

Growing the Game



Andy Gibson

May 13, 2017

WWW.2AND2CHALLENGE.COM



Purpose

- Create growth programs that can be replicated
- Educate local associations, rinks and volunteers on best practices
- Address issues related to acquisition and retention
- Drive both overall participation growth in hockey and registration in USA Hockey
- Provide 2 and 2 Challenge goals for all levels



Historical Perspective

NATIONAL 8U BOYS AND GIRLS					
	12-13	13-14	14-15	15-16	16-17
TOTAL	102,956	103,961	105,925	107,703	115,694
	-4.1%	1.0%	1.9%	1.7%	7.4%
NEW	41,000	44,628	45,480	45,539	52,076
RETAINED	61,956	59,333	60,445	62,164	63,618

- Driven by significant growth from NEW players
 - NEW player boost thanks to NHL Learn-to-Play initiative (14.4% or +6,537)
 - Highest 8 & under total in USA Hockey history
- The highly important 6U group grew for the 3rd straight year
- Girls hockey grew by +12.0% (4th straight year)
 - 20,558 girl players is the highest TOTAL ever



Massachusetts Perspective

MASSACHUSETTS 8U BOYS AND GIRLS

	12-13	13-14	14-15	15-16	16-17
TOTAL	13,305	13,326	13,862	13,098	13,196
	-7.0%	0.2%	4.0%	-5.5%	0.7%
NEW	5,491	5,872	6,100	5,147	5,709
RETAINED	7,814	7,454	7,762	7,951	7,487

- 8U grew overall by 0.7% (98)
 - Girls' participation increased by +4.1% (117) for a new 5-year high
- +10.9% (562) INCREASE in NEW players
 - Largest increase of new players over last five seasons
- -5.8% (464) decrease in RETAINED players
 - Decrease is due to a smaller pool of players from 2015-16



Target Market

AGE	NEW	REPEAT
4	83.4%	16.6%
5	64.4%	35.6%
6	46.4%	53.6%
7	31.7%	68.3%
8	25.1%	74.9%
9	15.1%	84.9%
10	11.0%	89.0%
11	8.0%	92.0%
12	6.1%	93.9%
13	4.7%	95.3%
14	4.0%	96.0%

New players

- There are more than 3.2x the number of New 8U (52,076) than New 9-14 YOs (15,198)

Retained Players

- 49.8% - -8 & Under
- 91.8% -- 9 to 14

Long-Term Growth

BOYS & GIRLS AGE POPULATION					
	12-13	13-14	14-15	15-16	16-17
9 TO 14	175,867	177,906	181,107	183,275	184,502
%	0.6%	1.2%	1.8%	1.2%	0.7%

Seventh year in a row 9 to 14 has grown as a result of more players graduating from 8 & under

Massachusetts Success

- 11 associations completed the 2 and 2 Challenge
 - **6 Gold** Status (earns \$250 in Total Hockey credit)
 - Amherst Hockey Association
 - Franklin Youth Hockey
 - King Philip/Walpole Youth Hockey
 - Medford Recreational Hockey Association
 - Wakefield Youth Skating Association
 - Walpole Express Youth Hockey
 - **5 Bronze** Status (earns \$100 in Total Hockey credit)
 - Junior Crusaders Youth Hockey
 - North Central MA Youth Hockey
 - North Reading Skating Association
 - South Shore Eagles
 - Winthrop Youth Hockey



2 and 2 Challenge in 2017-18



**A Guide to Drive 8 & Under Participation for Your
Local Association**

WWW.2AND2CHALLENGE.COM



2 and 2 Challenge



To complete the 2 and 2 Challenge, participating associations will utilize three programs that drive growth

1. Retention

- Welcome Back Week
 - September 18-24, 2017

2. Acquisition

- Try Hockey For Free Days
 - November 4, 2017
 - and
 - March 3, 2018

3. Conversion

- Transition Program
 - Follows Try Hockey For Free Day



Olympic Cycle



Olympic Year

- Pyeongchang Winter Olympics

Post Olympic Year

- Key acquisition year
- 2014 Olympics produced a 8.8% jump in new 8 & under players

Post Olympic Year 2

- Big retention year



Welcome Back Week

Welcome Back Week (Retention):

September 18th – 24th

- Local volunteers make phone calls to families and invite kids back for another season

Local Association Coordinates:

- Calls unregistered families to invite them back



USA Hockey Provides:

- Email reminders to unregistered families
- Sends recorded phone message reminder from an Olympian or NHL player
- Step-by-step instructions
- List of players that need a personal phone call (in portal)



Welcome Back Week



HEY PARENTS!

