

COME TRY RINGETTE CHECKLIST

The Come Try Ringette Player Recruitment System includes many different elements designed to work together as a complete solution to help maximize volunteer time and resources put into attracting new participants to the game of ringette.

Using this system, associations across Canada have experienced an **average conversion rate of 57 percent**, which means for every ten kids you bring to your CTR event, at minimum you can expect nearly six of them to join ringette.

In the pilot phase of this system's development it was clear that **the more closely a local association followed the system the better their results become**, with some seeing conversion rates between 75 and 90 percent!

3 TO 6 MONTHS BEFORE CTR EVENT

1. Select Event Organizer (to host a successful CTR event many volunteers are needed, however one person should be designated as the overall Event Organizer).
2. Create event budget (see suggested Budget Template).
3. Book facilities.
4. Submit Event Sanctioning Form to RNS.
5. Reserve Come Try Ringette display unit, banner, Ringette Photo Album, CTR t-shirts and nametags.
6. Customize CTR brochures (available from RNS) and request CTR business cards.
7. Supply event information to be posted on CTR and RNS websites.
8. Schedule your volunteers, including a qualified female Head Instructor, and on and off ice personnel. On ice instructors should ideally be mature Junior, Belle and Open players.

8 WEEKS BEFORE CTR EVENT

1. Initiate parent promotion of the event (email to association members, post on association website, etc.)
2. Supply parents with CTR business cards for distribution.
3. Put up CTR poster at event location and any others that are appropriate.
4. Distribute brochures to area schools, malls, association contacts, and on hand at event location (arena).
5. Arrange for classified/display ad in local newspapers.
6. Arrange for a ringette stick or other appropriate item to be part of a Prize Draw for participants at the event.

7. Initiate some of the Additional Event Promotion Opportunities suggested in this package.
8. Reconfirm volunteers.
9. Monitor event registration.

TWO WEEKS BEFORE CTR EVENT

1. Arrange for sticks, rings and pylons for the event.
2. Reconfirm volunteers, and ensure you have enough on and off ice personnel for the number of registered participants.
3. Invite players of approximately the same age and skill as participants - require that they wear ringette jerseys (Note: consider limiting players to those that “bring a friend”).
4. Arrange for a TV and DVD player that can be set up in the lobby to play a ringette DVD (available from RNS).
5. Plan for off ice activities such as face painting and games, teaching cheers, etc.

ONE WEEK BEFORE CTR EVENT

1. Phone registered participants to confirm attendance
2. Order refreshments for participants and parents (juice, coffee, water, etc.).
3. Arrange for a digital camera to take pictures of event and participants.
4. Arrange for a full set of ringette equipment (washed) to display at the event.
5. Reconfirm player and adult volunteers and ask them to arrive one hour prior to the Come Try Ringette event.
6. Prepare a box and ballots for the Prize Draw.
7. Make copies of Getting to Know You form, participant registration list, and other information and literature to hand out at event (available from RNS)

ONE HOUR BEFORE CTR EVENT

1. Set up Come Try Ringette display and information table in arena lobby.
2. Put up Come Try Ringette Banner and posters.
3. Distribute CTR t-shirts and nametags to all volunteers - no exceptions!
4. Set up TV/DVD and play ringette video in arena lobby.
5. Give volunteers name tags to be worn during the event - no exceptions!
6. Assign volunteers to specific tasks. You will need:

- Player volunteers to stand in lobby to greet participants and accompany them to the dressing rooms.
- A volunteer to greet families and sign them in. This person should be standing, make eye contact and shake hands, encourage participants to enter in the Prize Draw and look at the Ringette Photo Album.
- On ice instructors and Head Instructor in the dressing rooms to greet and interact with participants prior to the on ice session.
- Adult volunteers to accompany parents to the viewing area (stands) and be available for questions through the entire event. This volunteer should encourage parents to sit in one area close to one another.
- A volunteer to take photos of the participants and their new instructors after the on ice session.
- Volunteers to do face painting, lead games, etc. after the on-ice session.

