

2025 NATIONAL SKATING MONTH MARKETING TOOLKIT

The Ice is
Calling



2025 NATIONAL FIGURE SKATING ADMINISTRATION MANUAL

The Ice is Calling



Dear National Skating Month Event Director,

National Skating Month is an opportunity for rinks, clubs and programs to celebrate skating and invite new families to the ice by offering free lessons and skating demonstrations and by promoting skating through local media outlets. During National Skating Month, through a series of activities, everyone can have the opportunity to enjoy a fun-filled day at the rink.

The National Skating Month campaign aims to achieve the following objectives:

1. To promote and celebrate ice skating as a family recreational activity
2. To promote skating at the local and national levels
3. To encourage new skaters to sign up for lessons
4. To offer growth opportunities for all ice sports

Included in this manual is a step-by-step guide on how to organize your own promotion, a list of materials and supplies and some suggestions on how to utilize these materials to help you run a safe and fun session.

Although we have included a sample outline for the day, we encourage you to improvise

and scale this curriculum up or down depending on the level of your participants. You will notice the suggested outline offers a basic introductory curriculum. We have also provided a list of more challenging skills that can be added or substituted provided you have more experienced participants. Please create or personalize this program with your own information and experience.

We suggest having pre-registration to encourage commitment for participation. This step also allows you to plan accurately with groupings and staffing requirements. Participants must register with their contact information, which can be used to invite them to future programs and sign a waiver.

All registered events associated with your National Skating Month promotion are insured and sanctioned.

We hope that National Skating Month provides you and your participants with an exciting experience, ultimately bringing new members into your organization. If you have any questions regarding this campaign, please contact us at U.S. Figure Skating Member Services, memberservices@usfigureskating.org or call 719-635-5200.

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PROMOTIONAL TIMELINE/ CHECKLIST



IMMEDIATELY

- Book ice time.
- Determine your target participation number.
- Secure instructional staff and volunteers based on target numbers.

45 DAYS BEFORE EVENT

- Create a marketing plan. Start getting word out to the community, schools and current skating participants.
- Set the schedule for the event.
- Do a flowchart of the event: Registration, skate rental, meeting spot, off-ice orientation, etc.
- Determine registration process. Create forms, rosters and waivers.

30 DAYS BEFORE EVENT

- Finalize site, schedule, ice time, and snacks.
- Promote and publicize to the community. Send the registration link to prospective skaters.

TWO WEEKS BEFORE EVENT

- Send out information packet to instructional staff and volunteers with a detailed schedule, roster, and other information. Assign skills or jobs to each instructor/volunteer.
- Confirm all arrangements for ice rental.
- Secure additional materials and/or equipment needed.
- Personalize and distribute the press/media information from the NSM promotional packet. Follow up with local media one week prior to your event.
- Start the pre-registration process.

DAY OF EVENT

- Have an on-site instructor and volunteer meeting to make sure everyone knows their role and what level skaters they will be teaching or assisting.
- Train registration volunteers.
- Be ready with everyone in place at least 45 minutes before your event begins to meet the first arrivals.
- Have a knowledgeable volunteer in place to answer any questions in lobby and in rink arena.
- Smile and greet everyone as they show up. Make everyone feel welcome.

IMMEDIATELY AFTER EVENT

- Get testimonials, share posts on social media channels, thank all participants for attending.
- Connect with all participants inviting them back to your programs.
- Thank your instructors and volunteers, ask for feedback for improvement for next time.

OPEN HOUSE

GOAL

To introduce everyone across the United States to ice skating

1. To increase participation and generate enthusiasm for all ice sports
2. To offer a free introductory skating lesson, free skate rental and a lot of fun
3. To teach the proper technique to beginning skaters

Having an open house and offering free lessons at the local rink will entice families who have never skated to give the ice a try. Incorporate some of these ideas to make your event fun and inclusive for everyone.

