

After-School Hockey Program

A Step-By-Step Model to Attract New Players for Your Program

INTRODUCTION

It is an often overlooked fact that children will not get involved in hockey if they cannot skate.

The after-school program will allow organizations to coordinate with local elementary schools to offer a free after-school learn-to-skate and play hockey program for grades 1-4. Below is a step-by-step guide that other organizations have used to assist in growing their organization and give youth players the proper foundation to learn the game of hockey.

1. Program Structure

Logistics

- Four-week long program
 - Twice a week; one hour per ice session

Equipment

- Provide a minimum of skates, helmets, stick and pucks.
 - Donation from local families
 - Purchase sets from OneGoal, www.onegoal.com

On-Ice

- With the use of cross-ice dividers, one rink becomes two.
 - Divide the children into two separate groups based on skating ability

Volunteers

- Assist in fitting skates, helmets and other equipment.
- Coordinate games and other learn-to-skate activities.

2. Transportation

- Kids are transported to local ice rink directly after school by the school busses.

3. Scheduling

- To increase efficiency, it is preferable to host once in the spring after the season ends, and once in the fall before the season starts.

4. Media/Marketing Potential

- Parents, students, school principals, office administrators and buss drivers have all expressed their support for such a program.
 - With such support from the community, this creates an incredible amount of positive public relations for the rink and your organization.

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

