



ONE WORLD
ONE BALL
FLOORBALL

AFTERNOON CLUB START-UP GUIDE



Practical tips for how to start an afternoon Floorball club for school children

This guide explains how to set up a floorball-oriented afternoon club at a school. The afternoon activities are based on the fact that the club provides guidance for schools and school facilities.

Afternoon activities start at school

Many schools may already have other afternoon activities, but as studies tell us that children move now too little, no amount of physical activity can ever be too much. Often the school sports facilities are available after school, but the school does not have the right resources or desire to organise a guided activity.

Primary objectives:

- To provide after-school activities for children in a safe environment
- Increase the number of members of the club &/or start junior club activities
- Start afternoon activities for the club in new premises (if the club does not already have access to the premises); OR
- Start afternoon activities in addition to existing club activities in those premises

The secondary benefit factors:

- Increases player / amateur license numbers
- Helps increase awareness within, and of, the club
- Increase cooperation between the school and the municipality / city

Use of Resources

The club must have a clear objective and responsible persons defined. In addition, you should consider the target audience – for example, is it a mixed group of 10-12yr olds, or perhaps a girl floorball club operation

It is important that after establishing the objectives, and before implementation, that both the needed and available resources are identified. It would be good if the club had:

- An employee/volunteer with the opportunity of an afternoon off work (for example, a student or teacher, if the club does not have full-time employees)
- Team &/or extracurricular activities in the same age groups in which students can choose to continue this activity
- Equipment - the required number of sticks, balls, markers, goals and protective wear (eg. eye protection, goalie equipment) if these are not available from the school

If the teams or clubs don't already exist, the club should have the potential to begin these operations. School groups are a good foundation to set up either a new club, group or team for this age group, but the resources should be mapped before the afternoon activity is started.



ONE WORLD
ONE BALL
FLOORBALL

AFTERNOON CLUB START-UP GUIDE



Starting the business

Get connected to the local area schools. This is good to do several months before the activity is scheduled to begin. Schools plan and reserve the use of sports halls in the afternoons, many months in advance, so the interest and the establishment of the club should be informed well in advance. Rather than starting the activity at the same time as school begins, perhaps plan to start it one month later. Then your marketing can be launched from when school begins. This is especially important if your target groups are new to the school.

Starting a recreational group or team does not really require much more than the instructor and the facilities, so the activity can be started quite quickly, depending on the level of enthusiasm.

Meeting with the school personnel

Take a letter to the Head of the school or the Sports representative which provides a clear outline of your operation and the proposed activities. Provide a positive picture of the face and the functioning of the activity. Before the visit, verify by phone that the person you want to meet with is present at the school.

Mail or e-mail

If there are many schools in the local region, it is perhaps easier to approach them via letter or email. After sending, it is good to call and make sure that the letter has reached the recipient, especially if there is no response.

Marketing Letter

Before you call, make a logo, followed with a one-page marketing letter, which should include the following:

- Short description of company
- Offer to organise a introduction day so the pupils can try the activity
- The target group
- The explanation of how the activity program will be established and run
- Price estimate per child

Operating expenses and income

Sports clubs should seek economically viable activities. Thus, the income from the afterschool activity will need to be directly related to the costs. If the school provides the facilities, the club could handle the costs of the program coordinator and the purchase of equipment.

In order for the club to take advantage of the membership growth, all group/team members should acquire a recreational license or Floorball pass.

To this end, you may determine the price of the activity by adding the cost of supervision and purchases of equipment, plus the costs incurred by the license (eg. 6 € (Floorball pass) or € 20 (junior recreational license)). This small extra licence cost would hardly jeopardise the participation of an enthusiastic floorball group member to take part in a well-organised operation.

Good luck with the start-up of your afternoon club!