



Welcome Back Week

September 17–23, 2018

A National Program to Retain More of Your Youth Hockey Players

What is Welcome Back Week?:

Only 60% of youth hockey players are still playing by the time they are 9 years old. For an organization to truly experience growth, they need to focus on inviting previous players back to the rink.

The most effective and efficient way to get more families to return is a personal phone call inviting them back.

During the week of September 17-23, 2018, USA Hockey is looking for associations to reach out to each and every player who skated with them last season. The goal is to reach all parents of 8 & under players from the 2017-18 season and let them know they are WELCOME BACK for the new season!

Participating Associations Will:

- Invite them back for another season of FUN!!!!
- Provide registration details for sign-up
- Provide local practice/game schedule information
- Restate the local association's commitment to:
 - USA Hockey's Three Promises
 - Promise of FUN
 - Promise of guidance, assistance on and off the ice
 - Promise of improvement & achievement

Association is Responsible For:

- Coordinating a retention call party and collecting a group of volunteers willing to make phone calls to families who have not yet signed up with your association for the 2018-19 season

USA Hockey Provides:

- Email reminders to players that have not signed up for the 2018-19 season
- A recorded phone message reminder from a Women's National Team athlete or NHL player
- Instruction from start to finish on how to easily run a retention phone call program



- Within the 2 and 2 Challenge online portal, the ability to generate a contact list of 8U players who played for your program last season and have yet to sign up with your association for the new season

Timeline:

Tuesday, August 21st

- Email to all 8 & under players that have yet to register for the 2018-19 season
- Retention Phone Call Manual and association membership breakdown provided to each site

Thursday, September 6th

- Prerecorded :30 phone message sent from USA Hockey from a Women's National Team athlete or NHL player
- In your portal, generate your list of 8 & under eligible players from last season that need a call

Monday, September 17th – 23rd

- WELCOME BACK WEEK