

# 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](http://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](mailto:growthegame@usahockey.org)**

