

HALLOWEEN CARD PROGRAM

A Step-By-Step Marketing Model To Attract New Players To Your Program

INTRODUCTION

This creative marketing tool combines the best communication method of word-of-mouth promotion and an excellent distribution process of getting into the classroom. Many schools do not allow for-profit companies to provide flyers promoting programs through the schools. This card program, which taps into the power of personal invitation, is a fun and engaging way to activate players in the association. This card program fulfills the purpose of candy distribution as well as offers more with the free invitation to skate or try hockey.

CARD CREATION

Design

- Determine theme and create a unique, fun design
 - Recommended size: 3 inches x 5 inches
 - Can also be used for Valentine's Day, Christmas, Halloween, Birthday & Hockey Weekend Across America
- Decide quantity based on target age group
 - Suggested 30 cards (the average classroom is 25-30 kids) per kid between 5 – 8 years old
- Choose program offer for card – Offer a Try Hockey for Free clinic, Complimentary Open Skate or any opportunity to bring kids to the rink and generate interest
- Get printer quotes or utilize Digital Ink to print cards
 - Digital Ink is accessible through the Program Services website: www.usahockey.com/programservices. It is a customized web to print service.

Distribution

- Distribute to association players approximately two weeks in advance
 - Give advanced warning so parents can attach to candy prior to Halloween or classroom party.

Follow-Up

- Upon redemption, it is recommended to create a waiver form for the recipient to sign for insurance reasons as well as to capture their contact information and be able to promote other programs directly to them.
- Make direct contact via phone to see about transferring them to a full-time program.

For an example, see the California North Stars design on page 2.



For more information, contact Program Services at
(719) 576-8724 or growthegame@usahockey.org

<p>COME TRY ICE HOCKEY WITH ME FREE PASS SAT NOV. 7TH 12 NOON AT ICELAND SKATING RINK SACRAMENTO BRING A BIKE HELMET AND MITTENS LET'S HAVE FUN! WWW.CNSHOCKEY.COM</p>	<p>HAPPY HALLOWEEN FROM THE CA NORTH STARS HOCKEY CLUB WHERE FRIENDSHIPS BEGIN BE SAFE HAVE FUN!  WWW.CNSHOCKEY.COM</p>	<p>COME TRY ICE HOCKEY WITH ME FREE PASS SAT NOV. 7TH 12 NOON AT ICELAND SKATING RINK SACRAMENTO BRING A BIKE HELMET AND MITTENS LET'S HAVE FUN! WWW.CNSHOCKEY.COM</p>	<p>HAPPY HALLOWEEN FROM THE CA NORTH STARS HOCKEY CLUB WHERE FRIENDSHIPS BEGIN BE SAFE HAVE FUN!  WWW.CNSHOCKEY.COM</p>
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