Summer is ending which means it's time to sign your child up for another season of youth hockey.

Some of our best memories are from being at the rink with friends and we encourage you to give your kids an opportunity to experience those same joys.

To get started, renew your USA Hockey membership for the 2016-17 season by [clicking here](#).

We look forward to seeing your child on the ice playing the greatest sport in the world.


Auston Matthews


Kendall Coyne



USAHOCKEY.COM

August 22nd:

- Email to 2015-16 8U players that need to register for 2016-17 season
- Step-by-step instructions

September 7th:

- Prerecorded :30 phone call sent
 - 37,939 total calls sent last year
 - 6,010 calls from Kendall Coyne
 - 5,254 calls from Auston Matthews

September 18th – 24th:

- Associations:
 - Download list of players that need a call
 - Coordinate personal phone calls to unregistered families

Try Hockey For Free Days

Try Hockey For Free Day (Acquisition):

November 4th & March 3rd

- Provide an opportunity to acquire new local players by hosting kids between the ages of 4 to 9

Local Association Coordinates:

- One hour of ice
- Volunteers
- Equipment to lend

USA Hockey Provides:

- 40 USA Hockey jerseys & giveaways
- On- and off-ice clinic guidelines
- USA Hockey Sanctioning
- Online registration
- Grassroots promotional tools
- Best practices on attracting new families
- National marketing



2016-17 Try Hockey For Free Days

■ November 12th:

- 493 host sites (25)
- 48 states
- 13,582 participants (853)
- Average 28 participants/site
- 1 out of every 4 were girls

■ February 25th:

- 382 host sites (17)
- 45 states
- 13,256 participants (393)
- Average 35 participants/site
- 1 out of every 4 were girls

26,838 NEW kids tried hockey at 813 host locations

In MA, 1,246 kids participated at 42 host sites



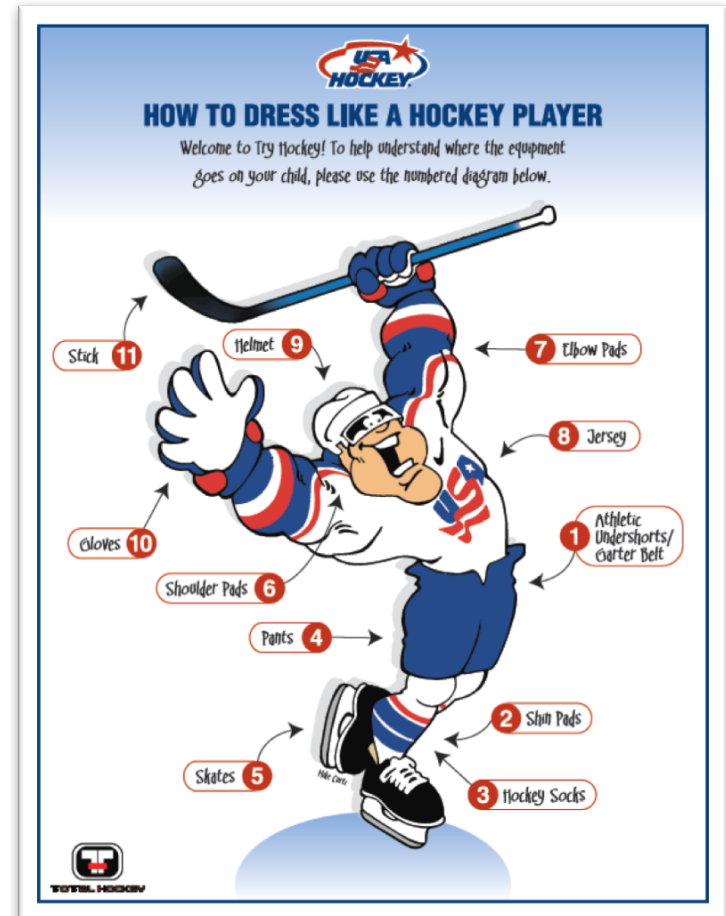
Equipment

Minimum Requirements:

- 40 Helmets
- 40 Skates
- 40 Gloves (can be winter gloves)

Tips:

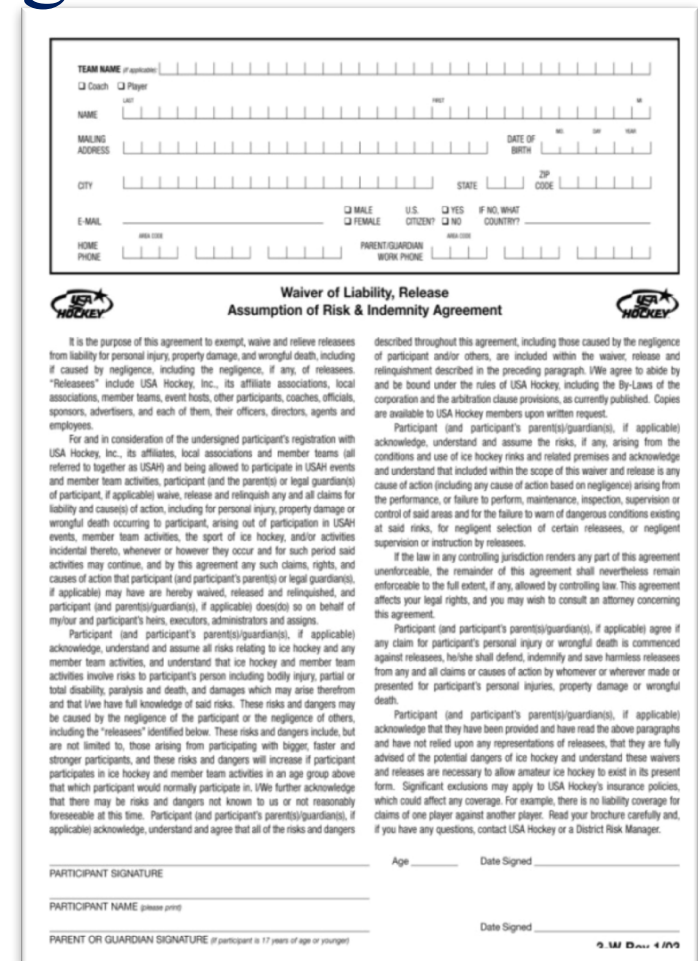
- Utilize OneGoal gear when possible
 - Visit www.TotalHockey.com for more details.
- Solicit equipment donations
- Borrow equipment from association members



Sanctioning

Sanctioning Process:

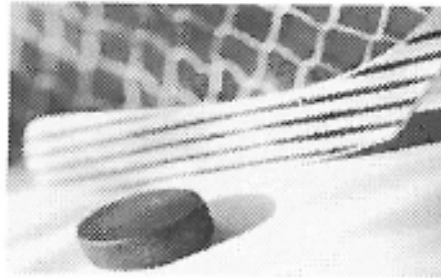
- We will contact your Associate Registrar
- Minimum equipment required
 - Helmet, gloves & skates
- Cost of Admission
 - Either online registration at www.TryHockeyForFree.com
 - Completed IMR/Waiver
 - Uploaded offline to your registration portal
- Properly registered coaches to be on the ice
- IMR's must be completed in full



The form is a "Waiver of Liability, Release, Assumption of Risk & Indemnity Agreement" for USA Hockey. It includes fields for Team Name, Name, Address, City, State, Zip Code, E-Mail, Home Phone, Date of Birth, Sex, and Parent/Guardian Information. Below the form is a section titled "Waiver of Liability, Release, Assumption of Risk & Indemnity Agreement" which contains two columns of text. The left column states the purpose of the agreement is to exempt, waive and relieve releases from liability for personal injury, property damage, and wrongful death, including if caused by negligence. The right column states that the purpose of this agreement is to exempt, waive and relieve releases from liability for personal injury, property damage, and wrongful death, including if caused by negligence. The form also includes a section for "PARTICIPANT SIGNATURE" and "PARTICIPANT NAME (please print)" and a section for "PARENT OR GUARDIAN SIGNATURE (if participant is 17 years of age or younger)".



