

Equipment Donation Program

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

INTRODUCTION

In order to increase the number of children participating in youth hockey, sometimes you need to think outside the box. In this instance, it's about thinking inside the box.

One barrier to entry is cost, and equipment is one part of the cost to play youth hockey. Below is an equipment donation program that is aimed at helping kids with limited resources to learn how to skate and play youth hockey.

1. Methodology

- Organized communication and collection systems
- Disbursed equipment to players

2. Structure

Logistics

- Construct a large wooden box (approximately 3' height, 4' depth, 5' length)
 - Place a hinged door and a pad lock or two
 - Cut a hole in the top where donations are placed
 - Place the box in the rink clearly marked "Equipment Donation Box"

3. Seeking Prospective Players

Recruiting

- Volunteers should attend initial sessions for Learn to Skate and Learn to Play Hockey.
 - Volunteers can gain valuable information by merely observing and speaking with parents
- Volunteers should speak with the Skating Director
- Gather direct referrals through email or word of mouth

4. Follow Through

Communication

- Update website with a picture and information about the equipment donation box
- Set up a contact person in your organization to handle any questions or comments as well as distribution





- Do you have a stockpile of hockey equipment at home that no longer fits your child? Is it collecting dust and taking up valuable space?
- Do you know of a child that has a need for hockey equipment?
- Would you like your old youth hockey equipment to be put to good use by some other child in need?

GYHA is asking for you to round up your unused Youth Hockey equipment and drop it off in our new “**Equipment Donation box**”, located at the Ice House on the second level. This may include pads, skates, helmets, sticks, gloves and pants.

GYHA will then organize and distribute to children who need equipment. If your child or others you know of are in need of used equipment, please contact Aaron Graff at gyhaequipment@yahoo.com. Please state the child’s age, size and specific needs. Thank you for supporting youth hockey.

Greensboro Youth Hockey Association Results

Because of the equipment donation program, at least 25 skaters were able to move from poor quality rental skates into good quality, donated hockey skates. Overall, their program numbers grew exponentially.

- ✓ Learn to Play Hockey program grew from 4 to 17 skaters
- ✓ Mite program grew from 12 to 30 skaters

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

