

COMMUNITY FOOTY CLUB CHECKLIST

YEARLY CHECKLIST – RETENTION

OCTOBER - DECEMBER OFF SEASON

Host an end of year event

Either a Pre-Christmas Training session for youth age or Christmas themed event for junior ages with variety of games and activities

Retention E-mail

Sent from the club president for the following season (post AGM) to all club members confirming that people can register for the up-and-coming season as well as the link on where to register

Retention Calls

Coach of each team to call each parents/participant of their respective team to see if they plan on returning in the new year

JANUARY - MARCH PRE-SEASON

Confirm communication platform with each team

Inform all returning and new players best way to communicate as a team (examples could be e-mail team app, facebook, whatsapp etc)

Pre-Season Training Plan/Activity and Date of Return

Finalise a date for players to return to training for following season

Organise an off-season training program or activity to participate in/ complete in order to maintain engagement example "FootyImpics"

Information evening/ Event

An evening where all players, parents and coach can get together before the season and can discuss the season

APRIL - SEPTEMBER IN-SEASON

Environment or Culture will be the key driver in ensuring people return

If the parents or kids enjoy themselves enough then they will keep coming back

Best way a coach can judge their performance is based off how many people return the following year

On-field success will help but it should never be how you judge the success of a season

Presentation or end of season get together for each team

Chance to celebrate season as a group regardless of result