



## MEMORANDUM

**To:** Skate Canada Clubs and Schools

**From:** Jeff Partrick, Director Coaching and Member Services

**Date:** July 25, 2007

**Subject:** 2007-2008 President's CanSkate Challenge

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In May 2005, Skate Canada announced the President's CanSkate Challenge to encourage clubs and schools to increase CanSkate membership to 125,000 by 2010. On May 11, 2007, Skate Canada announced that the Association had reached its goal of 125,000 CanSkaters three years ahead of schedule! Congratulations to all clubs, schools and Sections for this amazing team effort and for all of their hard work in making this happen! We can all be proud of this tremendous accomplishment.

### **New Membership Goals**

At the 2007 Annual General Meeting held in Montreal on May 26th, the focus on the Challenge was renewed with a new goal of reaching 135,000 CanSkaters by 2010. An additional goal was set to reach 201,000 Associate Members by 2010. If we achieve these goals it will be the first time Skate Canada's membership will have topped 200,000 Associate Members! What an achievement that would be!

### **Determining the Winners**

For the 2007-2008 Challenge, the three clubs or schools that demonstrate the largest increase in their 2007-2008 CanSkate membership numbers (as of April 11, 2008) over their final 2006-2007 CanSkate membership numbers will be awarded the following prizes:

- 1<sup>st</sup>: Two all-event tickets for the 2008 Skate Canada HomeSense International plus 2 nights accommodations.
- 2<sup>nd</sup>: \$400 gift certificate for Skate Canada programming supplies
- 3<sup>rd</sup>: \$300 gift certificate for Skate Canada programming supplies

Each of these three clubs will also receive two all-event tickets to the 2009 BMO Canadian Championships.

In addition, the top club or school in each Section that demonstrates the largest increase in their 2007-2008 CanSkate membership numbers (as of April 11, 2008) over their final 2006-2007 CanSkate membership numbers will receive two all-event tickets to the 2009 BMO Canadian Championships.

### **A New Way to Win!**

For the 2007-2008 Challenge, the three clubs or schools that demonstrate the largest **percentage** increase in their 2007-2008 CanSkate membership (as of April 11, 2008) over their final 2006-2007 CanSkate membership will be awarded the following prizes:

- 1<sup>st</sup>: Two all-event tickets for the 2009 BMO Canadian Championships plus 2 nights accommodations.
- 2<sup>nd</sup> and 3<sup>rd</sup>: Two all-event tickets for the 2009 BMO Canadian Championships

In order for clubs and schools to qualify in the percentage category, they will have to meet the following criteria:

- 1) They must have been an operational Skate Canada club or school (probationary or permanent) in the 2006-2007 season,
- 2) They must have run a CanSkate program in the 2006-2007 season with a minimum of twenty registered CanSkaters.

Clubs and schools cannot win in both the number and percentage categories.

If you have not already done so, now is the time for your club or school to discuss how you will plan to attract and retain more members to your CanSkate program to meet the CanSkate Challenge. The CanSkate program is vital for your club and school as well as the Association. Keep up the great work and best of luck in this year's President's CanSkate Challenge!