



## RECRUITING TIPS

Recruiting at the youth level is critical to the sustainability of lacrosse in the state of Alabama! Proven best recruiting tools are word of mouth, kids playing the game (holding a stick, throwing, catching, shooting) and playing with a friend. Free neighborhood or community-based lacrosse clinics, throw arounds and just getting kids together to play the game are essential to growth. Lacrosse kids and their parents are the best recruiters – period.

## Playing The Game

### Free Neighborhood or Community-Based Lacrosse Clinics

1. Secure field space – This can be done through your school system or Park & Recreation. Ideally, to keep operating costs down, you want to secure free field space.
2. Choose a date and time that is convenient for participants and volunteers. The closer your event is to Spring Season open registration, the better. Spring registration runs from November 1<sup>st</sup> to December 31<sup>st</sup>.
3. Set up a registration. If you do not have a website, use a google form. You need to capture player name, parent name, email, and phone number. Include a waiver form.
4. Secure volunteers. Ideally, choose coaches that are USA Lacrosse Level 1 certified. Level 1 Coach Clinics cover the curriculum you will want to deliver at your community lacrosse day. High School players are great! But you also need adult coaches to manage the drills and ensure the clinic participants are engaged the entire time. This is key to a successful event!
5. Market your event. Create an engaging graphic (flyer) for social media and email.
6. Secure insurance coverage. Clinic/Event coverage is available through USA Lacrosse. Please contact [susie.gbyla@gmail.com](mailto:susie.gbyla@gmail.com) for more information.
7. Secure loaner equipment. All participants will need is a stick. GBYLA has sticks available. Please coordinate with GBYLA Ops to take advantage of this offering. Due to the non-contact nature of play, use soft lacrosse balls (also available to borrow from GBYLA).
8. Plan your program (drills). Keep it fun! This is not the time for participants to be inundated with rules of the game. You want to keep them running and engaged the ENTIRE time. Standing around in long lines waiting to take one shot on goal is not fun. Check out drills and games on our website under COMMUNITY PROGRAM MANAGEMENT.
9. Follow up after your event. Make sure to email participants after the event to state how great it was to have their child participate. Include information regarding your community program and the Spring Season and field any questions they may have.
10. Thank your volunteers and parents for passing the word! Provide your parents with the results of their hard work in getting the word out. People want to know they helped, and this is a great opportunity to share the success of your event with your community.

## Exhibition Games

Exhibition games and team play days are another great recruiting tool. During Spring Registration, invite your previous spring's teams together for a scrimmage. Tell the kids to invite their friends to watch!

## Word of Mouth

### Use Your Players

Ask kids to bring their friends to play days (see above), practice, fall lacrosse, travel ball practice. Constantly remind kids to recruit their friends!

### Use Your Parents

Ask your parents to help recruit! Tell them to make phone calls to friends, family, neighbors, and even cold call their child's classmates. Use personal social media to post lacrosse photos.

### Build Lacrosse Families

Recruit siblings of all ages. Use the game sideline and talk to people and their little brothers and sisters. 'Hey, why are you not playing lacrosse?!' Siblings are a gold-mine for new players!

**We are here to help!** GBYLA is here to help you every step of the way! Your success is our success! Please do not hesitate to contact GBYLA Operations Director for assistance.