

USAH's Call to Action



The 2 & 2 Challenge

- **Designed to Provide an Attainable Goal for Growth and Retention at the 4 – 8 year old age group**
- **Results for 2009 – 2010 season**
 - National
 - Missed by 1,411 Players
 - Under performed in acquisition of new players by 395
 - Under performed in retention goal by 1,016 players
 - SAHA
 - Achieved overall growth but did not meet the 2 & 2 Challenge
 - Over performed in acquisition of new players by **110**
 - Under performed in retention goal by **48**



RETENTION



www.usahockey.com/programservices

NATIONAL RETENTION



WHY FOCUS on 4-8 Year Olds?

- **The Rate of Retention** is the overall percentage of kids that return to play youth hockey
 - The Rate of Retention for kids between the ages of 4-8 is **56%**
- The larger membership group of kids between the ages of 9 to 14 has a Rate of Retention of **91%**

Acquisition / Retention



- **Acquisition & retention are inherently tied**
 - *Acquisition fuels retention*
 - *Strong acquisition alone cannot sustain growth (leaky boat)*
- **Programs that succeed at player retention are positioned for long-term, sustainable growth**

PLAYER RETENTION - Program



Fulfilling the Three Promises – 8 and under

1. Promise of Fun

- Everyone plays

2. Promise of Guidance & Instruction

- Personal attention
- Bridge the comfort gap

3. Promise of Achievement

- Both child & parent feel sense of accomplishment



RETENTION – Administration



How Do We Get More Players to Return?

Prior to Season

- **ASK THEM** – Personal Phone Call
- **EMAIL** new season/registration information
- **PHONE CALL** - Reminder

During Season

- **COMMUNICATION**
 - weekly email reminder about practices
 - newsletters

End of Season

- **PERSONAL NOTE** from Coach
- **SURVEY**

THE POWER OF ASKING



Why Extend a Personal Invitation?



- **Personal interaction increases comfort level with the unknown**
- **Opportunity to answer questions and stop misconceptions**
- **Most Common Mistakes Made**

WE DON'T ASK

ASSUME THEY WILL RETURN

- **Parents are time-challenged**
 - Adults flooded with over 3,000 marketing impressions per day – **it's easy to put off an email**
 - More working parents
 - Parents new to Hockey aren't always aware new season starts as early as Sept
 - Summer is Ending
 - School is Starting
 - NHL hasn't Started

RETENTION PHONE CALL



1. Build the Foundation

- **Email**
 - Focus on benefits and playing options
- **Timing**
 - One month prior
- **Call Center**
 - Pizza party
 - Split up calls
 - Impartial Parents



2. Follow-Up Phone Call

- **Optimal Time**
 - Call 10 to 14 days after email
 - Best response
 - Sun to Thurs
 - 5:30 to 8:30 pm

3. Script

- Cover the positives
- Stay away from politics and team placement

RETENTION PHONE CALL



SAMPLE PHONE SCRIPT:

This is *(Your Name)* with the *(Association Name)*. We are getting ready for another great season of youth hockey and noticed that we didn't have *(Their Child)* signed up for the coming season.

Last season you may have noticed youth hockey helped your child make many big strides on and off the ice. We really enjoyed seeing *(Their Child)* at the rink and want to see *(Him/Her)* back on the ice this fall. We have a great season planned, filled with lots of fun and skill development.

If you would like I can help you get *(Their Child)* signed up right now.



RETENTION PHONE CALL



Nine Phone Calls



- **3 Signed up to play**
 - Unaware the season was beginning
- **2 Disconnected lines**
 - Military families that moved
- **2 Switching to association closer to home**
- **1 Not coming back**
 - Commute
- **1 Disgruntled parent = 3 players**

EMAILS



From: Coach Bob
To: CSAHA Mite Parents
CC:
Subject: This Weeks Youth Hockey Practices

Mite Parents:

Just a reminder, we have two practices this week. The first practice is Tuesday at 5:30 pm and the other is Saturday at 10:00 am, both are on the Olympic rink.

