

# 2 AND 2 CHALLENGE

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

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



[ComePlayYouthHockey.com](http://ComePlayYouthHockey.com)

A program of USA Hockey Inc. 



# 8 & UNDER PLAYERS

TEXAS F 4-8 YOS	2007-08	2008-09	2009-10	2010-11	2011-12
V PLAYERS	560	492	475	622	540
AT PLAYERS	405	465	464	472	530
AL PLAYERS	965	957	939	1,094	1,070

## TX HOCKEY:

- **12.2%** increase in 8 U players since 2007-08
- Second-highest total of 8U players for the last 5 years

## National:

- Grown by 20% the last four seasons
- 107,387 players, largest amount of 8 & under players

# PROGRESSION

[illegible]



# 2 AND 2 CHALLENGE



A comprehensive growth program utilizing the three components that drive growth

## 1. Retention

- Welcome Back Week

## 2. Acquisition

- Try Hockey For Free Day

## 3. Conversion

- Transition Program

# 2 AND 2 CHALLENGE

## Participating in the 2 and 2 Challenge:

Drive participation in 8 & under membership and set yourself up long-term growth

Establish yourself as the best youth sports option in the community



# NATIONAL RETENTION

## How Many Kids Return to Youth Hockey?

The Rate of Retention is the overall percentage of kids that return to play youth hockey.

The Rate of Retention for kids between the ages of 4-8 is **57.2%**

**42.8%** quit before the age of 9.

- **39.0%** of kids quit in **NEW YORK** before the age of 9

The larger membership group of kids between the ages of 9 to 14 has a Rate of Retention of **89.8%**

# WELCOME BACK WEEK

## National Program to Retain More of Your Youth Hockey Players

### Hey Parents

Summer is ending and with it brings the best time of the year, time for youth hockey. This is a friendly reminder to sign up your child with your local youth hockey program.

When we were kids, we couldn't wait for the season to start. Some of our best memories are from youth hockey and we encourage you to give your kids an opportunity to experience those same joys.

To get the season started, renew your USA Hockey membership by [clicking here](#) to sign up online for the 2011-12 season.

Thanks and we look forward to seeing your child on the ice playing the greatest sport in the world.

  
Tim Thomas

  
Meghan Duggan



### Late August

- Email to 11-12 Mites that need to register
- Step-by-step instruction

### Early September

- Player list
- Prerecorded :30 phone call sent
  - Last year over 34,000 calls were sent

### September 17<sup>th</sup> - 23<sup>rd</sup>

- Associations coordinate personal phone calls to unregistered families



# ACQUISITION

Without a steady flow of NEW players associations will simply



PROUD PARTNERS IN HOCKEY



# TRY HOCKEY FOR FREE

## Hockey for Free Day

Day, November 3<sup>rd</sup>

## Free Weekend Across America

Day, February 16<sup>th</sup>

### Season:

- 600+ locations
- 17,000 kids



### USA Hockey Provides:

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

### Local Association Coordinates:

- One hour of ice
- Volunteers
- Equipment to lend

# TRY HOCKEY FOR FREE TOOLS

## Customizable Marketing Artwork

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

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



COME PLAY YOUTH HOCKEY  
www.TryHockeyForFree.com

2:45 – 3:45 pm  
World Arena Ice Hall  
3185 Venetucci Blvd.  
Colorado Springs, CO 80906

**Try Hockey For Free  
Sat., November 5th**  
To register, visit TryHockeyForFree.com



For more information,  
contact:  
Jim Haverstrom  
(719) 964-0906  
hockey\_director@csaha.com

## Grassroots Holiday Cards



## Media



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

(Organization Name) Invites Kids to (Rink Name) for Free Day on November 5<sup>th</sup>.

(MONTH DATE, YEAR)  
(CITY, STATE) – (Organization Name) invites boys and girls old to (the rink name) on Saturday, November 5th (include time) for Free clinic to experience ice hockey for the first time in a fun, safe environment.

Try Hockey For Free Day is part of Come Play Hockey Month, a sport, is a joint-effort between USA Hockey, the National Hockey League, and OneGoal. Try Hockey for Free Day also is a part of the NHL's collaboration with the Let's Move! initiative to promote healthier, more active lives through hockey.

"We look forward to introducing new families to our sport," said (President's Name). "To help keep costs reasonable for families, (organization offers free equipment or financial aid for equipment)."

