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# HOW TO START



# A CLUB!

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USA Field Hockey's Mission:

To foster and develop the amateur sport of field hockey, while providing participation and development opportunities for players, coaches, officials, and administrators. To prepare teams to participate in the Olympic games, Pan American Games and other USOC-sponsored events, as well as international competition sponsored by the FIH and other national governing bodies. To also represent the United States internationally and domestically by serving as ambassadors of goodwill and setting a standard of excellence in playing, coaching, officiating, and administrating.

Starting a field hockey club:

With the ideals of USA Field Hockey's mission in mind, USA Field Hockey has put together some valuable information on topics such as starting a club, recruiting players, securing a facility, equipment needs, and finally dues and membership. This information will help you develop a successful program that will bring value to your local community and the sport of field hockey.

There are numerous simple steps that need to be addressed before starting a field hockey club. Within these steps, there are several suggestions and helpful hints that will guide you along. Please note that this is not a complete list of everything that you might have to accomplish to achieve your goal, but only suggestions and advice that will help you get started. There are always many resources already in place within your community, so make sure that you utilize those resources as much as possible.

USA Field Hockey has identified the following as key steps in starting a club:

1. Recruiting or gathering players.
2. Securing a facility.
3. Finding a Head Coach
4. Dues and Membership

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### Recruiting Players:

Getting people involved and excited about the club is your first priority. The opportunities to recruit players are endless, but your creativity is crucial. Here are some suggestions to help get the word out about the start of your new field hockey club.

- PLACE AD IN LOCAL UNIVERSITIES NEWSPAPERS- Many colleges and universities provide free advertisements. Make sure you are aware of your target market and create the ad accordingly.
- DEVELOP A WEBSITE- Developing a personal website through your email accounts are simple. This is a great tool to get the word out about your new club.
- CONTACT USA FIELD HOCKEY- As long as you are a member of USA Field Hockey, the promotion and details of your new club can be posted on [www.usfieldhockey.com](http://www.usfieldhockey.com). Just contact Howard Thomas at [usfha@usfieldhockey.com](mailto:usfha@usfieldhockey.com) to post your information.
- POST INFORMATIONAL SIGNAGE ABOUT THE CLUB- University campuses, local fitness centers, coffee shops, bars, supermarkets, and sport distributors are only a few of the possible locations that you can advertise. Make sure that you include contact information, practice times, and locations on your signs. Please note that you should get permission before posting advertisement.
- CONTACT LOCAL COACHES- Coaches of former field hockey athletes are always willing to give names of their former players that are still in the area. The coaches are also a great option of interest.
- WORD OF MOUTH- Advertise to everyone about the new field hockey club that you are starting. When someone expresses interest, make sure to get their name, address, phone number, and email so you can contact them with further details.

After you have accomplished the task of completing a roster, make sure that you maintain good communication and organization skills with your players. It is very important to obtain all players contact information, including their email addresses and phone numbers. It is your responsibility to be available for any player inquiries.

### Securing a Facility:

Finding a place to play is your next step. It's important to have a full roster before you start this search, mainly because it is not necessary to struggle with facility costs and insurance with only 4 players. If this is the case, play at a local park until you have enough interest to fill a roster. The great thing about the sport of field hockey is that you can either play outdoors or indoors if the weather prevents outdoors play. In this case, always have a back up facility (gym space) to fall back on.

Insurance coverage for the facility is something else to consider. USA Field Hockey membership services can issue the appropriate certificate if you fill out the request form

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located in the membership section of [www.usfieldhockey.com](http://www.usfieldhockey.com). In order to qualify for facility insurance coverage by USA Field Hockey, all participants MUST be current members of the association.

### Equipment:

Adults that have played the game of field hockey in their younger years most likely will have old sticks packed away, so the equipment cost for the initial club will be limited. If you have new player to the sport, the cost of their stick, shin guards, and mouthpiece should be their responsibility. You will find that many players have old sticks that were replaced with shiny new ones, but are actually still in good playing condition. Ask these players if they are willing to “loan” the old or out-dated equipment to the team. If they are willing, you could have enough equipment to gear a few more players. It is also a good idea to carry the excess equipment with you to every practice. Additional equipment like balls, cones, pinnies, etc. should be the responsibility of the club. This can all be purchased in the future after a budget is in place. Additional information concerning equipment needs will be provided at the end of this kit. To find field hockey equipment, we have included a list of field hockey supply companies at the end of this kit. If you are planning on starting a youth field hockey club, these suppliers also offer team discounts along with team start-up packages for all ages.

### Finding a Head Coach:

The task of finding a head coach is easier than you think. In most cases the group will nominate a teammate to fulfill the duties of being the head coach. This position will have to be filled with an individual that is knowledgeable about the sport of field hockey, can explain the game to others, and knows how to run a safe, quality practice. If you find that you are struggling to find a Head Coach, here are some other suggestions.

- Place an ad in community or university newspapers.
- Post an ad on USA Field Hockey’s website.
- Contact local high school and university coaches for suggestions.
- Place an ad in USA Field Hockey’s “Field Hockey News.”

