



Program Services

National Growth Resources



WHY DO WE FOCUS ON 8U GROWTH?

RETENTION RATE BY AGE- NATIONAL

AGE	RR
4	17.1%
5	32.3%
6	51.0%
7	64.4%
8	72.6%
9	79.8%
10	85.8%
11	90.6%
12	92.4%
13	93.9%
14	94.5%

RETENTION RATE BY AGE- MICHIGAN

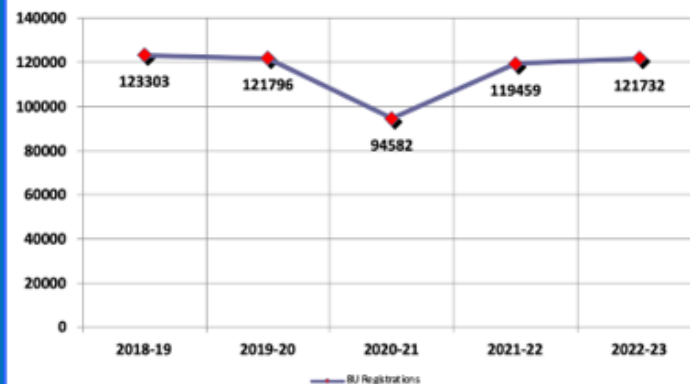
AGE	RR
4	23.8%
5	39.6%
6	54.0%
7	67.0%
8	75.9%
9	85.5%
10	87.8%
11	92.8%
12	93.2%
13	95.1%
14	96.1%

KEY TAKEAWAYS: AFFILIATE LEVEL

- **BOYS & GIRLS**
 - TOTAL increased by +290 or +3.8%
 - NEW decreased by -404 or -10.3%
 - RETAINED increased by +694 or +18.6%

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	18-19	19-20	20-21	21-22	22-23
TOTAL	7990	7711	5943	7630	7920
	3.2%	-3.5%	-22.9%	28.4%	3.8%
NEW	3434	3119	1979	3904	3500
	4.7%	-9.2%	-36.6%	97.3%	-10.3%
RETAINED	4556	4592	3964	3726	4420
	2.1%	0.8%	-13.7%	-6.0%	18.6%
LOST	1713	1863	2182	1233	1843
	-0.4%	8.8%	17.1%	-43.5%	49.5%

National Boys & Girls 8U Registrations
Last five seasons



NATIONAL GROWTH INITIATIVES AND ASSOCIATION SUPPORT

- TRY HOCKEY FOR FREE DAYS
 - NATIONAL DATES: NOVEMBER 4TH, 2023 AND FEBRUARY 24TH, 2024
 - HOST SITE PLATFORM CAN ALSO BE USED FOR ANY CUSTOM DATES
- WELCOME BACK WEEK
 - A COORDINATED EFFORT BETWEEN USAH AND LOCAL ASSOCIATIONS SEPTEMBER 10-16, 2023
- GIRLS HOCKEY WEEKEND
 - IIHF INITIATIVE OCTOBER 7-8, 2023
- HOCKEY WEEK ACROSS AMERICA
 - ANNUAL WEEK-LONG VIRTUAL CELEBRATION FEBRUARY 18-24, 2024
- HATTRICK GROWTH CHALLENGE
 - REWARDS BASED PROGRAM FOR PARTICIPATING IN GROWTH INITIATIVES- SEASON LONG
- TARGETED DIGITAL ADVERTISING





TRY HOCKEY FOR FREE HOST SITES

TRYHOCKEYFORFREE.COM/HOST_SIGNUP

- YOUTH
- GIRLS
- GOALIE
- ADULT
- DISABLED
- SLED
- BLIND
- WARRIOR



- National Dates (youth and girls)
 - Jerseys & Other Player Giveaways for first 350 associations
 - Marketing Materials
 - Searchable Map
 - USAH Membership code for participants ages 4-9 for November date
- THFF Portal
 - Ensures sanctioning
 - Player List for follow ups
- Non-National Dates
 - Direct link for participant registration
 - Customizable marketing materials