Marketing



FREE ICE HOCKEY SATURDAY!

Hockey Weekend Across America

Have you ever wanted your child to try ice hockey but never had the opportunity? Well the wait is over because we are offering children and adults a chance to see why ice hockey is the greatest sport around! Teamwork, Work Ethic, Exercise, Build Character and the MOST FUN you will ever have!!!...Hockey offers it all!!!

When: Saturday, January 30th, 1:00pm-2:00pm

WWW.2AND2CHALLENGE.COM



Marketing

Customizable

- Come Play Youth Hockey Campaign
 - Flyers & Posters
 - English & Spanish
- Commercials

*Available to download on



HERE'S YOUR CHANCE TO
WITNESS THEIR
SECOND FIRST STEP.

Come play youth hockey and experience more great moments
in your child's life.

Hayden Ice Rink
Boys & Girls, Ages 8 &
Under
11:40 am – 12:40 pm
First 40 Pre-Registrants will receive a
hockey jersey

Try Hockey For Free on
Saturday, February 20th
To register, visit TryHockeyForFree.com



HERE'S YOUR
CHANCE TO WITNESS THEIR
SECOND FIRST STEP.

Come play youth hockey and experience more great moments in your child's life.

Hayden Ice Rink
Boys & Girls, Ages 8 &
Under
11:40 am – 12:40 pm
First 40 Pre-Registrants will receive a
hockey jersey

Try Hockey For Free
Sat., November 3rd
To register, visit TryHockeyForFree.com

USA Hockey

Try Hockey Marketing



Holiday Cards

- Each host site will receive 1,000 cards
- A template to customize back available
- Distribute the cards to families in your association
- Hand them out at school parties



Marketing

HTML Invitation

- Send to coworkers

Participation Certificates

- 40 for each host site
- Customize for each participant
 - Template available or hand-write



WWW.2AND2CHALLENGE.COM

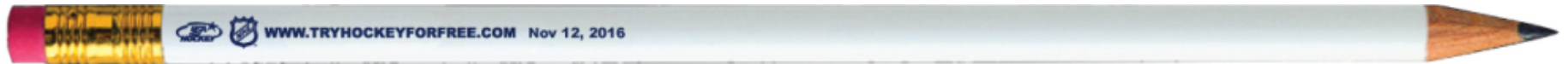


Marketing

Pencils or Bracelets

- 100 for each host site
- Have the kids in your association distribute to their friends

*These are a pre-event marketing tool



Media

10-Day Social Media Calendar

- Facebook
- Twitter

Distribute Press Release to:

- Newspapers
- TV stations
- Radio
- Community websites
- Parent-oriented publications
- Neighborhood Newsletters



FOR IMMEDIATE RELEASE
CONTACT: (ORGANIZATION CONTACT, PHONE NUMBER)

(Organization Name) Invites Kids to (Rink Name) to Try Hockey For Free as part of USA Hockey's Hockey Weekend Across America Celebration Feb. 20 - 22.

(MONTH, DATE, YEAR)
(CITY, STATE) - (Organization Name) invites boys and girls ages four to nine years old to (the rink name) on Saturday, February 21 at (include start time) for a Try Hockey For Free clinic in, safe

th annual
22. This
introduce new kids
, and NHL
ey and Liberty
ffering kids

President's
to offering new
organization

r contact

ree-day
theme, including
y.com on Friday, Feb. 20; Try
celebrate Local Hockey Heroes,
Across America, visit



