

CAPABLE CLUBS SNIPPETS

CREATING OPPORTUNITIES FOR NEW PLAYERS

Overview

Having a range of organised participation opportunities can help attract new players into your club. This can range from junior or adult beginner coaching programmes, open club nights, organised social business house style competitions or Racketball.

Brief Summary

1. Determine who you want to target – does your club need more junior/female/young adult players?
2. Understand what the current club schedule of events looks like, and work out the best time to run programmes for your target market
3. Find a coach or a committee member to run the programme/event. Your district can assist to find a coach if required
4. Work out a budget for the programme and what you are going to charge participants. You may be able to get funding to run participation programmes at little or no cost
5. Create a plan for promoting your event. You might have the best programme in the world but people need to know about it
6. Run your event and make sure everyone has fun so they want to come back!



Linked Resources

- [Devoy Squash & Fitness Centre case study](#)
- [Racketball – Squash NZ website](#)
- [Coaching Resources – SquashSmart](#)
- [Squash Club Timetable template](#)
- [Junior Coaching Programme flyer template](#)
- [Women in Squash programme flyer template](#)

Key Points

1. Having short, six-week introductory coaching programmes can be a great way to introduce new players to your club by offering a cheap, short-term opportunity for them to try squash, learn the basics, gain confidence, and meet other people. For example, Women-only beginner programmes have been widely successful across the country
2. Paying a qualified coach to run programmes can help ensure new players receive a quality experience. Club members can use the Squash Foundation Coach training module to upskill and learn how to run programmes, or your district administrator may be able to help link you with a coach.
3. If you can schedule a number of programmes on a particular day, it makes it attractive for a coach to travel to your club from outside your area
4. Promotion is as important as the programmes or event itself. Utilise local Facebook pages, schools, or word of mouth to spread your message widely among your community
5. When you're running your programme, the number one factor in ensuring they come back again is making sure all the participants are having fun!