TRY HOCKEY FOR FREE PARTICIPANTS

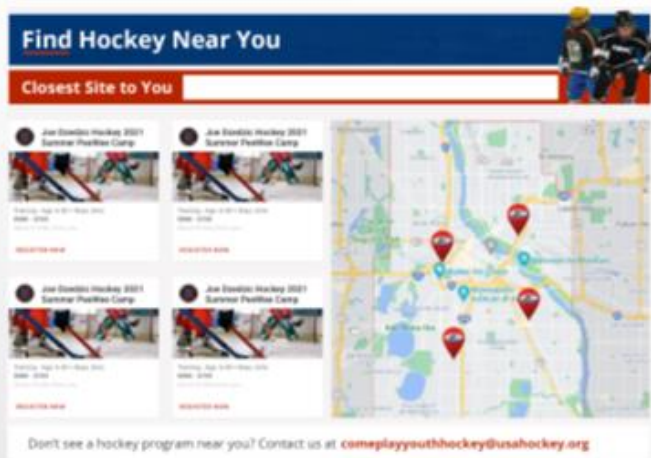
TRYHOCKEYFORFREE.COM

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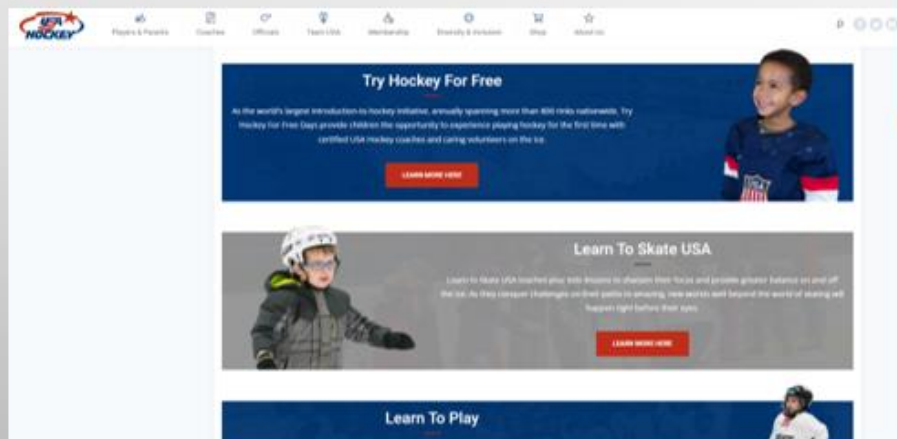


- National Dates (youth and girls)
 - National marketing campaigns
 - FAQs for parents
 - Searchable Map
- Non-National Dates
 - Direct link for participant signup
 - Flexible scheduling
- What's your next steps programming????
 - How are you communicating that?

ASSOCIATION TOOLS AND SUPPORT



- COME PLAY YOUTH HOCKEY
 - SIMPLE INFORMATION FOR NEW PARENTS
- FIND HOCKEY NEAR YOU
 - SEARCHABLE FOR BEGINNER HOCKEY PROGRAMS
- WEBINARS AND PERSONAL SUPPORT
 - MARKETING FOR GROWTH, CONNECT WITH OTHER ASSOCIATION BEST PRACTICES, UTILIZING TOOLS SUCCESSFULLY
- CLUB EXCELLENCE
 - A TOOL TO HELP VOLUNTEERS THROUGH A SUCCESSFUL SEASON
 - RESOURCES!



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PROGRAM SERVICES

Be Intentional.

With Your Culture.

With Your Growth.

With Your Success.

**Jason Reynolds – Director of Operations & Marketing
July 2023**



Agenda

- **Got Culture?**
 - **Transactional vs. Transformational**
- **Hat Trick Growth Challenge**
 - **Retention**
 - **Acquisition**
 - **Conversion**
- **Programming**
 - **USA Hockey Program Services**
 - **Affiliate / District Programming**



Got Culture?

