



# National Programs and Resources for Growing Hockey

May 5, 2018

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USA Hockey

# Membership Development

- What is our 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 goals for all levels





# Historical Perspective

NATIONAL 8U BOYS AND GIRLS					
	13-14	14-15	15-16	16-17	17-18
TOTAL	103,961	105,925	107,703	115,694	122,135
	1.0%	1.9%	1.7%	7.4%	5.6%
NEW	44,628	45,480	45,539	52,076	55,769
RETAINED	59,333	60,445	62,164	63,618	66,366

- Driven by significant growth from NEW players
  - NEW player boost thanks to NHL Lean to Play initiative (+7.1% or +3,693)
  - Highest 8U total in USA Hockey history
- The highly important 6U group grew for the 3<sup>rd</sup> straight year
- Girls hockey grew by +9.6% (5<sup>th</sup> straight year)
  - 22,532 girl players is the highest TOTAL ever

# Massachusetts Perspective

MINNESOTA 8U BOYS AND GIRLS					
	13-14	14-15	15-16	16-17	17-18
<b>TOTAL</b>	13,326	13,862	13,098	13,196	13,019
	0.2%	4.0%	-5.5%	0.7%	-1.3%
<b>NEW</b>	5,872	6,100	5,147	5,709	5,566
<b>RETAINED</b>	7,454	7,762	7,951	7,487	7,453

- 8U decreased overall by -1.3% (177)
  - Girls' 8U participation increased by +5.5% (162)
- -2.5% (143) decrease in NEW players
- -0.5% (34) decrease in RETAINED players

# Target Market

## ➤ New players

- More than 3.3x the number of NEW 8U (52,795) than NEW 9-14 YO's (15,850)

## ➤ Retained players

- 54.3% -- 8 & Under
- 92.5% -- 9 to 14

AGE	NEW	REPEAT
4	82.2%	17.8%
5	65.2%	34.8%
6	47.5%	52.5%
7	33.7%	66.3%
8	26.1%	73.9%
9	17.3%	82.7%
10	11.0%	89.0%
11	7.9%	92.1%
12	5.8%	94.2%
13	4.4%	95.6%
14	3.9%	96.1%



# Long-Term Growth

BOYS & GIRLS AGE POPULATION					
	13-14	14-15	15-16	16-17	17-18
9 TO 14	177,906	181,107	183,275	184,502	186,161
%	1.2%	1.8%	1.2%	0.7%	0.9%

**8<sup>th</sup> consecutive season that the 9 to 14 age group has grown as a result of more players graduating from 8 & under**

# Massachusetts

## 2 and 2 Challenge:

### ➤ 2017-18 Season

- 8/144 associations registered
  - 7 Bronze Status
  - 0 Silver Status
  - 1 Gold Status
- Final Status
  - 1 Bronze Status (earns \$100 in Pure Hockey credit)
  - 0 Silver Status (earns \$200 in Pure Hockey credit)
  - 4 Gold Status (earns \$250 in Pure Hockey credit)

### ➤ 2018-19 Season

- 141 eligible associations





# 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 17-23, 2018

## 2. Acquisition

- Try Hockey For Free Days – November 10, 2018/February 23, 2019
- Alternate Date Option

## 3. Conversion

- Transition Program – Follows Try Hockey events







# Retention

- Welcome Back Week
- **September 17<sup>th</sup> – 23<sup>rd</sup>**
  - Local volunteers make phone calls to families inviting kids back for another season
- Local Association Coordinates:
  - Calls to 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
  - List of players that need a personal phone call (in portal)



# Welcome Back Week



- August 21<sup>st</sup>
  - Email to 2017-18 players (8U) that need to register for 2018-19 season
  - Step-by-step instructions
- September 6<sup>th</sup>
  - Prerecorded :30 phone call sent
    - 42,312 total calls sent last year
    - 6,010 calls from Nicole Hensley
    - 5,254 calls from Johnny Gaudreau
- September 17<sup>th</sup> – 23<sup>rd</sup>
  - Download list of players that need a call
  - Coordinate personal phone calls to unregistered families



# Acquisition

- Try Hockey For Free Days
- **November 10<sup>th</sup> & February 23<sup>rd</sup>**
  - 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 & National marketing
  - Best practices





