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## WHAT IS ONEGOAL?

OneGoal is a nonprofit organization comprised of a coalition of USA Hockey, Hockey Canada, International Hockey Industry Association, National Hockey League (NHL), the NHL Players Association, rinks, equipment manufacturers, retailers and many others across North America who are involved with hockey. The "one goal" of this group is to build greater awareness and understanding of hockey so parents can make informed decisions about involving their families in the sport. For many of us who didn't grow up with the game, OneGoal makes it easier and less intimidating to join in on everything that hockey has to offer.

## THE EQUIPMENT

The sets, which come in small and large youth packages, are \$70 each plus 10% delivery fee. The packages include shin pads, shoulder pads, elbow pads, pants, gloves, a helmet with a cage and a bag. The packages come in a bag and each package size has a different color (red for small and black for large).

To order OneGoal equipment, please visit: [http://onegoal.com/equipment/equipment\\_form\\_09.pdf](http://onegoal.com/equipment/equipment_form_09.pdf)

If you have missed a deadline or would like to order less than 20 sets, USA Hockey purchases additional sets and you can order through the Membership Development department by emailing [growthegame@usahockey.org](mailto:growthegame@usahockey.org).

To keep the gear fresh and clean, make sure to hang everything out to dry after playing. There are hockey hangers and hanger-type hockey equipment bags or you can use regular hangers. You can also wash your equipment with detergent, by hand, in a large sink or bathtub and hang it to dry. It's not advisable to put equipment in a washing machine or dryer. There are also hockey equipment sprays and hockey deodorizers on the market; it is recommended to use anti-bacterial and anti-fungal sprays that do not smell. There are also industrial cleaners and machines that clean hockey equipment.

## BEST PRACTICES

This manual was created to share success stories and suggested ways to most effectively utilize the OneGoal equipment. If you have a success story you would like to share, please email [growthegame@usahockey.org](mailto:growthegame@usahockey.org).

## Potential OneGoal Events Calendar

To continue to break down the barriers of entry with cost and commitment, here are potential events you can host with the OneGoal equipment throughout the calendar year. These are just basic examples that each association/rink can take and make each their very own.

### August/September

- Host a one-day Free Try Hockey Clinic to Start the Season
- Offer equipment to first-time players for free, deposit or small rental fee

### October

- Host a Halloween Try Hockey Clinic
- Offer to go into schools and teach hockey and demonstrate how to put hockey equipment on with the OneGoal gear



### November

- Host a Multiple Week Clinic to get a Second Half Season Push as part of your current programming
- Picture opportunity wearing OneGoal gear (might tie in with local school mascot/team)

### December

- Gear up for Hockey Weekend Across America and promote the Try Hockey for Free Clinic on Jan. 30
- Offer Hockey 101 courses utilizing the OneGoal gear

### January

- Host a Hockey Weekend Across America Try Hockey for Free Clinic from 11 am - 12 pm on Saturday, Jan. 30
- Invite local scout troops to come out and try hockey in a one-day clinic for a patch

### February

- Offer a Valentine's Day Try Hockey Clinic
- 2010 Winter Olympics

### March

- Host a Post-Olympic Try Hockey Clinic
- School field trips (education or rink, on-ice sports) and have a OneGoal equipment tie with trying it on or getting on the ice



## TRY HOCKEY

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

#### INTRODUCTION

Why have free hockey trial sessions? There is no better way to generate a life-long hockey player than to simply put a kid on skates with a stick.

A free trial provides the perfect opportunity to demonstrate that hockey is affordable, unique and convenient. Hockey is a blend of fun and exercise that can't be beat; the greatest selling point to parents will come with smiling, sweaty kids skating off the ice.

Below is a template, used by other associations, to run a highly successful "Try Hockey For Free," program.

#### 1. IDENTIFY PROGRAM NEEDS

##### **Ice Time**

- A small section of ice during the Initiation / Mini-Mite program

##### **Schedule**

- Consistent time and day (youth hockey can be convenient)
- Four weeks is a good length

##### **Sanctioning**

- Contact Associate Registrar to get sanction for Grow the Game event

##### **Timing**

- Try to schedule when other popular sports finish
  - o Soccer, Baseball, Football

##### **Equipment**

- Donated from families in association
- Purchase rental/lender OneGoal equipment sets, [www.onegoal.com](http://www.onegoal.com)

##### **Promote**

- Association parents circulate information to friends
  - o Emails & Flyers
- Partner with off-season sport associations to promote each others program
- Work with schools to get flyers to students

##### **Coaches**

- Get extra coaches
  - o Aim for a 4 to 1 player to coach ratio
  - o Get the best coaches in the association
    - Make it an honor to coach program
    - Short commitment
  - o Get parents that skate for additional bodies



## **2. THE FIRST ICE SESSION**

### **Volunteers**

- Have extra; there is a lot to do in a short time prior to the skate
  - o Check-in
  - o Paperwork Questions
  - o Equipment Checkout
  - o Getting Dressed

### **Off-Ice Recruiter**

- Distributes information and answer questions about your program during skate.