Transactional vs Transformational

TRANSACTIONAL CULTURE

- Focused on status quo
- Achieving goals and tasks
- Time and resources limited
- Minimal risk, no surprises

TRANSFORMATIONAL CULTURE

- Explore new experiences & initiatives
- Leadership development / mentoring
- Ownership of long-term vision
- Minimal risk

Which one is yours?



Culture Drivers

- **The People...**

- Leadership and Governance
- Model & Influence
- Cross-Collaboration



- **The Process...**

- Education / Training
- Expectations of Participation
- Resource Allocation



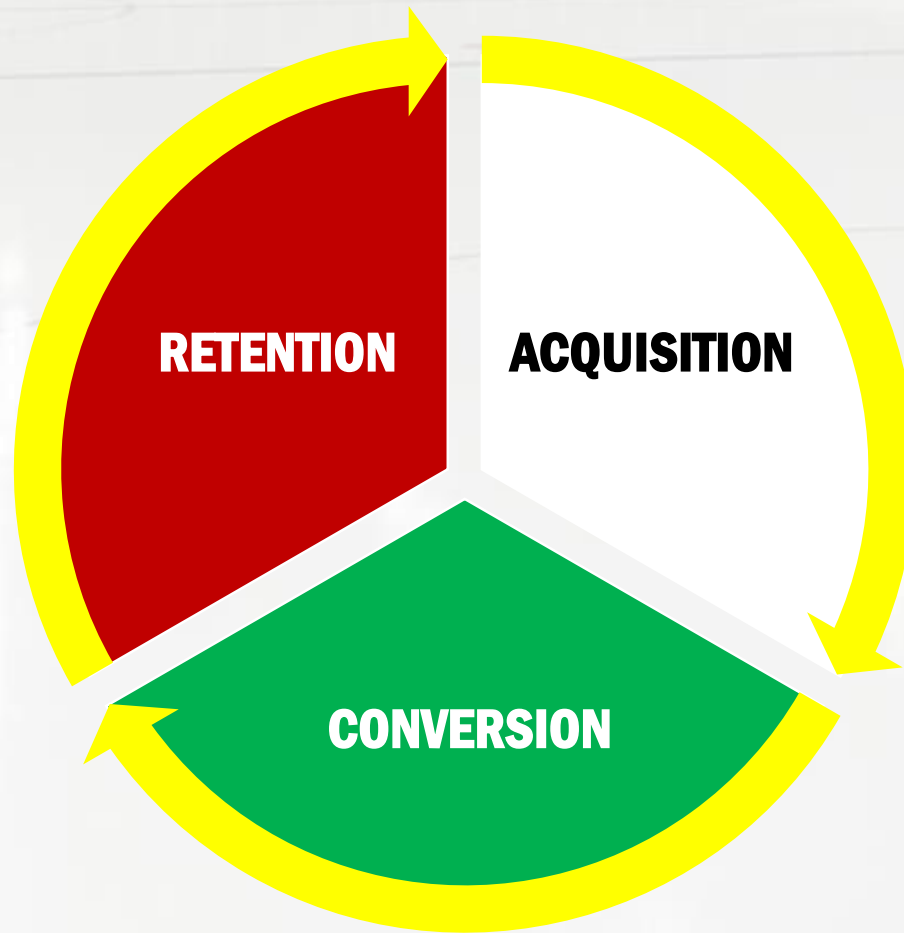
- **The Stories...**

- Membership Engagement / Communication
- Mission / Core Values
- Community



The Hat Trick Growth Challenge

BE INTENTIONAL in Addressing Each Phase!



Retention

BE INTENTIONAL in Addressing Membership Retention!

