

# **STARTING A VOLLEYBALL CLUB**

## **GETTING STARTED**

Sask Volleyball would like to provide you with as much information in getting you started as we can. The following information will help you with everything from choosing your team to hosting your own tournament. The purpose of all this information is to provide volleyball enthusiasts with information to establish and manage a volleyball club.

## **ADVANTAGES OF A MULTI-TEAM CLUB**

A club that contains 2 or more teams enjoys more privileges than of a club with only one team, which include:

1. Younger players may “play up” with an older team within the club.
2. Players may play on any of the teams of the same age category within the club, but will be restricted to a “frozen roster” at registration deadlines for provincial and national championships.

## **FUNDRAISING**

Clubs usually organize their own fundraising activities – dances, raffles, bingos, Nevada tickets etc. – to raise extra funds to subsidize travel cost and entry fees. These activities can become annual events where club members put their time into raise money through the community. Hosting a tournament can also be a fundraising event for your club.

## **COACHING**

It is important that a coach is both dedicated and enthusiastic towards the players and their development in the sport. Our programs have different regulations regarding the certification of the coaches. Please check under each program to find out more details.

## **PLAYERS**

Let’s not forget the most important ingredient! Without players, there is no club. You must have a minimum of eight players on a team and a maximum of fifteen. A club may have any number of teams, however, if you’re going to have several teams, be sure that you’re well prepared. There must be a sufficient amount of volunteers, equipment, facilities and funds for the number of teams that you plan to have as part of your club.

To attract athletes several things can be done:

1. Use the media. Put notices and information in the paper, on social media or distribute them through local schools, and on local TV or cable channel bulletin board.
2. Hold a coaches or players clinic.
3. Hold a developmental clinic.
4. Word of mouth! It’s a very easy way to let people know what’s going on.
5. Hold a tryout camp.
6. Contact Sask Volleyball and we will publicize it on our website.

## **VOLUNTEERS**

Volunteers are the backbone of every club organization. Forming a small committee will enable coverage of various aspects including facilities, registration, coaching, transportation and fundraising. Utilizing parents of the athletes as volunteers is a great resource.

Most club committees are composed of:

- President
- Secretary
- Treasurer
- Sub-committees who may handle the following:
  - Coaching
  - Recruiting
  - Risk management and safety
  - Fundraising
  - Transportation
  - Social activities
  - Media relations
  - Tournament hosting

As you can see, having a good group of volunteers working together for your new club can be a great help and can take some of the load off of your shoulders!

## **FACILITIES/EQUIPMENT**

The best place to look for a facility for your club is in a local school. Some areas have a “community use of schools” policy which provides a facility at a not for profit rate charge during the week. On weekends, there is usually an additional charge for a custodian. If this is not possible, see your local Parks and Recreation Permit Department. When approaching these facilities, arm yourself with a written list of basic equipment needed and the time frame requested. Remember, you are trying to get facilities for the lowest cost, to provide service to people in the community.

As far as equipment goes, your only real expenses are good quality volleyballs and regulation team uniforms (check the current edition of the Volleyball Canada rule book for all the uniform regulations). If a sponsor is acquired for your club, the cost of these items may be split by the club and sponsor. If you are not sponsored, you can charge members for the uniforms, which they can then keep, or you can distribute uniforms that are then re-used every year.

## **MEDIA/PUBLIC RELATIONS**

This is an extremely vital area and a media relationship must be cultivated. Media can be used to promote the club, attract sponsors and promote the sport of volleyball. The popularity of this sport is increasing tremendously, which helps boost media coverage throughout the province. Here are some ideas that can be followed in order to bring volleyball to media attention:

- 1) Have a club letterhead for all correspondence (letters to parents, press releases etc.)

- 2) The first formal contact with the media should be a typewritten press release on letterhead. It must be short (one page) and correct with no errors at all. It should include all pertinent information, names, location, tournament date, contact name etc.
- 3) Your best bet is to contact the amateur sports, college/university or high school sports writers. Find out the sports editor/director's name. He/She should get a copy of your correspondence since they are the ones who assign reporters to cover stories.
- 4) Know the newspaper deadlines.
- 5) Know the radio and television deadlines.
- 6) Send updated information two or three weeks before the event occurs and follow it up with a phone call. Inquire if the data was received and whether a reporter will be available to cover the event. If no one is attending the event, arrange to have someone call in the scores and award winners. Again, a few details should be known about the teams involved in the finals.
- 7) IMPORTANT: Once you get into the swing of phoning in results, the desk will get to know you and it will become easier to have things printed. However, it's essential that you phone in, whether you win or lose, to build consistency and respect.

## **SUMMARY**

By now, you should be well on your way to starting a new volleyball club. Participation, enthusiasm and dedication from all involved will result in guaranteed satisfaction and success. Good Luck!

If you require any further information regarding starting a volleyball club, please contact Cara Orr at [cara@saskvolleyball.ca](mailto:cara@saskvolleyball.ca) or 306-539-1734