



Welcome Back Week

October 14 – 20, 2013

(For Associations in MN & ND)

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 to the rink is a personal phone call inviting them back.

During the week of October 14 - 20, 2013, 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 100% of parents of 8 & under players from the 2012-13 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 scheduling info
- 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 for the 2013-14 season

USA Hockey Provides:

- Email reminders to players that have not signed up for the 2013-14 season
- A recorded phone message reminder from an Olympian or NHL player
- Instruction from start to finish on how to easily run a retention phone call program
- List of all players who played for your program last season and have yet to sign up for the new season



Timeline:

(This schedule is for associations in Minnesota and North Dakota)

Tuesday, September 24th

- Email to all 8 & under players that have yet to register for the 2012-13 season
- Webinar offered detailing how to run your retention phone call program
- Retention Phone Call Manual and association membership breakdown sent to each site

Wednesday, October 2nd

- Prerecorded :30 phone message sent from USA Hockey from an Olympian or NHL player
- You receive your list of 8 & under eligible players from last season that need a call

Monday, October 14th – Sunday, October 20th

- WELCOME BACK WEEK