# 2017-18 Try Hockey For Free

## ➤ November 4<sup>th</sup>:

- 451 host sites (**49**)
- 47 states
- 11,376 participants (**962**)
- Average 25 participants/site
- 25% girls

## ➤ March 3<sup>rd</sup>:

- 379 host sites (**31**)
- 45 states
- 13,504 participants (**523**)
- Average 45 participants/site
- 25% girls

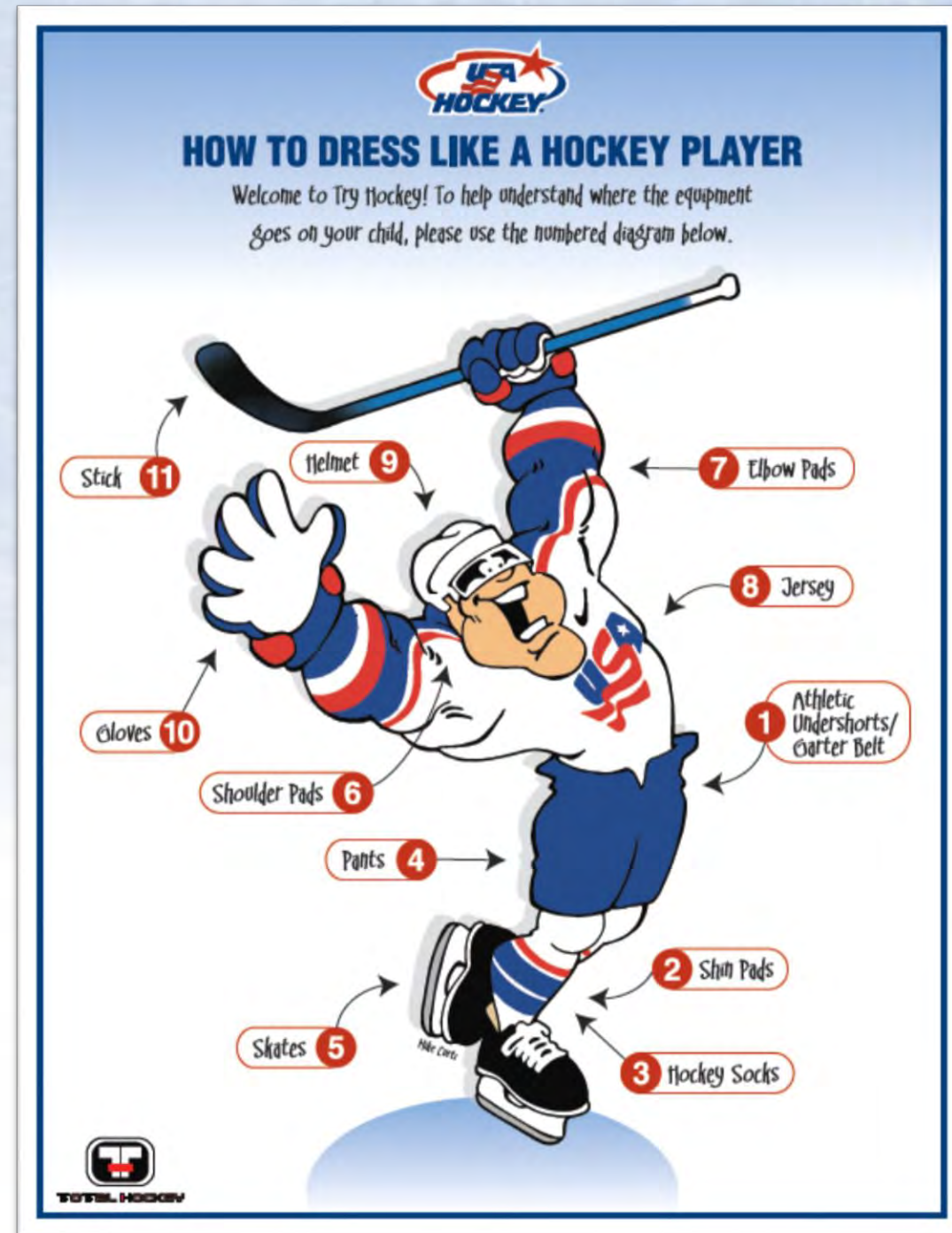
**24,880 NEW kids tried hockey at 830 host locations**

