

# Youth Member Retention Checklist – Sports Clubs

(Practical actions to strengthen engagement and loyalty among young athletes)

## 1. Build a strong connection from registration

- Organize a welcome day with coach and team introductions
- Provide a welcome pack (jersey, water bottle, club booklet)
- Send a personalized welcome message via the app
- Present the schedule, goals, and club rules

## 2. Keep motivation high throughout the season

- Create internal sports challenges with rankings
- Organize regular tournaments, workshops, and outings
- Track progress using the Performance Tracking module
- Reward efforts with digital badges or trophies

## 3. Involve parents

- Create a parents' space with access to schedules and results
- Send regular newsletters or notifications
- Organize parent-coach meetings
- Invite families to participate in volunteer events

## 4. Highlight young members on and off the field

- Regularly post photos and videos on the supporters' space
- Feature youth profiles on the website and social media
- Create a 'Player of the Week' system
- Offer growth opportunities (training camps, promotion to senior teams)

## 5. Ensure quality coaching

- Train coaches in youth coaching methods
- Maintain an appropriate coach-to-player ratio
- Ensure safety and compliance with health regulations
- Track health status and injuries via the ERP

## 6. Use digital tools to stay connected

- Mobile app with push notifications
- Integrated messaging for quick exchanges
- Polls to involve youth in decision-making
- Centralize all information in one place