Last week the kids made great progress with their skill development. This week we are going to spend a lot of time working on their skating; we will also work on puck control and passing. To keep practice fun we will play a cross-ice game on Tuesday; playing the game on cross-ice is great for the kids as it provides more puck touches and forces them to think quickly.

On Saturday we will then practice with a game using ringettes, the ringettes are rubber loops that are controlled with the butt end of a stick. This drill helps develop stick strength on the puck.

Please let me know if you have any questions, I look forward to seeing everyone at the rink.

--Coach Bob

- **Email updates**
 - Effective
 - Quick
 - Free
- **Help parents stay organized**
- **Learning to play hockey is a process**
 - Help parents understand



NEWSLETTERS



Using a Newsletter to Help With Retention

- Bridge the communication gap
- Parent education
 - child development
 - organizational goals
- Focus on specific age groups

SABERCATS
SAN FRANCISCO

IN-HOUSE NEWS

VOLUME I, ISSUE I FEBRUARY 6TH 2010

Yerba Buena Ice Skating Center
www.skatebowl.com www.sfsabercats.com

WEEKLY SCHEDULE

- **Saturday**
9:15-10:15am
- **Sunday**
7:45-9:15am

Interested in getting involved?
Pick up a Youth Hockey brochure for information on our Hockey Tots and Hockey 1&2 skating classes for beginners. These will pave the way to play hockey with our In-House program!

Productive Hockey Season

Saturday and Sunday mornings have been very busy lately with our Sabercats In-House league in full swing! Everyone has been doing a great job being here every weekend and working so hard during practice. The most important thing though is everyone seems to be having A LOT of fun!

enough participation to form 3 teams! The kids played well, but more importantly seemed to have a blast. The parents were very supportive and had water bottles and jerseys ready to go in a heartbeat. With 4 games under their belt and a trophy in hand, everyone went home a (tired) winner!

Jordan H. Kocian Tournament
A great big thanks to all the players and parents who helped to make last month's Kocian Tournament in Oakland go so smoothly. We had

Practice! Practice! Practice!

Practicing outside of your regular In-House time is a very important aspect of playing hockey. Working on new skills you just learned and fine tuning old ones will help you become a better player. Public Sessions occur at YBISC 7 days a week, leaving plenty of opportunity to practice your skating. Don't forget that on the day of In-House (Sat or Sun) you can skate during one of the Public Sessions for FREE! Take advantage of that! At home, use a tennis or any other ball to work on your stickhandling skills. Rollerblading on the sidewalk is another at home way to practice your skating. Use these tips and I guarantee you'll be impressed with how much you improve!

Questions? Contact:
Sami Naffziger
youthhockey@skatebowl.com
415-820-3523

YERBA BUENA
ICE SKATING & BOWLING CENTER

SUMMER HOCKEY SCHEDULE
The summer youth hockey schedule will be out soon! With it you'll be able to see what's in store over the next few months. There will be many opportunities throughout the week to participate in drop-in clinics, a week-long camp, and weekend clinics run by special guests. This schedule will also contain try-out dates and other special events like the Summer Challenge! This calendar will be available within the next few weeks on the rink's info rack in the lobby.

ABOVE: Robyn demonstrates how to skate with a smile!
LEFT: Backwards skating is a breeze for David.



END-OF-SEASON NOTE



Thank you for a great season!

Dear Sam,
Thanks so much for playing hockey this season. It was so much fun to see how much you improved. Looking forward to seeing you on the ice next season.
Coach Bob

Sam Jones
1234 Green St.
Colorado Springs, CO
80906

Personal Handwritten Note from Coach

- Mailed following the season
 - Thank them for a great season
 - Talk about fun
 - Note personal improvements
- Postcard size is perfect
- Could use a team photo



SURVEY



- **Keep It Simple**
 - No more than five questions
 - Keep language simple and uncomplicated - (some parents may not understand “ice touches”)
- **Ask About Experience Relating to Three Promises**
 - Did son/daughter have fun
 - Did son/daughter receive personal instruction
 - Did son/daughter improve
 - How could it have been better?
- **Have structure in place to review answers**
 - Labor intensive to review but most parents will be honest
 - Turn results into Action Plans