**Across MA, **875** kids participated at **27** host sites**



# Equipment

- Minimum Requirements:
  - 40 Helmets
  - 40 Skates
  - 40 Gloves (can be winter gloves)
- Tips:
  - Utilize OneGoal gear if possible
    - Ordering open at Pure Hockey
  - Solicit equipment donations
  - Borrow equipment from association members




# Sanctioning

## ➤ Sanctioning Process:


- Contact Associate Registrar
- Minimum equipment required
  - Helmet, gloves & skates
- Cost of Admission
  - Online registration at [www.TryHockeyForFree.com](http://www.TryHockeyForFree.com)
  - Completed IMR/Waiver
- Properly registered coaches on-ice
- IMR's must be completed in full

TEAM NAME (if applicable) _____	
<input type="checkbox"/> Coach <input type="checkbox"/> Player	
NAME _____	DATE OF BIRTH _____
MAILING ADDRESS _____	
CITY _____	STATE _____ ZIP CODE _____
E-MAIL _____	<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE <input type="checkbox"/> YES <input type="checkbox"/> NO IF NO, WHAT COUNTRY? _____
HOME PHONE _____	PARENT/GUARDIAN WORK PHONE _____



**Waiver of Liability, Release  
Assumption of Risk & Indemnity Agreement**



It is the purpose of this agreement to exempt, waive and relieve releasees from liability for personal injury, property damage, and wrongful death, including if caused by negligence, including the negligence, if any, of releasees. "Releasees" include USA Hockey, Inc., its affiliate associations, local associations, member teams, event hosts, other participants, coaches, officials, sponsors, advertisers, and each of them, their officers, directors, agents and employees.

For and in consideration of the undersigned participant's registration with USA Hockey, Inc., its affiliates, local associations and member teams (all referred to together as USAH) and being allowed to participate in USAH events and member team activities, participant (and the parent(s) or legal guardian(s) of participant, if applicable) waive, release and relinquish any and all claims for liability and cause(s) of action, including for personal injury, property damage or wrongful death occurring to participant, arising out of participation in USAH events, member team activities, the sport of ice hockey, and/or activities incidental thereto, whenever or however they occur and for such period said activities may continue, and by this agreement any such claims, rights, and causes of action that participant (and participant's parent(s) or legal guardian(s), if applicable) may have are hereby waived, released and relinquished, and participant (and parent(s)/guardian(s), if applicable) does(do) so on behalf of my/our and participant's heirs, executors, administrators and assigns.

Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge, understand and assume all risks relating to ice hockey and any member team activities, and understand that ice hockey and member team activities involve risks to participant's person including bodily injury, partial or total disability, paralysis and death, and damages which may arise therefrom and that I/we have full knowledge of said risks. These risks and dangers may be caused by the negligence of the participant or the negligence of others, including the "releasees" identified below. These risks and dangers include, but are not limited to, those arising from participating with bigger, faster and stronger participants, and these risks and dangers will increase if participant participates in ice hockey and member team activities in an age group above that which participant would normally participate in. I/we further acknowledge that there may be risks and dangers not known to us or not reasonably foreseeable at this time. Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge, understand and agree that all of the risks and dangers described throughout this agreement, including those caused by the negligence of participant and/or others, are included within the waiver, release and relinquishment described in the preceding paragraph. I/we agree to abide by and be bound under the rules of USA Hockey, including the By-Laws of the corporation and the arbitration clause provisions, as currently published. Copies are available to USA Hockey members upon written request.

Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge, understand and assume the risks, if any, arising from the conditions and use of ice hockey risks and related premises and acknowledge and understand that included within the scope of this waiver and release is any cause of action (including any cause of action based on negligence) arising from the performance, or failure to perform, maintenance, inspection, supervision or control of said areas and for the failure to warn of dangerous conditions existing at said risks, for negligent selection of certain releasees, or negligent supervision or instruction by releasees.

If the law in any controlling jurisdiction renders any part of this agreement unenforceable, the remainder of this agreement shall nevertheless remain enforceable to the full extent, if any, allowed by controlling law. This agreement affects your legal rights, and you may wish to consult an attorney concerning this agreement.

Participant (and participant's parent(s)/guardian(s), if applicable) agree if any claim for participant's personal injury or wrongful death is commenced against releasees, he/she shall defend, indemnify and save harmless releasees from any and all claims or causes of action by whomever or wherever made or presented for participant's personal injuries, property damage or wrongful death.

Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge that they have been provided and have read the above paragraphs and have not relied upon any representations of releasees, that they are fully advised of the potential dangers of ice hockey and understand these waivers and releases are necessary to allow amateur ice hockey to exist in its present form. Significant exclusions may apply to USA Hockey's insurance policies, which could affect any coverage. For example, there is no liability coverage for claims of one player against another player. Read your brochure carefully and, if you have any questions, contact USA Hockey or a District Risk Manager.

PARTICIPANT SIGNATURE _____	Age _____	Date Signed _____
PARTICIPANT NAME (please print) _____		
PARENT OR GUARDIAN SIGNATURE (if participant is 17 years of age or younger) _____		Date Signed _____

**3-W Rev 1/03**





# Marketing

## ➤ Customizable:

- Come Play Youth Hockey Campaign
  - Flyers & Posters
  - English & Spanish
- Available to download at [www.USAHockeyProgramServices.com](http://www.USAHockeyProgramServices.com)

## ➤ Press Release

- Newspapers
- Radio
- Community Websites
- Neighborhood Newsletters
- Parent-oriented publications

## ➤ 10-Day Social Media Calendar

- Facebook
- Twitter
- Instagram



**Try Hockey Social Media Calendar**  
March 2018

The Try Hockey social media calendar is designed to help capitalize on the excitement of the 2018 Olympic Winter Games to promote Try Hockey For Free Day on Saturday, March 3<sup>rd</sup>. Below are grassroots marketing posts to utilize on personal and association Facebook, Twitter, and Instagram. Simply copy and paste these updates each day to help grow awareness! All files can be downloaded at: <https://usahockey.sharefile.com/d-s3b3f978afdc6de00>.

<p><b>February 9<sup>th</sup> or 10<sup>th</sup>:</b> The 2018 Olympic Winter Games are finally here! #TryHockey on March 3<sup>rd</sup> and ignite your passion for sport. Register at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>.</p> <p><b>Wednesday, February 14<sup>th</sup>:</b> Happy Valentine's Day! Show #TeamUSA some love as both U.S. Hockey Teams are in action today. #TryHockey for yourself on March 3<sup>rd</sup>. Register at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>.</p> <p><b>Saturday, February 17<sup>th</sup>:</b> On this date in 1998, the #TeamUSA Olympic team won the first gold medal in Women's Ice Hockey. Will history repeat itself at the #WinterOlympics? Don't miss your chance to #TryHockey on March 3<sup>rd</sup>. Register at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 2-17_1998Anniversary.jpg</p> <p><b>Wednesday, February 21<sup>st</sup>:</b> Determination. It can't be measured by the size of the jersey. #TryHockey on March 3<sup>rd</sup> and experience more great moments in your child's life. Register now at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 2-21_DeterminationCraig.jpg OR 2-21_DeterminationBye.jpg</p> <p><b>Saturday, February 24<sup>th</sup>:</b> Every #TeamUSA Olympian started somewhere. Register your child at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a> and #TryHockey on March 3<sup>rd</sup>. Photo: 2-24_MedalRound.mp4</p> <p><b>Monday, February 26<sup>th</sup>:</b> You've watched #TeamUSA Hockey in the Olympics. Now play it! #TryHockey Day is less than a week away. Register at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 2-26_OneWeek.JPG</p> <p><b>Wednesday, February 28<sup>th</sup>:</b> Attention Hockey Players! Tell us what you love (-3) most about hockey and invite a friend to #TryHockey. <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>.</p> <p><b>Friday, March 2<sup>nd</sup>:</b> Here's your chance to witness your child's second first step. Come #TryHockey on March 3<sup>rd</sup> by registering at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 3-2_SecondFirst.JPG</p> <p><b>Sunday, March 4<sup>th</sup>:</b> What was your favorite part of #TryHockey? Watching your child... • Poll: 1. fall and get back up! 2. make friends on the ice! 3. learn new skills! 4. have fun!</p>	<p><b>February 11<sup>th</sup>, 12<sup>th</sup>, or 13<sup>th</sup>:</b> #TeamUSA Women's Hockey Team is on the journey to Olympic greatness. #TryHockey on March 3<sup>rd</sup> and start your journey. Register at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>.</p> <p><b>February 15<sup>th</sup> or 16<sup>th</sup>:</b> There's nothing like ice to teach kids about standing on their own two feet. Come play youth hockey and experience more great moments in your child's life. #TryHockey on March 3<sup>rd</sup>. Register now at: <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 2-15and2-16_TwoFeetForIce.jpg OR 2-15and2-16_TwoFeetWhyte.jpg</p> <p><b>February 18<sup>th</sup>, 19<sup>th</sup>, or 20<sup>th</sup>:</b> Attention hockey fans: share photos &amp; videos cheering on #TeamUSA and invite new families watching the #WinterOlympics to #TryHockey on March 3<sup>rd</sup>. Register now at: <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 2-18to2-20_Most.jpg</p> <p><b>February 22<sup>nd</sup> or 23<sup>rd</sup>:</b> Inspired by Women's Hockey at the #WinterOlympics? Have your child #TryHockey by registering at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 2-22or2-23_DressUp.JPG</p> <p><b>Sunday, February 25<sup>th</sup>:</b> Fall. Get up. Hockey teaches kids a lot more than how to skate. Register to #TryHockey now at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 2-25_FallGetUpDaria.jpg</p> <p><b>Tuesday, February 27<sup>th</sup>:</b> Did you know? 31 states were represented by #TeamUSA at the #WinterOlympics. On March 3<sup>rd</sup>, more than 45 states will host a #TryHockey event. Register now at: <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 2-27_ThirtyFirst.jpg</p> <p><b>Thursday, March 1<sup>st</sup>:</b> No equipment, no experience, no problem. Register your child to #TryHockey at <a href="http://TryHockeyForFree.com">TryHockeyForFree.com</a>. Photo: 3-1_SweetAway.JPG</p> <p><b>Saturday, March 3<sup>rd</sup>:</b> Are you trying hockey today? Share your #TryHockey photos and videos with us! Photo: 3-3VideoFirstSteps.gif</p> <p><b>Monday, March 5<sup>th</sup>:</b> Now that #TryHockey is over, what type of hockey program are you going to participate in next?</p>
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**Tips:**