ON ICE AT THE CTR EVENT

1. Ask player volunteers to teach participants a simple cheer before leaving the dressing room.
2. Follow the supplied practice plans.
3. Emphasis is FUN!

POST ICE AT YOUR CTR EVENT

1. Put out juice/healthy snacks for the participants. Put these in an activity area where you can do face painting, teach cheers, play games, etc.
2. Take a photo of each child and record the photo # and child's name for later identification.
3. Adult volunteers should engage the parents in conversation, answer questions, and passionately present the attributes of ringette (fun, friends, strong, fit, confident, skating skills, recreation, coordination, travel, scholarships, etc.).
4. Adult volunteers should end this session with this statement:

“We just have a few more questions about your child so if you would please take 3 minutes to sit with one of our volunteers, we would appreciate it.”
5. Volunteer then fills in the Getting to Know You form by asking the parent questions. Have the guardian sign the form. If the parent doesn't sign the commitment form, record their reason on the commitment form so we know if there should be a follow up call.

POST EVENT & FOLLOW UP

1. Mail photo as soon as possible (within 2 or 3 days).
2. Four days after mailing the photo, the host should call the parents who did not commit but did not close the door. Ideally, the volunteer who makes the call should be the volunteer who completed the *Getting to Know You* form.
3. Return items borrowed from Ringette Nova Scotia within 2 week days of event.

CHECKLIST OF ITEMS NEEDED FOR COME TRY RINGETTE EVENT

Come Try Ringette Display Unit		Pens, markers, paper	
Participant Registration List		First Aid Kit	
Scotch tape, stapler		CTR posters and brochures	
Set of washed ringette equipment		Ringette Photo Album	
CTR Banner		Prize Draw ballots & ballot box	
Name tags		Prize for the draw	
TV/DVD player		CTR t-shirts/sweatshirts for volunteers	
Extension cord		Ringette video	
Extra ringette sticks (helmets)		Rings, pylons	
Refreshments		Getting to Know You forms	
Digital camera		Napkins, paper cups, etc.	

ADDITIONAL EVENT PROMOTION OPPORTUNITIES

- Q-Munity Kiosk (Q104) located on the lower level of Halifax Shopping Centre can be reserved by non-profit organizations. Phone 454-8666
- Mic Mac Mall C100 Community Booths - call Theresa at 463-5891. **note: call well in advance of when you would like to reserve mall booths!
- C100fm - Radio Promotions 493-2752
- KOOL 96.5fm - email Public Service Announcement to psa@mrg.ca at least 3 weeks in advance **note: not all of them are aired.
- CBC Nova Scotia Community Events Calendar - CBC Radio will accept requests for public service announcements from non-profit organizations. Fax announcements two weeks in advance to Jackie Salmon (902) 420-4478
- Chronicle Herald Arts & Life For Kids listing - send submissions at least 10 days before the event to:

What's Happening?

The Chronicle Herald

Fax: 426-1158

listings@herald.ca

- Many local and community newspapers and radio stations offer free advertising for non-profit organizations - **just ask!**
- Posters and brochures in grocery stores, professional offices (medical, dental, etc.), municipal offices, sports stores, etc.
- Booths and/or brochures at Tradeshows, Farmers Markets, Fairs, Expositions, Parades, etc.

COME TRY RINGETTE BUDGET TEMPLATE

ITEM DESCRIPTION	COST
Ice time (one hour)	\$
Meeting/Party Room for Post-Event games & refreshments	
Display/classified Advertising	
Pens, markers, paper	
Photocopying	
Balloons, stickers, face paints, etc.	
Prize for Draw (donated?)	
Refreshments (juice, water, coffee, etc.)	
Napkins, paper cups, etc.	
Other:	
Other:	
Other:	
TOTAL	\$