website is www.playersbench.com

Slapshot Sports (downtown) - 520-9547

You can also try a Play It Again Sports for used/discounted equipment, but their employees may not be knowledgeable about hockey equipment.

6 - Other equipment - the one piece of equipment not included in the bag that you should pick up is a cup/athletic supporter. You can buy a "Jock Plus" at one of the places below - the jock-plus is essentially a pair of shorts with a cup built in to it, and it also has velcro straps on the legs that can be used to hold up the hockey socks.

Again, if you have any questions, please do not hesitate to ask.

Results

Follow up with every family in person the day of the event & again via email following the event.

Help make the transition into the regular IP / Mite Program simple.

- Send them registration material
- Give them the proper contact person
- Allow them to keep rental / lender equipment until they get their own
- Put them in contact with the coach
- Have a family already involved help them with the transition
- Bring them into the association family
- Let new, interested families try hockey for free at any time during the season



Colorado Springs Amateur Hockey Association



Colorado Springs Amateur Hockey Association

- 4-week Try Hockey for Free opportunity
- Offered during the 8 & under program
- November 3 - 24
- Equipment provided
- 92 Participants
- 30 signed up for the program after participating