



CASE STUDY - LAUNCHING THE SEASON IN STYLE CITY OF YORK HOCKEY CLUB - CLUB DAY



CLUB DAY

Our Club Day is “The event that launches the season” it has evolved over many years, beginning with a few senior players meeting as a pre-season social into a successful, annual, whole club event.

Making it open to all, gives us an opportunity to welcome everyone associated with the club ahead of the new season. We see beginners, parents, returning and new players, all socialising and playing hockey alongside our existing members.

WHAT DOES THE DAY LOOK LIKE

We host the event on the first Sunday in September at the pitch which is most used by the club. here we have access to our storage container and our great relationship with the school means they also support us at our Club Day.

A.M. - JUNIORS

Fun session
New & Existing Players

Small sided games, obstacle course,
beat the GK, Space Hopper Hockey

BACK TO HOCKEY

Middle of day
Parents & New Players

Pick up a stick and come and
give hockey a go

P.M. - SENIORS

Mixed 7 Aside Tournament
All Club Players

Encourages integration and getting
to know more people

IT'S NOT ALL ABOUT HOCKEY

Whilst people are taking part in hockey on the pitch, we also like to have plenty of things to do off the pitch. With the help of our volunteers, supermarket community champions and local connections we are able to keep costs down and provide a BBQ, raffle, Swap it Stand and presence for local businesses and kit suppliers. This is a fantastic way to build relationships with the local community and also raise funds for the club.



"I WAS SO EXCITED FOR CLUB DAY, I LOVE PLAYING HOCKEY AND LEARNING LOTS OF NEW SKILLS. I ESPECIALLY LOVED PLAYING SPACE HOPPER HOCKEY. IT WAS LOTS OF FUN AND I CAN'T WAIT FOR NEXT YEAR."



WHY WAS IT SUCCESSFUL?

1

Planning ahead - we choose the right date, and it is communicated and promoted well in advance so more members, new players, volunteers, suppliers and local businesses can attend.

2

Open to all - Activities for juniors, seniors and newcomers all on the same day

3

Volunteers – without them it wouldn't be possible, so we give them a little gift to say 'Thank you'

4

Social - Brings people from across the club together, building friendships and connections

5

Raises funds for the club – by keeping costs low and running extra activities off the pitch it brings extra funds into the club



"As a first experience of City of York Hockey Club, their open day was a great one. There were stalls to buy and trade in old kit and buy raffle tickets and drinks, a BBQ, and plenty of 6-a-side hockey being played. It seems like a great, family orientated, club, and my wife and I are happy to be new members"

Jamie

New Member - COYHC

"Club Day is a great time to meet people after the summer break and get excited about the next season"

Jemimah

Junior Chair - COYHC

HAVE A GO AT YOUR CLUB...

Make the day accessible to all.

Open the day up to everyone in the club. Juniors, seniors, new and existing players. Add Back to Hockey, Walking Hockey or other playing formats to encourage new players to get involved.

Drive down costs and maximise profits.

Reach out to supermarket community champions, for help with food and drinks. Use your local connections, parents and players for raffle prizes. Even Costa and McDonalds will donate cups and lids for tea and coffee!

Thank your volunteers. A little appreciation goes a long way.

Break down barriers to participation.

We ask players to donate any unwanted hockey kit, then offer it as Donate, Swap, Pay what you are able. Families can then kit their children out at a cost they can afford.

Be creative, add opportunities to your event.

We managed to be part of Sam Ward's tour in 2017, we dunked him!! Also, Jack Waller came to play Space Hopper hockey in 2019.