



Policy #: 6.400

Effective: Oct 2004*

Revised: July 2006

Growth and Retention

Policy: It is the policy of Menomonie Youth Hockey Association (MYHA) to focus on recruitment of new members and retaining existing membership through participating in community events and projecting a positive image of MYHA in all that we do.

Procedure:

1. While growth and retention is every member's responsibility, the Communications Committee chairperson will take on a leadership role in determining appropriate community events and the association's level of participation. Whenever possible, the committee chair will review participation information with the Board of Directors and obtain approval prior to the event.
2. When necessary and possible, the Communications Committee chairperson will coordinate a group of members to help with events. This group will organize and publicize events and participation opportunities to membership as far in advance as possible/practical.
3. There shall be conservative use of MYHA funds for community events.
4. Some past and present community activities have included the following:
 - a. MHS Homecoming Parade
 - b. Rock on the Red Cedar
 - c. Grand Prix
 - d. Dunn County Fair Booth
 - e. Minnesota Wild Hockey Game
 - f. Ice Cream Booth Red Cedar Raceway
5. In deciding to participate in a community event, the Communications Committee chairperson will consider MYHA's image, the opportunity to improve and/or maintain a positive image, and the potential for recruitment of new members of friends of MYHA.

This policy is issued by the Communications Committee and approved by the Board of Directors.

Committee Chair

Date

Board President

Date

*The most current version of this policy will be retained by the MYHA secretary and/or on the MYHA website at www.menomonie.com/myha

