



Recruiting Members

All clubs struggle with recruiting and retaining members, some lose their junior players as they move up through the age groups. Recruiting members is a crucial part of a clubs reason for existence, clubs need to recruit players to fill teams in competitions.

The following information was sourced from the Club Development Manual 1 - Creating a better Club, pg 14-16 Federation of International Hockey 2000.

Follow the links below for some tips and guidance on recruiting and retaining members.

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Recruiting Members

All members should be involved and aware of the clubs recruitment strategy. Everyone working together to recruit new members is more likely to be successful than just leaving the recruiting in the hands of a couple of committee members.

1. Identifying the target market

Before developing a strategy for recruiting members it is beneficial to determine where potential members are likely to come from, these include but are not limited to:

- Active players
- Inactive players
- Non-players

Running a juniors section within your club allows you to develop your club at grass roots level, providing the club with a larger player base and more stability.

2. Having identified the potential market

Clubs must display a positive atmosphere towards new recruits and make them feel welcome in the club.

- Ensure practice times and membership details are readily available to give to the member.
- Hold a welcome event for new members.
- Give them a club manual
- Assign someone to 'buddy' up and look after the new recruit until they are familiar and comfortable with the club and its surroundings.
- Offer incentives to join e.g. discounted fees, discounted uniforms, extra training or a starter pack which includes, shin pads, mouth guard, ball etc.
- Offer to lend equipment for the first 2-3weeks.
- School club links – school helps promote club, club promotes school.
- Offer them programs, such as Hook in2 Hockey to learn all aspects of the game

Recruiting Juniors

An effective way to recruit juniors is to bring these young people and your club together by creating club-school links.

Parents also play a big role in recruiting and retention of juniors. Welcoming parents and providing them with up-to-date information regarding training times, club coaches and contacts, necessary equipment, club rules and fees.

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Retaining Members

It is important for all clubs to take the time to think about what factors assist retaining their members over time. Here are some ideas to consider introducing at your club in order to retain members:

- Junior section within your club – helps create loyalty to a club
- Sound pathway – provides opportunity to develop skills and excel to an elite level
- Club structural plan- showing number of teams and divisions they compete in
- Offer further development to promising players
- Provide quality coaches to all teams
- Take time to get to know new members
- Foster a positive atmosphere and commitment within a club
- Offer social functions on a regular basis
- Offer trips and tours both at the development and at the social level
- Open channels of communication
- Plan and coordinate effective meetings
- Provide coaching and umpiring development
- Strategic Plan – planning for the future direction of the club

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