



TOP TIPS FOR A SUCCESSFUL BACK TO HOCKEY CAMPAIGN



THE BASICS

IDENTIFY YOUR AUDIENCE - The great thing about BacktoHockey is that anyone can pick up a stick, whether they have never played before or are wanting to get back in to the sport!

What's really important to remember when trying to recruit members for your BacktoHockey sessions, is to focus on people within and around your local community - they are your biggest audience and they are going to be the ones most likely to come to your sessions!

KEEP IT SIMPLE- When talking about BacktoHockey, there are three really simple messages to why they should attend one of your sessions:

1. Social
2. Great fitness
3. Meet new people

MARKETING YOUR SESSIONS

England Hockey will be running a National BacktoHockey Campaign to create awareness, but it's down to you and your club to promote it on a local level to recruit people to come to your sessions!

We have three great ways which will help you to do this:

1. Word of mouth
2. Local
3. Online

Take a look on the next page to see how you can use these as part of your BacktoHockey campaign...



WORD OF MOUTH

- Make the most of your current members - use them to get the word out there about your BacktoHockey sessions! For example if you have 20 members, and they tell five friends/colleagues/family members each, that's already 100 new people reached - It's as easy as that!
- Don't just think of word of mouth as verbally telling someone about the sessions, they could pass on posters, share images over social media and even send an email to their address book
- Don't underestimate the power of word of mouth - it's easy and FREE! A recent survey discovered 94% of current players would recommend their club to people they know!
- Once your sessions have started, you can encourage players to bring a friend to the next session

LOCAL PROMOTION

As part of signing up to BacktoHockey, you will have received promotional posters for you to put up and hand out.

Remember what we said in the basics, focus on your local community to promote your sessions.

- Put posters up in and around your local community, here are some examples:
 - Newsagents
 - Supermarkets
 - Community notice boards
 - Schools - lots of parents dropping their kids off
 - Library
 - Convenience shops
 - Lamposts
 - Coffee Shops
 - Tourist information centre
 - Leisure Centres/other local sports clubs
 - Pubs - great place for a social after a session
 - Baby/toddler groups
- When going into speak about putting a poster up, tell them all about your sessions and ask them to promote it to their customers, friends, family and members.



ONLINE PROMOTION

Using the internet is a great tool to help promote your BacktoHockey sessions - there are some simple steps to take to have the greatest effect.

- Update your club website - make sure you are shouting about your BacktoHockey sessions on your website - news stories, pictures. And again, focus on the key messages; Social, fitness and meeting new people!
- Does your club have social media accounts? If so, utilise these to help you promote. Posting images is a great way to catch people's attention - and remember give whoever's reading it a call to action - what should they do after looking at the post, e.g. get in contact with, register, etc
- There are loads of online groups on social media, so get your message out to them! Remember the same rule applies online as it does with your posters - you're audience is still your local community and the surrounding areas. So when it comes to posting into groups such as Mumsnet, baby and child groups, weightwatchers and your local authority, find the one's near to your hockey club
- Lastly, again utilise your existing members to help spread the word online! Ask them to share and retweet posts that you have posted. They can change their profile and header pictures too, every little helps!

DELIVER YOUR KEY MESSAGES

Research tells us two of the reasons people come to BacktoHockey is because it's social and there's an opportunity to meet new friends - so make sure you try to deliver on this!

- Can the club facilitate cake and a drink in the club house, local pub or cafe. Let players know about this beforehand so they can make suitable arrangements
- Use group chats such as Whatsapp, to communicate with the group and to build a community or even create a Facebook group