GENERAL OUTLINE OF ACTIVITIES

Off-ice Orientation:

- Welcome to the facility, verbal tour of facility, promote local programs
- Introductions of staff members and rink personnel
- Discussion about equipment, how to lace skates, proper fit - play video
- Discussion about recommended attire, helmets, warm-up



- Divide into groups based upon skating experience and age (assign color nametags):
 - **Never skated/public skated only = Green**
 - **Forward and backward skating skills and stops = Red**
 - **Crossovers and turns = Blue**
 - **Advanced = Gold**
- Break into smaller groups with instructor rink-side for off-ice orientation

On-ice Lesson and Skating Session:

- On-ice lesson time: Half hour maximum for each group of participants
- Open skating time after lesson: All instructors float, half hour maximum
- Exhibition or skating demonstrations
- Play games and offer on-ice supervised activities

CONCLUSION

- Distribute lesson and programming information
- Distribute coupons for free public skating with schedules of facility events
- Q & A time with staff
- Door prize drawing

REGISTRATION TABLE

- At least two volunteers
- Registration materials
- Colored name tags
- Waivers and photo releases
- Public skating schedules
- Information on lessons, figure skating clubs, speed skating and hockey associations
- Giveaway materials

Each open house will need at least 10 trained staff for the session to run smoothly (depends on number of participants):

- Director
- Registration table volunteers
- Five skating instructors
- Two on-ice assistants
- Skaters for demonstration and assistance

DIVIDE SKATERS BY SKATING EXPERIENCE

Ask all participants what past skating experience they have had and where they feel their skill level is. Most people will place themselves in their correct skill level or one level below so they feel more comfortable. In your teaching, include plenty of tips so skaters of all ability levels feel like they have learned something new.

SKILL LEVEL GROUPINGS:

- **Green** = Never skated and public skated only, no formal instruction
- **Red** = Forward skating, backward skating and stops
- **Blue** = Crossovers and turns
- **Gold** = Jumps and spins

These general groupings will have to be further sub-divided based on the number of participants you have in each group and specific skills being taught.

FIRST TIME SKATERS

Snowplow Sam, Basic 1, Hockey 1, Adult 1

- Proper falling and recovery
- Marching/forward skating
- Gliding/scooter pushes
- Forward swizzles/rocking horses
- Backward wiggles
- Forward one-foot glides
- Snowplow stops

FORWARD SKATING, BACKWARD SKATING AND STOPS

Basic 2-4, Hockey 2-3, Adult 2-3

- Forward stroking techniques
- Curves/slalom
- Forward pumping on the circle
- Forward edges/one-foot glides
- Backward skating techniques
- Backward one-foot glides
- Two-foot turns
- One-foot snowplow stops

CROSSOVERS AND TURNS

Basic 4-6, Hockey 4, Adult 3-4

- Forward and backward edges
- Forward and backward crossovers
- Forward outside three-turns
- Backward stroking
- Pivots, two-foot spins, one-foot spins
- Bunny hops
- Forward spirals, lunges
- Hockey stops/T-stops

JUMPS AND SPINS

Free Skate

- Advanced stroking
- Fun step sequences
- Creative moves
- Variations of spirals (forward only)

SPINS

- Upright (forward and backward)
- Sit spins
- Layback

JUMPS

- All singles through level of group



What type of facility and other materials are needed?

Any ice rink will do. A lot may depend on the number of participants and ice availability. You should designate an event director, instructional staff and registration/welcoming committee. We suggest you set up a registration table and have someone available to answer questions throughout the event.

Do we need a meeting room or meeting area?

Yes. Depending on the size of your group, a room would be great, but space in the lobby will do as well. Make sure the room is large enough for everyone to sit comfortably. Considerations also need to be made for special speakers. If you are going to include a guest speaker, find out if he or she has any needs.

FREQUENTLY ASKED QUESTIONS

Should we split the group?

Yes. Once you have your overall introduction and general discussion, split into your skill groups by experience, then age, if applicable.

What costs are involved?

Your expenses include the cost of ice time and fees paid to coaches/instructors for their time.

What is an acceptable ratio between skaters and coaches/instructors?

Try for no more than 10 skaters in a group with one instructor, and no more than seven for preschool-aged participants.

When should we hold our event?

National Skating Month occurs in January each year (January and February in Olympic years), but if you should host another promotion to boost your membership, try to pick a time that suits your club and program. Many registration promotions are held in the fall. It is a good idea when making your annual planning calendar to include your events as part of that schedule so everyone is aware of the dates well in advance.

How should we schedule the day?

Be sure to allow for transition time between off-ice and on-ice sessions.