- **Membership Surveys**
 - Ask for the “good, bad, and the ugly”
 - Leave options for customized or miscellaneous feedback
- **Coaching Evaluations**
 - Mid-year / End-of-Season
 - **Do NOT rely on the Safe Sport program to vet out program personnel issues**
- **Retention Phone Calls (USA Hockey ‘Welcome Back Week’ – Sept 10-16, 2023)**
 - LISTEN!
 - Be willing to have the ‘difficult conversation’
 - Don’t feed ‘The Convenient Narrative’
 - Use the feedback to improve the ‘experience’ you offer

“Experience Drives Retention” – Bob Mancini, Assistant Executive Director, USA Hockey

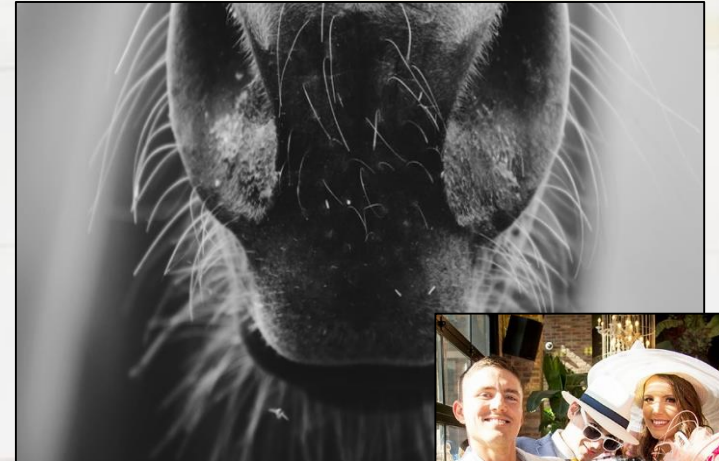


Retention

BE INTENTIONAL in Addressing Membership Retention!

Engage Your Members!

- **Livonia Hockey Association**
 - **Horse Racing Fundraiser – August 11th, 2023**
 - Social gathering for adult participants & volunteers
 - Race-track themed event
 - Place bets, name horses, prizes for contests
 - Invite new families to attend and learn about LHA
 - Socialize, answer questions for new families
 - Engage in more casual setting



Retention

BE INTENTIONAL in Addressing Membership Retention!

Engage Your Members!

- **Livonia Hockey Association**

- **Family Fun Day – October 2023**

- Interactive games, activities for kids, food/beverage
 - Open ice for skating, small area games
 - Contests, giveaways, raffles for prizes
 - **Apply Incentive Programs**
 - **Discount program for referring new families**
 - **Discount program for first-time participants**



Acquisition

BE INTENTIONAL in Addressing Membership Acquisition!

• Create Awareness

- In-School Promotion ('Peachjar')
- Local Media
- Digital / Social Media
 - Free vs Paid
- Community Events
- Cross-Promotion
 - Parks & Rec
 - Youth Sports / Community Orgs

• Engage New Families

- Events / Public Relations / Philanthropy
 - Open House / New Member Orientation
 - Community Projects & Initiatives
- Online
 - 'Welcome to Hockey' page (MAHA website)
 - Social Media – two-way dialogue

• Encourage Trial Participation

- Try Hockey For Free
- Try 'Goalie' For Free
- Juice Box Hockey
- NHL 'Learn to Play' (Little Wings)
- Girls Hockey Weekend

NOTE: Focus on low-cost, low commitment opportunities!



Acquisition Programming

Juice Box Hockey

- **Low-cost hockey and FREE juice boxes (ages 4-8)**
 - **5-week sessions (1 hour of ice per week)**
 - **Cost: \$50**
 - **Includes:**
 - **Free rental equipment**
 - **On-ice instruction**
 - **Jerseys**
 - **FREE juice box after every skate**



Acquisition Programming

NHL Learn to Play (Little Wings)

- **Low-cost hockey for ages 5-9**
 - **6-week sessions (1 hour of ice per week)**
 - **Cost: \$230**
 - **Includes:**
 - **Full set of Little Wings-branded equipment**
 - **On-ice instruction**
 - **Little Wings jersey**
 - **Open to Michigan residents only**
 - **Rink Receives:**
 - **DRW partnership banner to hang in the arena**
 - **Ice time stipend**
 - **Appearances from DRW Alumni (Jason Woolley / Drew Miller)**
 - **Assist coaching on-ice**
 - **Attend Equipment Fitting Event**



