



WYH GROWTH CALENDAR

OBJECTIVE:

To develop a strong, diverse and successful game plan to build WYH at all levels

August:

- Recruit and sign Town Captains
- Develop promotional material/flyers
 - o Association, Myths of Youth Hockey and Why Start Playing Hockey
- Hold equipment sale
- Order customized promotional items to give to kids at recruitment events

September:

- Begin coordinated outreach to schools and the public
- Host the Indoor Street Hockey Jamboree on Sunday, Sept 16
- Start marketing "Try Hockey for Free"
- Have a presence at youth soccer and football and field hockey
- Design promotional work to reach kids who come to the Arena who do not yet play hockey

October:

- Send out newsletter (electronic and traditional)
- Schedule the Score for Schools Ice/Hockey science event
- Have a presence at the Arena for public skating
- Have local media do a story on the program
- Increase PR for Try Hockey for Free and call media outlets for coverage
- LTP begins Oct. 28

November:

- USAH Try Hockey for Free Event Saturday, Nov. 3

December:

- Design/print/mail Christmas cards
- Send out second newsletter
- Heavily promote the second session of LTP in the Arena and around towns

January:

- Second session of LTP begins Jan. 6
- Identify local events that may contribute to growth efforts

February:

- Hold a Bring a Friend party skate

March:

- Print cards for all coaches to send to their players, especially for 8-under teams and house
- Invite any local youth groups to come to the rink

April:

- Review past year

May:

- Set goals for improving in following year

June:

- Plan growth initiatives for next winter

July:

- Discuss Association marketing plan
- Budget for marketing materials