

### **Promotion and Retention Position**

Position is a non- voting board position. Responsibilities include working with the Learn to Skate (LTS) coordinator, advertising and promotions for LTS and NYHA.

### **Knight Learn to Skate Program**

Advertising:

- Partner with Mounds View Youth Hockey
- Fall Activities books - Mounds View, New Brighton, St Anthony, Shoreview
- Email to past and present association families
- Flyers to school- paper and electronic with Let's Try Hockey (work with Mite Coordinator)
- Referral program- someone registers based on your referral and you get \$\$ off fees???
- Update website info
- Work with LTS Coordinator

### **Summer Promotions**

- Flyers for LTS and Let's Try Hockey
- Open Houses
- Parades and booths at festivals
- Other promotions

### **Retention**

- Work with families with issues regarding NYHA
- Contact families that quit mid season about issues
- Keep in contact with association families throughout the season - how is the season going - what's good and what's not working.
- Come up with solutions to what's not working and implement it