

COMMUNITY OUTREACH

SLVYHA Volunteer Role · More Committed

THE QUICK VERSION

What it is: The bridge between SLVYHA and the wider community, manages partnerships, local events, parades, and school connections to recruit young athletes and raise visibility.

Time commitment: Handbook estimates up to about 10 hours per week, peaking during registration season and community events.

When: Year-round with peaks at registration and around community events/parades.

Requirements: - Strong networking and coordination skills -

Good for you if: You're social, connected locally, and enjoy events, partnerships, and getting new families in the door.

Can you still watch your kid play? Yes, most work is off-ice and around community events.

WHAT YOU'LL DO

- Manage community partnerships, local events, and parade participation to recruit young athletes
 - Serve as the primary bridge between the club and area schools, youth organizations, and local events
 - Handle event registrations, safety compliance, and parade logistics
 - Coordinate youth-focused promotional campaigns
 - Schedule player/coach appearances at community festivals
 - Manage distribution of marketing materials to families
 - Coordinate with local elementary and middle schools for flyers and newsletter spots
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HOW TO DO IT

- Build relationships with schools, youth orgs, and local event organizers
 - Plan and staff a presence at parades and community events
 - Coordinate with the Media Chair on promotional materials
 - Get flyers into schools and newsletters ahead of registration
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WHAT'S PROVIDED VS. WHAT YOU BRING

Provided: Marketing materials (via Media Chair) and board support for partnerships/events.

You bring: Local connections, networking energy, and event coordination.

WHAT "DONE WELL" LOOKS LIKE

SLVYHA is visible and welcoming in the community, schools and local events know who we are, new families are finding their way in, and recruitment events run smoothly.

WHO TO ASK WHEN YOU'RE STUCK

Reports to / coordinates with: The Governing Board; coordinates with the Media Chair (materials) and Director of Operations (recruitment events like try-hockey days).

Questions about this role: the board

INTERESTED IN A ROLE THAT'S ALREADY FILLED?

Don't wait for it to open up. Reach out to the person currently in the role, let them know you're interested and willing to help. Many hands make the work lighter, most role-holders are glad to share the load, bring on an assistant, or start showing someone the ropes for when the seat does open.

HOW TO SIGN UP

This is an appointed position. To be considered:

1. Send the board your statement of interest and a short bio.
2. The board votes on appointments at the following monthly meeting.
3. Once appointed, complete any required training (see Requirements above).

What happens after you're appointed: You'll be introduced to the board and Media Chair you'll coordinate with, and brought up to speed on upcoming community events and recruitment pushes.

Questions about volunteering in general? See the Get Involved section of the Resources Tab, or contact the board.

Full official duties: see the SLVYHA Bylaws (Article V) and Handbook.