Try Hockey 10 Day Social Media Calendar November 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Would you take 30 seconds to help grow the sport of hockey? We thought so. We created this Try Hockey For Free Day, presented by Kraft Heinz, 10 day social media calendar for just that. This calendar gives you 10 days of grassroots marketing using personal or association Facebook & Twitter. Just copy and paste these updates each day to Twitter & Facebook so we can all grow awareness together!</p>						
<p>November 1 Smile, laugh, learn, all part of what makes up a youth hockey experience. Register your child to #tryhockey at: www.tryhockeyforfree.com</p>	<p>November 2 Here's your chance to witness their second first steps. Register at: www.tryhockeyforfree.com #tryhockey</p>	<p>November 3 Try Hockey is just 4 days away! Have you told a friend? Register at: www.tryhockeyforfree.com #tryhockey</p>	<p>November 4 I'm excited to Try Hockey because... Register now at: www.tryhockeyforfree.com #tryhockey</p>	<p>November 5 No equipment, no experience, no problem! Register now at: www.tryhockeyforfree.com #tryhockey</p>	<p>November 6 Let's grow the game together through Try Hockey! Register now at: www.tryhockeyforfree.com #tryhockey</p>	<p>November 7 Happy Halloween! Try Hockey For Free Day is just 1 week away! Don't get spooked, register now: www.tryhockeyforfree.com #tryhockey</p>
<p>November 8 Still in the blank... Hockey is... #tryhockey</p>	<p>November 9 What was your favorite part of trying hockey? #tryhockey</p>	<p>Tip:</p> <ul style="list-style-type: none"> • Check out Facebook.com/USAHockey for pictures on November 7. Please encourage your participants to post their pictures as well! • Follow @USAHockey, @NHL and use #tryhockey to promote event! • Feel free to customize these messages as you copy and paste into Twitter & Facebook • You can always tweet more than once a day! 				<p>November 10 Are you trying hockey today? Share your #tryhockey photos and videos with us!</p>

Try Hockey For Free Days Presented by **Kraft Heinz**

Official Sponsors of Try Hockey For Free Days: **PlayRecruits**



Conversion

...second step in generating sustained growth

Without a program to place NEW players in, associations will not convert new families into youth hockey families



2 and 2 Challenge in 2016-17

Transition Program (Conversion):

Begins after Try Hockey For Free Day

- A low-cost, low-commitment program to ease the transition of new families to youth hockey

Local Association Coordinates:

- Low-cost, low-commitment introductory program
- Volunteers to personally invite Try Hockey families
- Equipment to lend

USA Hockey Provides:

- Best practices on developing a transition program
- USA Hockey Sanctioning*



Transition Program

Learn-to-Skate

- A program designed to help young skaters become more confident on their skates.

Learn-to-Play

- A program that focuses on skating skills, but also teaches the basic skills of stickhandling, shooting and passing.

Follow up

- Your Try Hockey event is a great opportunity to capture contact information to fill future programs.
- Be sure to reach out and invite them to join your summer or fall youth hockey program.



2 and 2 Challenge in 2016-17

Membership Discount Program

- Only available for Nov. 4th Try Hockey participants
 - Participants must be between 7 – 12 years old
 - No cost for USA Hockey membership with code
 - Must register by December 31, 2017



Rewards

Participate in all three growth initiatives

- Welcome Back Week
- Try Hockey For Free Days (Nov. 4th AND March 3rd)
- Transition Program

Rewards:

- Banner for display in your rink
- \$100 credit at Total Hockey



Silver Status

Participate in at least **one** more growth initiative

- Girls' Hockey Weekend (Oct. 7th & 8th)
- Organize a female focused initiative within your coed 8 & under program
- Provide Transition Program after each Try Hockey For Free event (Nov. 4th & March 3rd)



Rewards:

- \$200 credit at Total Hockey

2 and 2 Challenge in 2016-17

Girls' Hockey Weekend (Retention & Acquisition):

October 7th - 8th

- Build awareness, celebrate girls playing the sport and grow participation



Local Association Coordinates:

- Hosting a Try Hockey For Free, Cross-Ice Jamboree, Season Kick-Off Party, or an original event

USA Hockey Provides:

- Goodie bags
- Best practices guidelines

- Last Season 129 host sites – Top Country



Gold Status

Participate in at least **two** additional growth initiatives

- Host a Season Ice Breaker
- Apply for a Growth Grant
- Purchase OneGoal starter equipment
- Hold an equipment drive

