Growth Calendar

August

- Begin your retention email & phone call program
- Print customized bookmarks
- Mail Digital Ink Postcards

September

- Print and distribute door hangers
- Prepare marketing material for upcoming "Try Hockey for Free" event
- Flyers, Posters, Emails, etc.

October

- Send out e-newsletter
- Get to know the sports writer(s) at your local paper
- Design and print Halloween cards

November

 Host the first of your "Try Hockey for Free" events

December

- Design and print holiday cards
- Send out second e-newsletter

January

- Order OneGoal gear (Deadline is Feb. 1)
- Market Try Hockey for Free event focused around Hockey Weekend Across America
- Identify local events that may help contribute to growth efforts
- Design and print Valentine's Day cards

February

- Host a Try Hockey for Free event during HWAA
- Hand out Valentine's Day cards

March

- Circulate end-of-season survey to 8-under program
- Print "Thank You" cards for each of the coaches to send

April

- Use extra ice time to host a Try Hockey for Free event
- Invite Boys/Girl Scouts, local youth groups or churches to come to the rink

May

- Review previous year's numbers
- Set a goal for the upcoming season
- Solicit equipment donations

June

Plan growth initiatives for upcoming season

July

- Contact local media outlets
- Discuss association marketing plan
- Budget and order marketing materials

^{**} Please make note of other community opportunities (successful seasons at the high school, college, professional or Olympic levels) and create events around these opportunities. **