

10 Ideas to Celebrate National Skating Month

1. HOST AN OPEN HOUSE

To grow your program, offer as many guided opportunities to the public to try ice skating as you can. Make this process fool proof. Think of the basics that people need to know to have the best possible first time experience on the ice – who, what, where, when, why. They need to know about skates; how to fit and tie them properly, basic skating techniques and information about how to learn more. More information is available in the resources box of usfigureskating.org/nationalskatingmonth.

2. HOST A SKATE-A-THON

Tie your event directly to the 2018 Olympic Winter Games by hosting a Destination PyeongChang Skate-A-Thon. As an alternative to an open house, Skate-A-Thons turn a profit with 50 percent of the money raised going to your club, while the other 50 percent goes directly to the families of the 2018 U.S. Olympic Figure Skating Team. More information is available at DestinationPyeongChang.com.

3. RECOGNIZE YOUR MEMBERS

Recognize skaters in your Learn to Skate USA program who have recently passed the highest levels of a curriculum by presenting them with a special certificate or award at your event. Award skaters in your club for passing their pre-preliminary moves in the field test or participating in their first competition in the past year. Try not to focus the entire spotlight on the best skaters in your club, but also the skaters who are close in age to your audience and kids who are skating for the first time.

4. SHOWCASE YOUR SPORT

Include an exhibition of hockey, speed skating, synchronized skating, Theatre On Ice, ice dance, and/or pairs with a description of each discipline at your event. Most people attending your events will not know all the different disciplines of skating and may be more interested in signing up for something other than singles figure skating.

5. BRING A BUDDY

Expand your audience by asking existing members to bring friends and family to your event. You'll double attendance and encourage leadership among young skaters as they show their guests the sport. You can even have members wear club T-shirts or jackets, and ask them to help first-time skaters. Bing-A-Buddy passes are even available to print and distribute in the resources box at usfigureskating.org/nationalskatingmonth.

6. MAKE SOME MEDIA

Make a video or photo slideshow as a club/facility with highlights of the past year. Include clips of ice shows, learn to skate, competitions, exhibitions, and any other events in which your club hosted or had skaters participate. Play this video in the rink lobby during your event to celebrate another year on the ice.

7. SHOW THEM THE WAY

Have club officers, coaches and experienced parents help new skaters and their parents as they prepare for their first time on the ice. Make safety announcements, demonstrate how to properly tie skates and how a helmet should fit, etc. This simple activity will help skaters feel more comfortable in their skates and parents will appreciate the help.

8. MAKE THE PATH CLEAR

Work with your rink and/or Learn to Skate USA program to offer a discount on group lessons for new skaters that attended your National Skating Month event. Order your National Skating Month kit for fun bulletin board take-over kits that will show each participant their next steps. Have directors or coaches on hand to answer questions and provide information on how to continue in skating.

9. SPREAD THE WORD

Between the holidays and the Olympic Winter Games, festive, family-friendly events will be top of mind for 2018 National Skating Month. Capitalize on the opportunity by promoting your event through local media and throughout your community. Check with your skaters' schools to see if they will let you send home a flyer about your event in students' backpacks. Invite local TV personalities to try skating. Post your event to online community event calendars or bulletin boards. Share the details of your event on community Facebook pages or blogs. All the above-mentioned promotions are free of charge. There's even a sample press release in the resources box at usfigureskating.org/nationalskatingmonth. Need more help? We're here for you. Email mmckinnis@usfigureskating.org with questions.

10. HAVE SOME FUN!

No matter what you include in your National Skating Month event, have some FUN! The ice is for everyone, and these events can instill a lifelong love of skating. Show your participants how much their is to love, and make sure everyone has an enjoyable time at your facility.



#NationalSkatingMonth
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