### **Practice Plan**

- Fun Games
  - o Tag, Relays, Races, etc...
- Finish with cross-ice game

## **3. NEXT STEP**

### **More Recruiting**

- Don't stop recruiting more participants
- Keep promoting through emails and flyers

### **Contact**

- Follow up to make sure they are returning next week
- Find out what they liked and disliked

### **Help**

- Help any family sign up for regular IP / Mini-Mite program if ready

### **Be Prepared**

- Be ready for more participants
  - o Extra volunteers, coaches & equipment

## **4. THE NEXT ICE SESSIONS**

### **Practice**

- Look at splitting up talent into two skill groups
  - o More competitive
  - o Increases fun for everyone

## **5. WRAP UP**

### **Make It Easy**

- Follow up with every family
- Help make transition to regular IP / Mite program easy
  - o Send them registration material
  - o Give them the proper contact person
  - o Allow them to keep rental / lender equipment until they get their own
  - o Put them in contact with the coach
  - o Have a family already involved help them with the transition
    - Bring them into the association family
- Let new, interested families try hockey for free at anytime during the season

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

## ONEGOAL TESTIMONIALS

"We started a program four years ago in which we supplied anyone who wants to play hockey with free equipment. The usual age is 4-7 years old, mainly in our instructional group. We also provide four weeks of free instructional hockey, eight sessions for those who are interested. We realized awhile back that most families were concerned about the start-up cost of hockey and buying the equipment to find out their child didn't want to play hockey and their money was lost.

"Four years ago, our instructional group averaged around 40 skaters and two ice times per week. We now have a waiting list and our enrollment is over 200 kids plus those waiting for a spot to open. We now have eight sessions a weekend with over 60 volunteers. I personally have been raising money to buy equipment for our league in the past, and what you supplied with the cost was way above what I could have bought for the same amount. Each of the last 4 years, I have loaned out or given 120 total sets each year. Since our program began I'd say about 350 children have taken up our offer and about 80% continue playing hockey. We are at the point that we are out of ice time at Niagara University Dwyer Arena and looking elsewhere to buy ice."

- Chris McKenna, Niagara Jr. Purple Eagles



"We have a new facility here in Cody, Wyoming - a town of 8,000 people. We struggle to make this sport work with the limited resources we have. Hockey has a reputation of being really expensive if you can pay for the ice time, the gear and travel sometimes five hours to get to the next game. We purchased 25 of the small sets and we are using them for a rental program for the smaller kids trying to get more kids to start at a young age. We have our largest group of 3-6 year olds that we have ever had thanks in part to this rental program."

- Greg Banks



"It is also essential to keep the expense of participation to a minimum so that any child who has an interest in playing will not be excluded due to lack of funds. When we were able to focus remaining funds set aside for gear to other parts of our organization, we are able to make this more affordable for players and their families as well as helping our organization continue its growth. Being able to purchase the OneGoal Gear sets has helped us do just that!"

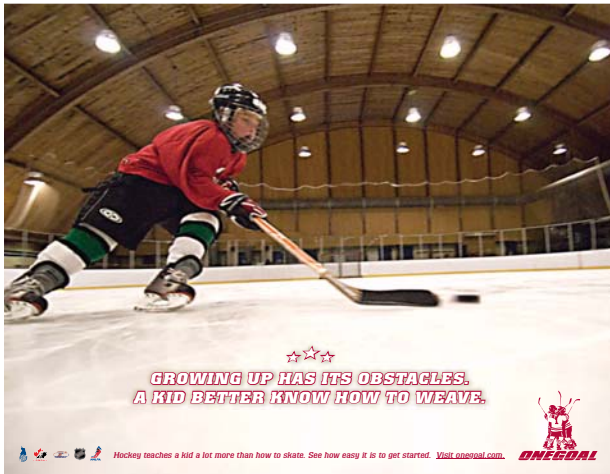
- Jennifer Boyer, Jodi Mueller, and Darci Haraldson ~ RYH Equipment Rental

"We purchased 60 sets of the OneGoal equipment to use for our fall initiation program. We decided to check out this equipment for free to the participants as long as the equipment was returned in good condition. This was by far the most children that we have had in our initiation program over the last five seasons and I think that the OneGoal equipment was the reason. The OneGoal equipment allowed a kid in Des Moines to get started in hockey for under \$350 (ice time, skates, and stick) for the entire season."

- Scott Long, Hockey Director-DMYHA



## ONEGOAL TESTIMONIALS



"I have increased my numbers in learn to play to 48 kids last season (2008-09) from 28 (2007-08). Mini Mites and Mites have increased to 50 kids last season (08-09) from 36 (07-08).