- Encourage your participants to post their pictures on social media as well using #TryHockey.
- Feel free to customize these messages as you copy and paste.
- You can always post more than once a day!
- Follow @USAHockey on Twitter, Instagram, Facebook.com/USAHockey, and usahockey.com for pictures on March 3<sup>rd</sup>!

Free  
er 4t  
ForFree.



**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 to experience ice hockey for the first time and learn the basics of the sport in a fun, safe environment.

The Try Hockey For Free Day, presented by Kraft, is part of USA Hockey's eighth annual Hockey Weekend Across America celebration, which runs nationwide Feb. 20 - 22. This program, designed to provide youth hockey associations a national platform to introduce new kids to the sport, is a joint-effort between USA Hockey, the National Hockey League, and NHL member clubs. Try Hockey For Free Day is presented by Kraft, with Total Hockey and Liberty Mutual Positive Play as official sponsors. USA Hockey has over 3000 locations offering kids between the ages of 4 and 9 years old this unique opportunity.

"We look forward to introducing new families to our sport," said **(Organization President's Name)**. "To help keep costs reasonable for parents, this program is our first step to offering new families an easy and inexpensive way to get started in youth hockey." **(If your organization offers free equipment or financial aid, include in this section.)**

To register your child to participate, please visit [www.TryHockeyForFree.com](http://www.TryHockeyForFree.com) or contact **(organization administrator)** at **(admin phone number)**.

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### About Hockey Weekend Across America

The eighth annual Hockey Weekend Across America, presented by CCM, is a three-day celebration of the sport of hockey at every level. Each day of the weekend has a theme, including **Wear Your Favorite Hockey Jersey**, sponsored by ShopUSAHockey.com on **Friday, Feb. 20**; **Try Hockey Day**, sponsored by the NHL, on **Saturday, Feb. 21**; and **Celebrate Local Hockey Heroes**, on **Sunday, Feb. 22**. For more information on Hockey Weekend Across America, visit [www.HockeyWeekendAcrossAmerica.com](http://www.HockeyWeekendAcrossAmerica.com).





USA  
HOCKEY A program of US

**Fall. GET UP.**  
**Fall. GET UP.**

Hockey teaches kids a lot more than how to skate  
Come Play Youth Hockey and experience more great moments in your child's life.

