

# Door Hanger: Come Play With Us Crusade

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

### INTRODUCTION

Knock Knock...Who's there? Youth hockey players looking for someone to join them, that's who.

Growing your program can be very challenging at times, but also highly rewarding. One of the greatest benefits is engaging the youth hockey players to help grow the organization. Through cleverness and mobility, some organizations have been able to grow their programs by creating door hangers to place on the front doors of prospective players encouraging them to come play youth hockey.

### 1. The Design

#### Print

- Create custom two-sided door hangers that act as invitations
  - Invitation on one side, comedic text on the other " Do Not Disturb, hockey player resting"
- Attach a player "business card" to increase the effectiveness
  - Includes association details and contact information to make responding easy and simple

### 2. Distribution

- Players distribute to homes of friends and kids in the neighborhood not currently playing youth hockey
- Have Mite and Squirts distribute these door hangers
  - Aim for each player to distribute at least 30

### 3. Timing

- Distribute a month before the season starts to increase effectiveness

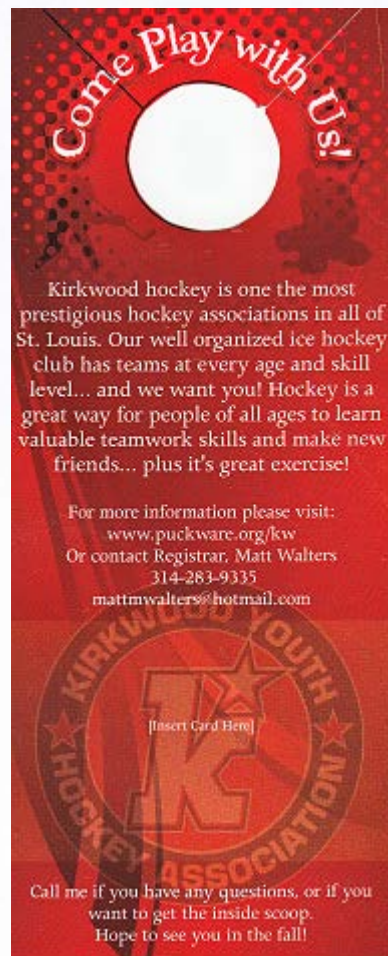
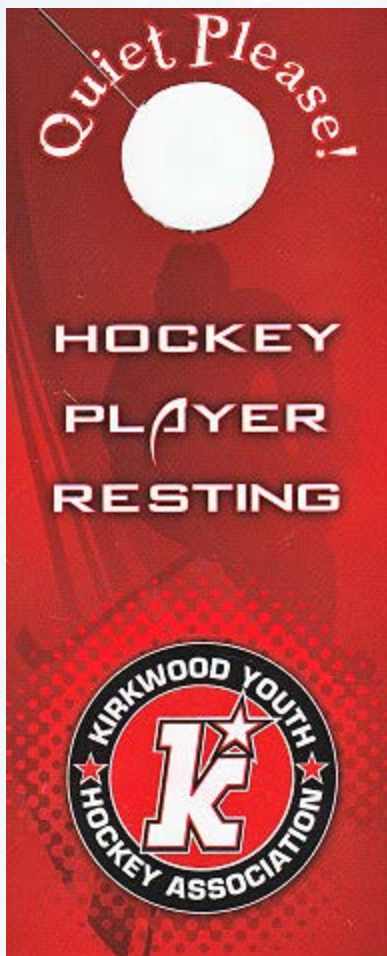
### 4. Follow up

- Keep track of the number of door hangers that were distributed to determine the success rate of new players acquired
- Make direct contact via phone or email with interested families as soon as possible

### 5. Transferability

- Can be used to invite players to a Try Hockey for Free opportunity





Visit [www.usahockey.com/programservices](http://www.usahockey.com/programservices) for the four door hangers utilizing the Come Play Youth Hockey artwork for you to customize.

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