"We held an open house in May and had 28 new kids sign up with 24 of them needing equipment. I also told all current players in the Canton Hockey Association that for every new player that they have sign up, I would give them \$20. I have 41 in the Learn to Play program; that's 18 more than last season. I have 18 Mini Mites and 33 Mites; that's 21 more players than last season. I have 50 sets of OneGoal equipment currently being utilized."

- Craig O'Neill, GM - Arctic Edge Ice Arena

"We were seeing declining numbers in hockey program for our first-year players. The main concern and what we were hearing was "hockey is too expensive". Our program took it upon ourselves to try to change that statistic. We ordered 40 sets of OneGoal equipment. We also waived any fees for ice time for first-year skaters. Hockey is like a "good addiction", we knew kids once played would fall in love with the game. Our numbers increased by 30 more skaters than the previous year! A business in another city 200 miles away that follows hockey heard about the program and has offered to buy us 40 more sets of the OneGoal equipment! We take a deposit from the parent when the equipment is distributed and give it back fully at the end of the season. It has worked out thus far."

- Blaine Clausnitzer, Bismarck Hockey Boosters



**ONEGOAL**

"Due to recent declining numbers in the Mite Minor division, the Fishers Youth Hockey Association (FYHA) decided to make three major changes to the format of its program. First we created two six-week sessions in lieu of one long 12-week session. Players could choose either or both sessions. Second, we purchased OneGoal Hockey Equipment and rented it to new players. This allowed them to try hockey before investing in new or used equipment. And finally, we started offering "Give Hockey a Try" clinics.

"With the first two changes in place, FYHA increase its Mite Minor division from 20 players in the 2006 season to 53 players in the 2008 season.

"In the spring of 2009, FYHA offered its first "Give Hockey A Try" clinic for those children that have never skated or played hockey. We had 24 participants, ages five through 10. We dressed the children in full hockey gear and boots or tennis shoes instead of skates. By doing this, the children experienced the excitement of wearing the equipment and playing hockey without the fear of wearing skates on the ice for the first time.

"Without the OneGoal Hockey Equipment, we would not have been able to offer the equipment rental program or the "Give Hockey A Try" clinic. The equipment has given FYHA the opportunity to make hockey more affordable to new hockey families. Since our program is now growing thanks to these changes, FYHA plans to purchase additional equipment to continue the growth of hockey in the Fishers, Indiana area."

- Howard Roller, Mite Minor Director & Leslie Mooney, FYHA President

## ONEGOAL TESTIMONIALS



"We set aside a few hours of ice time for these kids to come out and go through a fun learning practice with our travel coaches. They learned how to skate, stick-handle, shoot, and most importantly, have fun out on the ice. While we had quite a bit of interest drawn from the couple events that we've hosted, only a couple of people signed up for our Learn to Skate programs and/or our Hockey Learn to Skate programs. We are going to continue to host these free events for the kids and continue to promote the game of hockey in the South East Michigan."

- Joe Barone, Troy Sports Center

The Dallas Stars/Dr Pepper StarCenter offer three programs to get kids playing hockey. When we learned of the OneGoal initiative, we asked if we could re-brand our existing programs "OneGoal" programs to take advantage of their marketing plans. We then put our own resources into the program by offering Stars tickets to kids who register for our programs and hosting OneGoal nights at several Dallas Stars games.



There are three steps to our OneGoal programs and they include:

**Kids First:** FREE 5-week program. The first week is an orientation session where we distribute a full set of equipment for them to use and teach them what each piece is for and how to put it on. Weeks 2-5 they are on the ice learning basic fundamentals of the game from Dr Pepper StarCenter staff instructors. While it certainly takes longer than 5 weeks to gain the skill required to play hockey, our goal is to make these sessions are so much fun that the kids can't wait to come back.

**Skate School and Hockey 101:** Kids must have some basic skating skills to be able to begin to enjoy playing hockey. For those players needing to work on their skating we put them in a 10-week semester of Skate School where they can develop those basic skills. Once the basic skating skills are achieved we move our young players into Hockey 101. Hockey 101 continues to focus on skating but also adds puck skills. Drills and small games are organized and players learn basic passing, shooting and stickhandling skills.

**Mini-Mites:** The Mini-Mite program is for players who have graduated from Hockey 101 and are ready for a more team environment. The program offers skill development practices as well as cross-ice games where participation is emphasized. We try to get each player to handle the puck as many times each session as possible. By creating a fun, fast paced environment where everyone has an opportunity to touch the puck we not only develop skills but also passion and enthusiasm.

In order to make these programs affordable we offer something called the Shooting Stars package. The package includes a full set of hockey equipment, including skates, that is theirs to keep. The package also includes one semester of Skate School and two semesters of Hockey 101. The cost is only four monthly payments of \$99.

For more information, check us out at [www.drpepperstarcenter.com](http://www.drpepperstarcenter.com)

-Keith Andresen, Senior Director, Hockey Programs  
Dr Pepper StarCenters & Dallas Stars Hockey Club