A program of USA Hockey, Inc. USA  
HOCKEY

**Come Try Hockey For Free on  
Saturday, March 3rd**  
To register, visit [TryHockeyForFree.com](http://TryHockeyForFree.com)

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**THE JERSEY**  
skate  
in your child's life.

of Try Hockey For Free Days

**PURE** HOCKEY

Liberty Mutual  
INSURANCE



# Marketing

## ➤ Holiday Cards:

- Each host site receives 1,000 cards
- A template to customize back available in portal
- Distribute 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 in portal or hand-write
- Halloween Masks or Goalie Masks
  - Pre-event marketing tools for host sites
  - Have kids in your association distribute to their friends





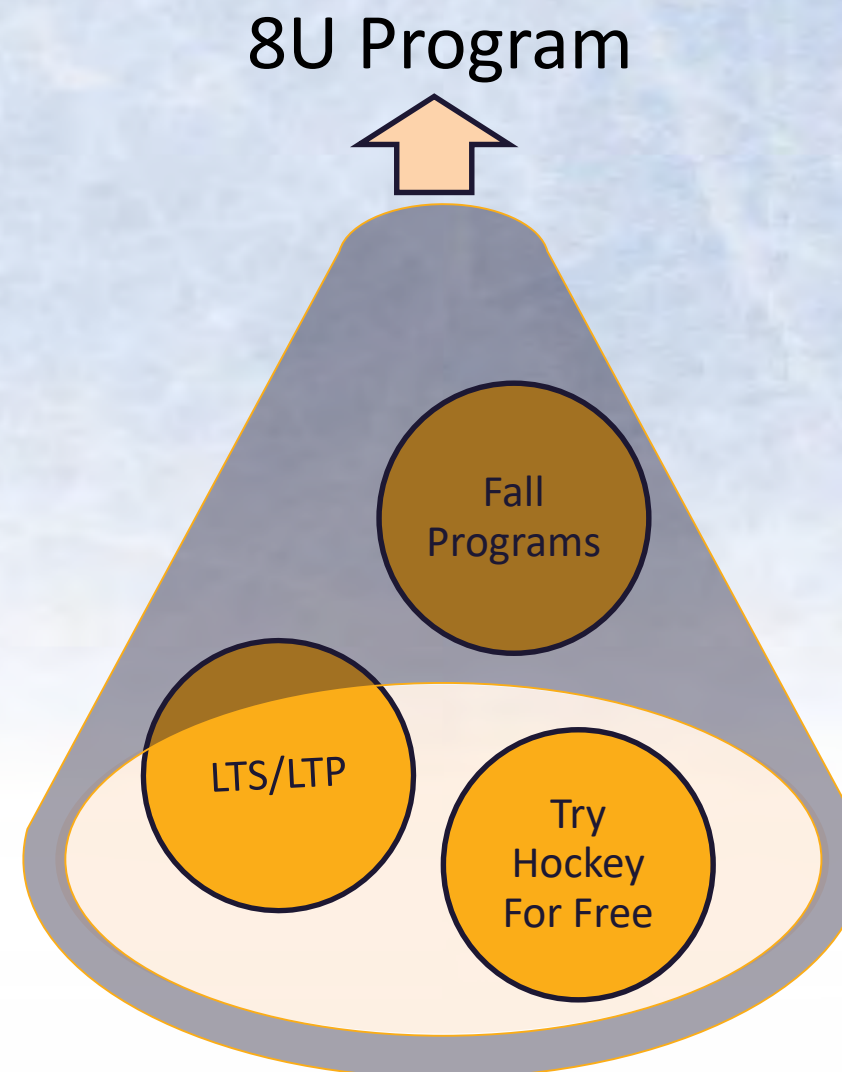
# Conversion

- Transition Program:
- Begins after Try Hockey For Free Day
  - Low-cost, low-commitment program to ease the transition of new families into youth hockey
  - Program for NEW players
- 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 Programs

- Learn to Skate
  - Program designed to help young skaters become more confident on their skates
- Learn to Play
  - 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





# Transition

- Membership Discount Program:
  - Only available for November 10<sup>th</sup> Try Hockey participants
    - Between 7 and 12 years old
    - No cost for USA Hockey membership with code
    - Must register by December 31, 2018



