

Recruitment Script for Phone Committee

Your LSO can benefit from reaching out to people directly via phone. People are often overwhelmed with email and social media posts and sometimes overlook important messages from your club. Try the personal touch by connecting with your members over the phone.

By taking your 2019 registration list combined with new registrations in 2020 and comparing this list to your current registration list for 2021, you will be able to see players/participants who are missing. This is your opportunity to make a personal connection and provide them with the details on your club's plans for the new season.

What do you say?

"Hi, it's XX calling from the XXX Fastball Association. We were reviewing the list of players who had registered for the upcoming softball season, and we noticed that your son/daughter XXXXX has not registered yet. I just wanted to check in and see if you had any questions about this year's registration, and if you were planning to register XXXXX?"

In some cases, the families who have not registered yet simply have not got to it yet, so making direct phone calls to these families would allow them to ask questions and to discuss the COVID safety protocols if necessary.

Have a large association? Set up a Phone Committee and split your registration lists. This will go faster and allow you to make more personal contact with your members.

Good Luck!