



ATHLETE RECRUITMENT AND PROMOTIONS SEASON CALENDAR BOOKLET



PARTNERSHIP, INTEGRITY, COMMUNITY FOCUS, SPORTSMANSHIP, RESPECT



1. **Targets – Ages:** _____

2. **Targets – Locations:** _____

3. **Targets – Schools, Facilities, & Programs:** _____

a) **Identified Prospective Instructors:** _____

b) **Significant Dates or Times:** _____

NOTES: _____



1. **Targets – Promotion:** _____

2. **Targets – Facilities and Programs:** _____

a) **Identified Prospective Instructors:** _____

b) **Significant Dates or Times:** _____

NOTES: _____

FUNDAMENTALS

1. Highlighted Benefit:		
Action Item #1:	Action Item #2:	Action Item #3:
1. Highlighted Benefit:		
Action Item #1:	Action Item #2:	Action Item #3:
2. Highlighted Benefit:		
Action Item #1:	Action Item #2:	Action Item #3:



Social Media

1. Social Media Goal:		
Action Item #1:	Action Item #2:	Action Item #3:
2. Social Media Goal:		
Action Item #1:	Action Item #2:	Action Item #3:
3. Social Media Goal:		
Action Item #1:	Action Item #2:	Action Item #3:



Season Recruitment Calendar

August							September							October						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
November							December							January						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
February							March							April						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa