



## **CLUB RECRUITMENT CHECKLIST**

Here are some tips to assist your club to recruit & retain players:

Has your club ....

- Set up registration products within PlayFootball
- Organised & advertised a contact person for any registration enquiries from previous or potential players
- Provided the Zone with this contact person's details
- Communicated with players from the previous season thanking them for being apart of your club & advising them of registration details & fees
- Encouraged players to bring their friends/family/acquaintances to the club
- Identified all local schools within your area & submitted information to go into the school newsletter
- Advertised that new entry level players (5-7) receive a free ball
- Advertised on the club website and communicated key activities with the Zone
- Used social media to connect with your members & to provide registration details
- Organised a come & try day for new potential players
- Placed a registration details sign on your ground &/or nearest shopping centre
- Offered payment plans or family discounts
- Provided "How to Register" details to all new & returning players
- Used NNSWF or Zone's recruitment collateral