### Dues and Membership:

Starting a field hockey club will take just as much money as it does time and dedication. The best method for establishing and collecting dues is to first figure out if you are able to break even. Consider all of your expenses first and then determine the dues. If you do happen to fall short, have a fundraiser idea to fall back on. The individual club itself can determine the cost of dues. You can also determine if you want dues annually or bi-annually. These prices can vary from as little as \$20 to over \$100.

Every club player must be a member of USA Field Hockey. By being a member of The United States Field Hockey Association, you will receive insurance coverage to be able to compete in official USA Field Hockey events with the added security of a comprehensive, secondary insurance program. With this newly available insurance

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program enhancement, members will now be covered for approved USA Field Hockey activities under the accident medical program. Your club will also be eligible to receive liability insurance coverage for facility rentals, which is mandatory before granting your club the permit to use their facility. Other membership benefits include:

- **Event Participation-** Enjoy instant eligibility in USA Field Hockey events such as the National Hockey Festival, National Indoor Tournament, Futures Program, the new USA Club Cup and other regional and national events.
- **Field Hockey News Magazine-** Follow all of the action with news, features, training tips and tournament highlights from across the country and around the world with the official magazine of USA Field Hockey.
- **Camps, Clinics & Materials-** Improve your game at camps and clinics, or brush up on the latest umpiring and coaching techniques at USA Field Hockey seminars and forums. Enhance your program through sport development opportunities and services.
- **FIH Rules of Hockey-** Rule booklets are free and available to all Coaches and Umpires.
- **Special email updates and Internet offers.**
- **Online membership services.**
- **Lifetime Opportunities-** Share your passion for the game by taking advantage of leadership opportunities in coaching, officiating and administration at the local and national levels.

We hope this provides you with enough information to take the first steps to starting a field hockey club. There is a lot of work in store for you, but we can guarantee that you will find the experience extremely rewarding. If you need any more information please visit USA Field Hockey's website at [www.usfieldhockey.com](http://www.usfieldhockey.com), or contact Jamie Oberholtzer at [joberholtzer@usfieldhockey.com](mailto:joberholtzer@usfieldhockey.com).

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**FIELD HOCKEY SUPPLIERS LIST**

**Longstreth**

28 Wells Road  
Parkerford, PA 19457  
1-610-495-7022  
[www.longstreth.com](http://www.longstreth.com)

**Penn Monto**

PO Box 212  
Hadley, MA 01035  
1-413-584-4914  
[info@penn-monto.com](mailto:info@penn-monto.com)

**STX**

1500 Bust Street  
Baltimore, MD 21230  
1-410-837-2022  
[Info@stxlacross.com](mailto:Info@stxlacross.com)

**YOLO Sportswear**

287 S. Main Street #12  
Lambertville, NJ 08530  
1-888-872-9656  
[usavolo@aol.com](mailto:usavolo@aol.com)

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**APPROXIMATE START UP COSTS FOR A FIELD HOCKEY CLUB**

<b>DUES/FEES</b>	<b>AMOUNT</b>
Club Dues	Varies from club to club
USA Field Hockey Membership	\$25/Youth (under 12) \$40/Under 19 \$50/Adult \$50/Coach \$50/Umpire \$500/Life Member
USA Field Hockey Club Membership	N/A
Facility Rental	Varies from facility to facility
Umpire Fees	Varies from club to club depending on grade and level of umpire

<b>UNIFORMS/EQUIPMENT***</b>	<b>AMOUNT</b>
Numbered game jerseys	\$35-\$50 each
Practice jerseys (optional)	\$20-\$40 each
Pinnies	\$2-\$5 each
Balls	\$30 dozen
Cones	\$20 dozen
First Aid Kit	\$50
Whistles	\$5-\$10 each
Goal Cages	Varies* Depends if you make your own out of PVC pipe or purchase from a company.

**\*\*\* Most vendors offer discounts to those who order in bulk. This is a great way to save some money!!**

**CLUB START-UP CHECKLIST**

**Gathering Members:**

- Place ads in local school newspapers
- Print business cards to distribute
- Print fliers
- Print posters
- Distribute flyers
  - Gyms
  - Fitness facilities
  - College campuses
  - Coffee Shops
  - Sport Bars
- Develop information sheets to hand out at practices
- Maintain a roster of who attend practices and interested people
- Develop a website

**Accessing Facilities & Equipment:**

- Find a practice facility
- Find an indoor facility
- Request Certificate of Insurance from USA Field Hockey (all participants must be members of USA Field Hockey)
- Buy enough equipment to run appropriate practices
  - Balls
  - Cones for practice drills
  - Pinnes
- Provide vendor information for new players to buy:
  - Sticks
  - Shin guards
  - Mouth guards

**Finding a Coach:**

- Place an ad in community or university newspapers
- Post an ad on USA Field Hockey's website
- Contact local high school and university coaches for suggestions
- Place an ad in USA Field Hockey's "Hockey News"

**Becoming a Member of The United States Field Hockey Association:**

- Register all players, coaches, and officials with USA Field Hockey ([www.usfieldhockey.com](http://www.usfieldhockey.com))