



# Stronger Together

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COMMON PROBLEMS AND COLLABORATIVE SOLUTIONS

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# Open Forum Rules



This is an open forum, not a debate. The purpose is not to win an argument/long-standing grudge, but to hear many points of view and explore many options and solutions.



Everyone is encouraged to participate. No comment/question/statement is too small or invalid.



I have provided some topics and ideas to start the discussion- but these are not to be taken as an exhaustive list.



When you speak, state your name, association, and position.



One person speaks at a time. Raise your hand if you want to share.

# Common Goals

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Growing healthy associations  
via:

Increasing numbers

Improving quality

Cultivating respect

Ensuring financial security



# Common Challenges



Player recruitment and retention



Volunteer recruitment



Coach/player/parent behaviour



Fundraising/sponsorship

# Player Recruitment

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Identifying your market and what they are looking for:

- Survey current players- why do they stay?
- Survey past players- why did they leave?
- Survey community members- why haven't they joined?

Creating a welcoming environment

Making your club visible in the community

Try lacrosse and school-based initiatives

Creating relationships with community partners



# Player Retention

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Even if you retain 90% of your players per year, you will have lost more than one-third by year four. You have lost 60% if you retain 80% per year.

How do we improve retention?

- Developing a club culture
  - Events- fun days, banquet, etc.
- Making contact between season end and tryouts the following year
- Allowing a place for constructive feedback before the family has left the association





# Volunteer Recruitment

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Looking for STARS and not just bodies

Hook them with a small task, then reel them in

Promote the use of committees to share the workload

Manage/retain your volunteers by ensuring that:

- Not over-using their time (less than two hours a week)
- Volunteers understand their role
- They feel that they belong and are safe to speak their mind
- Their efforts are recognized
- They have fun!



# Coach/Player/Parent Behaviour

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Coach-parent-athlete triad- referred to as the “athletic triangle”

- A recent season-long study of young basketball players revealed that athletes’ evaluations and enjoyment of the sport experience were more closely related to the motivational climate created by their coach than the won-lost record of their team.
- A survey of more than 100,000 youth sport participants in the state of Michigan indicated that young athletes participated for the following reasons (listed in the order of their importance): a) to have fun, b) to improve skills and learn new skills, c) for thrills and excitement, d) to be with friends or make new friends, and e) to succeed or win.



# Coach/Player/Parent Behaviour

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- Thus, coaches, parents, and sport administrators should be part of a team trying to accomplish common goals.
- Strategies:
  - In club/zone rep and house league coach clinics to cover broader topics, including culture
  - Increase parental knowledge of the game via direct instruction, reading materials, and videos
  - Encourage coaches to manage parental expectations from day one
  - Counteract the “reverse-dependency phenomenon” by explaining the over-identification process to parents
  - Encourage parents to self-assess- are they able to accept disappointments, demonstrate self-control, and trust the coach?
  - Use a rotating parent monitor in the stands



# Fundraising/Sponsorship

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For low-income families,  
encourage accessing  
JumpStart and school board  
funding to pay for registration  
fees



Seek corporate/service club  
sponsorships for big ticket  
items



Incentivize sponsorship  
seekers by offering a benefit to  
the player or specific team



Create fundraising events that  
raise your profile in the  
community while also  
bringing in money



# Working Together

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REACH OUT TO OTHER  
CLUBS- SHARE RESOURCES  
AND IDEAS!



CREATE JOINT EVENTS AND  
CHALLENGES



INVITE OTHER CLUBS TO  
PARTICIPATE IN EVENTS  
AND WHEN YOU ARE  
INVITED IN TURN,  
RECIPROCATATE



ENCOURAGE REGULAR  
COMMUNICATION  
BETWEEN VOLUNTEERS  
HOLDING SIMILAR  
POSITIONS