Rewards:

- \$250 credit at Total Hockey



THREE PROMISES

Top 3 Reasons Parents Choose Youth Hockey

1. Promise of fun

- Very cool venue
- Unique equipment
- Flying on ice with your friends

2. Promise of guidance, instruction, attention, help

- Hockey is complex – requires high-skills, multiple skills

3. Promise of achievement

- Measurable improvement feeds both parents and child

Membership Development

Andy Gibson

P: (719) 538-1115

Andy.Gibson@usahockey.org

Shannon Webster

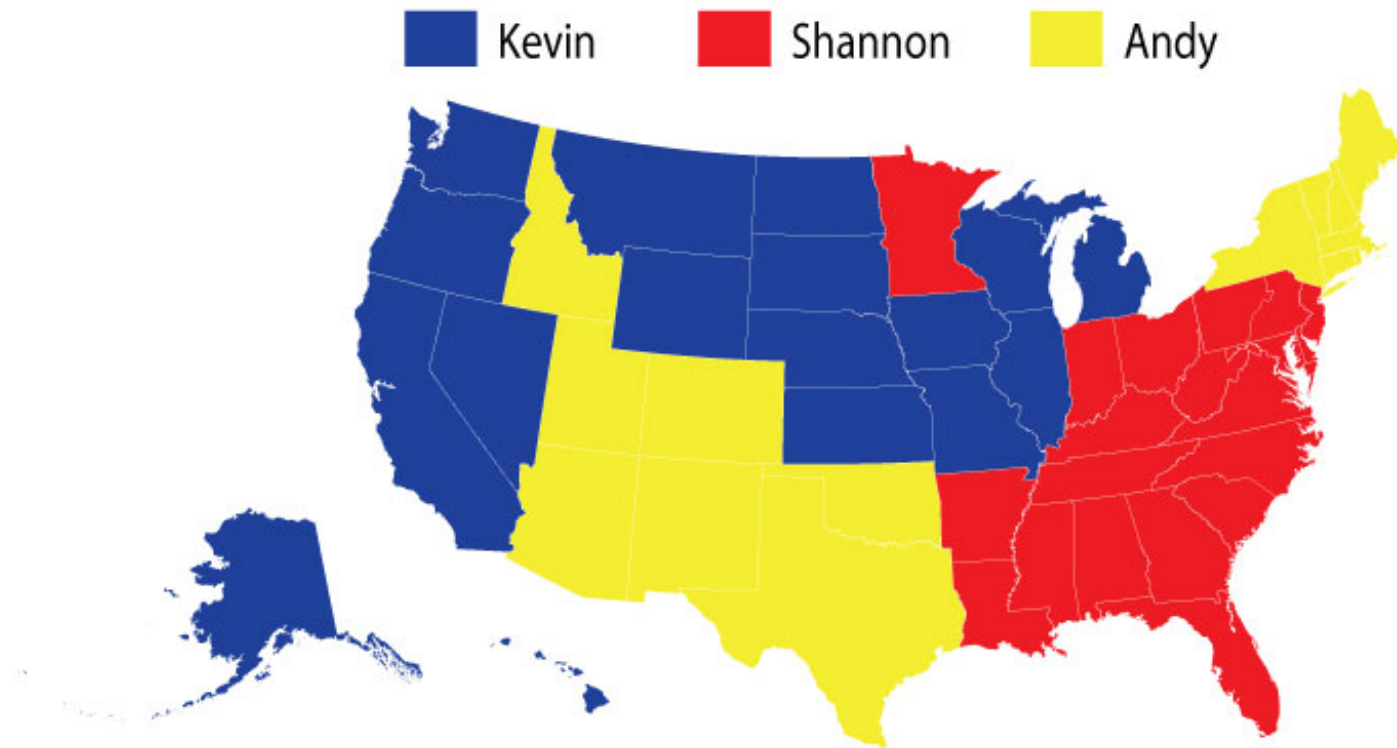
P: (719) 538-1118

shannonw@usahockey.org

Kevin Erlenbach

P: (719) 538-1119

kevine@usahockey.org



WWW.2AND2CHALLENGE.COM