Interested in hosting? E-mail littlewings@hockeytown.com



Acquisition Programming

NHL Street - Michigan

- **Low-cost, low-commitment grassroots hockey**
 - Flexible rink dimensions (tennis courts, parking lots, etc)
 - Indoor and outdoor sessions
 - Minimal equipment required
 - **Borrow a stick or use your own!**
- **Administered by RCX Sports**
 - Vets and approves orgs to run independently licensed leagues
 - Operators include parks/rec, YMCA, private organizations
 - Leagues operate per-player business model
 - Hosts are supported with marketing / promotional tools
 - Player fee includes:
 - Fully sublimated, reversible NHL Street jersey

Interested in hosting? E-mail nhlstreet@rcxsports.com



The 'Conversion' Process

New families are in the building. The kids have suited up and taken the ice. Hopefully, they've had a great time! Families have now sampled youth hockey, but that doesn't yet equal a new hockey player...

What do you do?

BE INTENTIONAL.



Conversion

BE INTENTIONAL in Addressing Membership Conversion!

Be INTENTIONAL!

- **Hold a parent meeting during the on-ice session**
 - **Offer low-cost, low commitment program**
 - **“Learn to Skate” program**
 - **“Learn to Play” program**
 - **Shortened Season**
 - **Pro-rated placement into regular season**

- **Follow up event with Personal Invitation – STILL the best approach!**

- **Offer Incentive Programs**
 - **Discount program for referring new families**
 - **Discount program for first-time participants**



Resources

Suburban Hockey Foundation

The Suburban Hockey Foundation contributes to the growth of hockey in Michigan by providing financial support and assistance to hockey families and programs in need. The 'Assist' is a hardship grant created for this purpose by the Foundation.



www.suburbanhockeyfoundation.org



Megan Keller 'Growing Girls Hockey' Grant

The Megan Keller 'Growing Girls Hockey' Grant provides assistance to a Michigan association to grow girls hockey participation from ages 6-12. Awards specific to this fund will be used exclusively to advertise, market and minimize cost for participants.



Resources



Kris Perani Hockey Foundation

An organization whose goal is to provide hockey players in need with financial assistance. The benefit of sponsoring hockey players in need will strengthen the hockey community and have a positive impact on the chosen nominees and their families.

www.krisperanihockeyfoundation.org

Martha Kennedy Memorial Goalie Scholarship

The Martha Kennedy Memorial Goalie Scholarship provides male and female goalies (ages 8-16) in the USA with financial assistance for their league and team fees. The program is in honor of the late Martha Kennedy, a special hockey mom and amazing woman who dedicated her life to her goalie son, Scott Kennedy.



www.thegoalieguild.com



Growth Initiatives 2023-24

GOAL: Generate 5% growth of 6u/8u hockey in Michigan during the 2023-24 season.

1) Social Media Campaign (Statewide)

- Facebook, Twitter, Instagram, YouTube (MAHA-generated content)
- Targeted Awareness Campaign – supports local initiatives
- Timing – August 15th – September 15th, 2023

2) Growth Planning

- Collaborate with Associations / Local Growth Coordinators on action plans to maximize growth potential for 2023-24.
 - Membership Development
 - Marketing / Advertising
 - Local Programming
 - Resource Allocation



Growth Initiatives 2023-24

3) MAHA Programming

- Try Hockey For Free Program
- Officiating Recruitment & Retention
- Adult Hockey
- Partnership Collaboration – Little Wings, NHL Street

4) Activation Incentives

- MAHA 'Association of the Year' Contest (2023-24)
 - 1st Prize - \$7,500
 - 2nd Prize - \$5,000
 - 3rd Prize - \$2,500

5) Diversity & Inclusion

- Implement USAH best practices to introduce our game to non-traditional audiences



Next Steps

Affiliate Agreements (due in August!)

- **Be sure to list a 'Growth Coordinator' for your association**
- **Include COMPLETE contact information**

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Michigan Amateur Hockey Association

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