# Rewards

- Participate in all three growth initiatives
  - Welcome Back Week
  - Try Hockey For Free Days (Nov. 10<sup>th</sup> OR Feb. 23<sup>rd</sup>)
  - \*AND Additional THFF Date
  - Transition Program
  
- Rewards:
  - Banner for display in your rink
  - \$100 credit at Pure Hockey





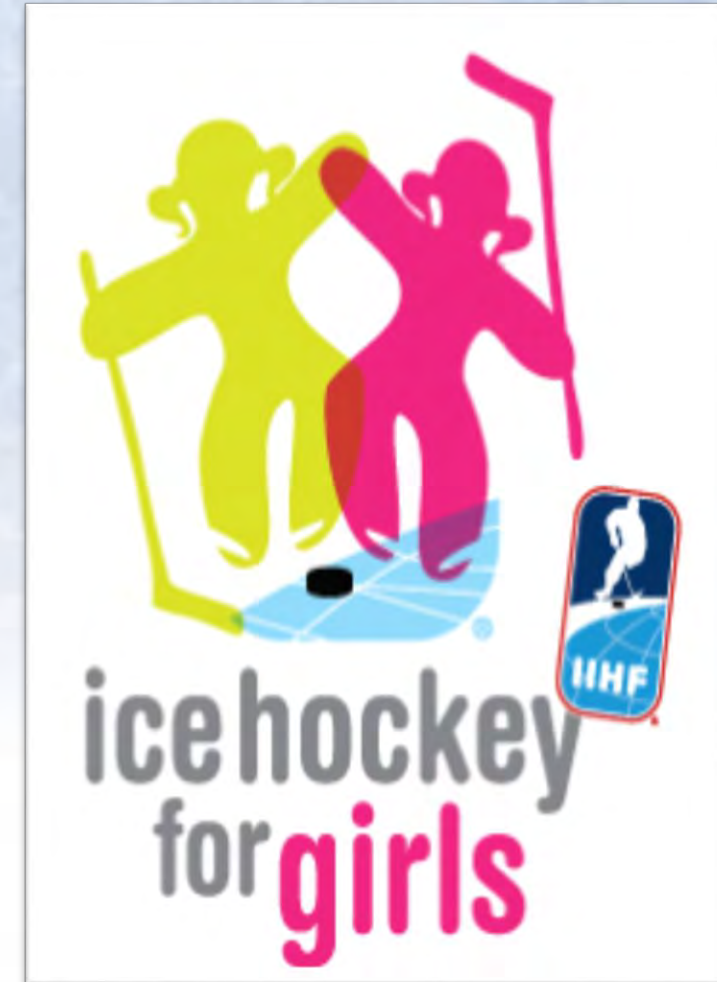
# Silver Status

- Participate in at least two more growth initiatives
  - Host both National Try Hockey For Free Days (Nov. 10<sup>th</sup> AND Feb. 23<sup>rd</sup>); plus one additional event on any date\*
  - Create a female focused initiative within your coed 8 & under program
  - Hold an equipment drive and/or purchase OneGoal equipment
  - Host a Girls' Hockey Weekend event (Oct. 6<sup>th</sup> & 7<sup>th</sup>)\*
  
- Bronze Rewards:
  - \$200 credit at Pure Hockey



# Silver Status

- Girls' Hockey Weekend
- October 6<sup>th</sup>-7<sup>th</sup>
  - Build awareness, celebrate girls playing and grow participation
- Local Association Coordinates:
  - \*Must register through USAH and be 8U focused
  - Host a Try Hockey; Cross-Ice Jamboree; Season Ice Breaker; or an original event
- USA Hockey Provides:
  - Goodie bags
  - Best practices guidelines
- Last season 122 host sites





# Gold Status



- Participate in at least one additional growth initiative
  - Host a Season Ice Breaker
  - Hold at least two parent meetings for 8 & under program during season
  - Apply for a growth grant
  
- Gold Rewards:
  - \$250 credit at Pure Hockey



# Register!

## **2 and 2 Challenge:**

- Write your name, email and association name on page being passed around
- Registration will open in May

## **Try Hockey For Free:**

- Write your name, email and association name on page being passed around
- Registration will open in May

[www.USAHockeyProgramServices.com](http://www.USAHockeyProgramServices.com)



# Membership Development Team

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