

Promotion, Recruitment & Retention of Coaches

Obtaining coaches for the lacrosse programs in your area is an on-going venture. It is imperative that all athletes are provided with a person who is certified or is in the stages of obtaining the necessary standards outlined in the Form 100'S for the discipline he or she is involved with.

The following is an outline of ideas that will assist you with this venture...

WHO?

- Students requiring school credits
- Ex players
- Current players (Midget and above)
- Parents of players
- Basketball coaches
- Hockey coaches
- Soccer coaches
- Military personnel
- Police forces and firemen
- School teachers
- Lions/Elks/Rotary club members
- University/college students

HOW ?

- Talking to parents watching practices/games
- Buddy system for coaches
- Hold 'How To' sessions for interested people
- In person
- Colorful POSTERS
- Web pages
- Coaching recruitment video
- Public service announcements to media
- Coach bursaries
- Local media releases (newspapers etc)
- Bulletin boards (i.e. recruitment notices)
- Distribute the "Why Hockey Coaches Should Coach Lacrosse" flyers

WHEN?

- ALL THE TIME!
- During wrap-up meeting for the year
- During registration
- During various sport tournaments
- Professional development days at schools
- In the off season

WHERE?

- Community centers
- Clubs (i.e. Legions, Elks, etc)
- Pro-D days in schools
- Local newspapers and community cable announcements
- Recreation centers
- Health clubs
- Public places
- Bus stops
- Sky trains
- Through other sports bodies news letters
- Arenas
- All sport web pages

RETENTION IDEAS FOR ASSOCIATIONS/CLUBS

- Offer bursary for the house league, B & C team coach
 - Drill manuals
 - Clip boards
 - Golf sweaters
- Wrap-up get together
- Recognition at AGM'S etc
- Expand the coach/parent relationship in resource manuals
 - More coach/official off floor/field get togethers
- Supply coaches with technical videos, such as the Fun with Fundamentals Series
- Acknowledgement of their hard work—a simple thank you card works wonders!

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