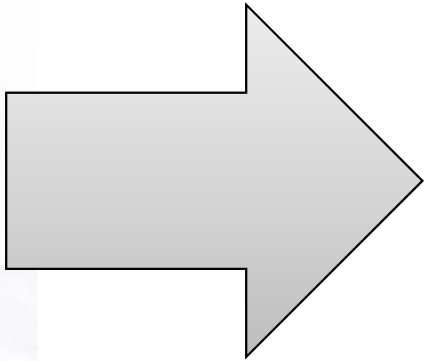
To register for one of the 400+ Try Hockey for Free events, visit [www.TryHockeyForFree.com](http://www.TryHockeyForFree.com) or contact (organization contact number).

####



# CONVERSION

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





# TRANSITION PROGRAMS

## **Introductory program**

Begins after a national Try Hockey For Free event

## **Cost**

Utilizes portion of current beginner-level ice

## **Commitment**

Keep a convenient, consistent timeslot  
Presence of coaches and support volunteers  
Up to 8 weeks

## **Equipment**

Offer free or borrowed equipment usage



# REWARDS

## Winning the 2 and 2 Challenge

:

National recognition on USAHockey.com and in *USA Hockey Magazine*

Banner for display in your rink

Web banner for your website

4 sets of OneGoal Starter Equipment



# 2 AND 2 CHALLENGE

## Status Initiatives:

Choose two additional

Girls' Hockey Weekend

- October 13-14, 2012

Additional Try Hockey For Free Day

- February 16, 2013 \*tentative
- Hockey Weekend Across America

Red, White & Blue 8 & under program- ADM

## Gold Status Initiatives:

Choose two additional

- Purchase OneGoal Starter Equipment
- Apply for a growth grant
- Host a season kick-off event
- Administer female focused initiative within your coed 8 & under program
- Implement your own original growth initiative
- Send an 8 & under focused newsletter
- Hold an equipment drive
- Participate in two online Program Services webinars
- Send end-of-season postcard
- Send end-of-season survey



# MEMBERSHIP REPORTS



## 2011-2012 8 & UNDER MEMBERSHIP REPORT

### TABLE OF CONTENTS

Background .....	Page 1
National Analysis .....	Page 2
Texas Analysis .....	Pages 3-4
2 and 2 Challenge .....	Pages 5-6
Texas' 2011-12 Association Performance .....	Pages 7-8
Local Association Analysis .....	Pages 9-18
Program Services Contact for Affiliate .....	Kevin Erlenbach (719) 538-1119/ <a href="mailto:kevine@usahockey.org">kevine@usahockey.org</a>



# 2 AND 2 CHALLENGE GOALS

previous three seasons results

2 and 2 challenge results a

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	70	85	94	89	5	9	98
NEW	30	38	44	40	4	6	46
RETAINED	40	47	50	49	1	3	52
LOST	13	7	8				

oving their 2 and 2 Challenge Goals again in 2012-13, this program will increase b

AL: 46 new + 52 retained = 98 total players

/: 44 + 2 = 46 new players

AINED: 50+ 2 = 52 retained players

# 2 AND 2 CHALLENGE GOALS

TEXAS' 2 AND 2 CHALLENGE GOALS			
	2011-12 GOAL	2012-13 ACTUAL	2012-13 GOAL
NEW	676	547	603
RETAINED	526	536	592
TOTAL	1,202	1,083	1,195

## 2012-13 Season Goals: *(Based on 28 associations)*

- 603 new kids acquired
- 592 kids retained
- 1,195 total youth hockey 4-8 in 2012-13
- 10.3% increase



**Erlenbach**

P: (719) 538-1119

[erlenbach@usahockey.org](mailto:erlenbach@usahockey.org)

Districts:

-Central

-Michigan

-Northern Plains

-Pacific

**McLeher**

P: (719) 538-1114

[mcleher@usahockey.org](mailto:mcleher@usahockey.org)

**Shannon Webster**

P: (719) 538-1118

[shannonw@usahockey.org](mailto:shannonw@usahockey.org)

Districts:

-Atlantic

-Minnesota

-Mid-Am

-Southeastern

**TBD**

P: (719) 538-1115

District:

-Massachusetts

-New England

-New York

-Rocky Mountain