



BETTER ATHLETES
BETTER PEOPLE

Coach Recruitment Plan

How does an organization implement an effective recruitment campaign? Here are some elements.

- 1 Appoint a Recruitment Manager** The person in charge of recruiting coaches ideally will be an outgoing, sales-oriented individual who is not bashful about selling the organization to prospective coaches. However, the most important assets this person brings to the job are determination and persistence. He or she will simply not stop until the YSO has the coaches it needs.
- 2 Develop Your Message** Using ideas from the organization's mission statement, develop the message that you want to use in your recruitment campaign. The general idea: "This is not just another sports organization. This is an organization that is developing young people on the field and off. We're looking for people that care about kids and love this sport and want to be part of an exciting organization."

Emphasize the benefits your YSO brings to coaches (e.g., coaching clinics, your embracing of Positive Coaching Alliance principles, the chance to make a difference, etc.) in your written materials. If your YSO is formally aligned with Positive Coaching Alliance as a PCA Partner, stress that in your materials, as it may give local journalists an angle for writing a story.
- 3 Advertise** Research the options for getting the word out in your area. Newspapers, parent magazines, and radio public service announcements (PSAs) are potential targets for announcements. Many newspapers have a weekly section on physical activity opportunities. Find out what is possible and write a notice that can appear in each.
- 4 Start Early** Get recruiting notices out well before you will need coaches. For example, if your season starts in September, you will want to start getting notices out by May.
- 5 Follow-up** There are many ways that notices can get lost on the way to print. After the notices are sent to the local media, follow up with phone calls to make sure they were received and will run, and to see if there is anything else needed.
- 6 Keep It Up** They say in advertising, "They have to hear the jingle 7 times before they buy the toothpaste." Resubmit notices every week until you have the coaches you need.
- 7 Information Sessions** Consider holding one or more informational sessions for prospective coaches. This can be a hook for your media notices and a way for individuals to check you out before they have to decide.
- 8 Target High-Potential Areas** Focus on local institutions where potential coaches congregate. Local colleges are filled with undergraduates who played varsity sports in high school but are not competing at the collegiate level. Many of them would love to stay in contact with the sport through coaching. Community colleges often have physical education or coaching education courses or programs. High school athletes might be interested in becoming assistant coaches.

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Coach Recruitment Plan, continued

- 9 Enlist Current Coaches as Recruiters** Ask your current coaches to bring a friend into the organization to coach. Many youth coaches get started because a friend asked them to help coach. They then go on to coach their own team. You might even experiment with a “bounty” in which a current coach would receive some kind of reward (a cap, etc.), if they successfully recruit additional coaches.
- 10 Seek out both Mothers and Fathers to coach** You may be able to tap into a much larger pool of potential coaches if you don’t just focus on the dads! Encourage either parent to coach and remind them that they can start as assistant coaches and that you’ll be providing training to all coaches prior to the season.
- 11 Evaluate** At the end of the season, pull together a focus group of coaches and ask them how the season went, what they appreciated about the organization, what could be improved, and what ideas they have for getting more coaches. Also solicit testimonials from coaches that can be used in the next season’s marketing materials.