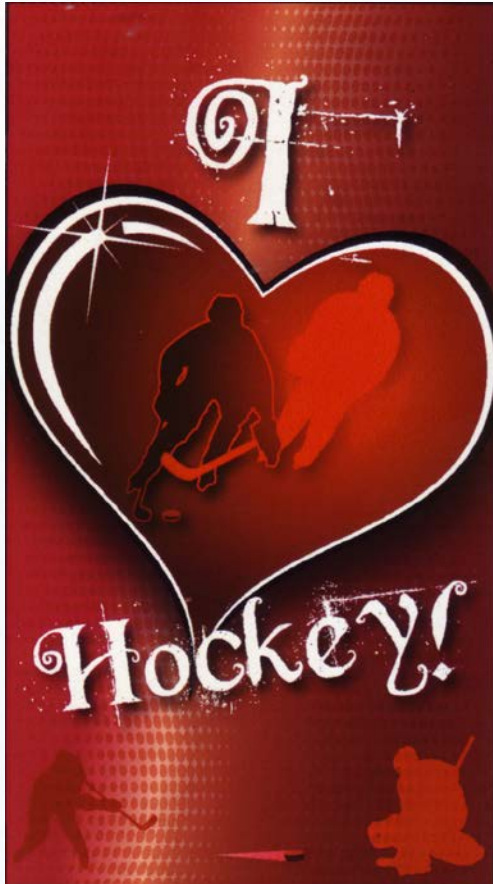


VALENTINE'S DAY CARD PROGRAM

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 print cards

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**

