

GYM RINGETTE: RECRUITMENT PLANNING SHEET



Before you begin planning your session, take the time to outline the intended target groups of your session and the potential intersectional barriers to those groups' participation. By identifying a list of potential barriers such as financial barriers, lack of awareness, or previous negative sport experience, you can begin to reflect on how you can mitigate these challenges.

Target groups should be consulted ahead of the recruitment stage. If newcomer families, for example, are not attending sport programs due to when they are scheduled, limited access to transportation, or competing priorities, then that should be factored into the planning stage. Before planning the details of your session, consider reaching out to organizations such as settlement agencies or Indigenous Friendship Centres to spark interest and learn more about what works in those communities. This may allow you to:

- Learn from community leaders about the successful programs in their space;
- Learn about the barriers they may be facing to accessing quality programs;
- Learn how to maximize participation in your program and create a positive sport experience for your participants.

Please use this sheet to help you in your planning.

Target - Demographics:

Consider age groups within your Local Association that lack registration, currently underrepresented groups in your association

Target - Locations:

Consider areas of your community that may currently lack access to sports programs, areas that may have shown interest in the past in hosting an event, or brand new areas you have not yet reached out to.

Target - Schools, Facilities, & Programs:

Consider specific schools, facilities, and programs that may have connections to your target demographic. Make sure to reach out to organizations

Potential barriers:

Use this space to consider potential intersectional barriers to participation for your target demographic and how you might mitigate those challenges.

Prospective Instructors:

Consider prospective instructors who may fit the needs of the specific program and targeted participants.

Dates & Times:

Use this space to note any significant dates or times to plan around (e.g. upcoming Come Try Ringette events, registration dates, school holidays, etc.)

Notes:

Use this space to keep track of any other important information.

