

Respect in Sports

www.sportsalliancemn.org

A newsletter for everyone interested in supporting a positive youth sports experience.



The Sports Alliance of Minnesota is a coalition of sports organizations whose mission is to provide tools for creating a positive sports environment.

The creation of a positive sports environment begins with active participation of all participants—players, parents, coaches, administrators, game officials, spectators, and community members.

Membership in SAM is free!

[Become a Member Today!](#)

Special Thank You to our Sponsors.



Sustainability Through Recruiting

By Derek Larsen, Tobacco-Free Youth Recreation

Recruiting new members and volunteers is the most important aspect of running a successful and sustainable organization. It can also be one of the most difficult challenges that staff face during the year.

Everything you do can have an impact on recruiting: hosting tournaments and events, local media coverage, and daily staff outreach. There are also aspects that you do not control that will affect your membership roles: existing members “graduating” from your organization, other friends and family joining because they know someone in your organization, and simple word-of-mouth reputation.

What can you do to make sure your organization continues to prosper during a time when everyone seems to be second-guessing where they spend their time and money, and when local funding of sports and recreation programs are under attack?

We offer some helpful tips:

- * The most effective recruiting tool is a smile and a conversation. This is more effective than the best print material or local advertisement. People join organizations because they were directly asked.
- * Set a recruitment goal and decide who will be in charge of meeting this goal. Will everyone be responsible for bringing in a handful of members or will you dedicate one staff toward development?

[Click here to read more](#)

Eat to Compete: A Coach’s Playbook for a Winning Team

Hennepin County Human Services and Public Health Department

Have you ever wondered how to help your athletes gain that extra edge? Perhaps you’ve tried a new drill to improve reaction time or increase strength. In addition to innovative coaching techniques, one of the fastest ways to improve performance is by promoting healthy eating.

[Click here to read more](#)

We want to hear from you!

Please take this short 2-3 minute survey on the SAM newsletter and Web site. Thanks in advance!
<http://www.surveymonkey.com/s/6SKKJSF>

Sports Alliance of Minnesota, PO Box 27031, Golden Valley, MN 55305



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- * Set a recruitment goal and decide who will be in charge of meeting this goal. Will everyone be responsible for bringing in a handful of members or will you dedicate one staff toward development?
- * Follow up immediately with anyone who expressed even the slightest interest in the work that you do. When you ask them to join your organization, always tailor the ask to their initial inquiry.
- * Try to have a fun and creative visual. Have some of your players create a poster or take pictures of how much fun they have had being a part of your organization.
- * Ask your members to make a list or write a testimonial of all the advantages of being involved in your organization that you can use for the website or in materials for recruiting. People are much more likely to believe a volunteer than a paid staff member.
(Make sure you get a permission slip if you plan to use their testimonial for this purpose!)
- * Youth expect to be able to connect to everything online. Create a Facebook page with all the information about your organization including how and why people should join. You should also try and update it with fun tidbits about what has been going on recently as often as possible.
- * Always have membership information available at events.

Once you have recruited new members, the next challenge will be to get them involved right away and make them feel like they are a real part of the organization. How you will achieve this will depend largely on how your organization interacts with its members and what service you deliver to them. However, planning an annual “new member” party or luncheon is a great way to make them feel welcomed.

There are many other resources online that can help you find creative ideas to recruit new volunteers. While it may seem like a arduous task, recruiting new volunteers can be an enjoyable experience – and may be the most important ongoing task to keep your organization healthy with energetic people!