

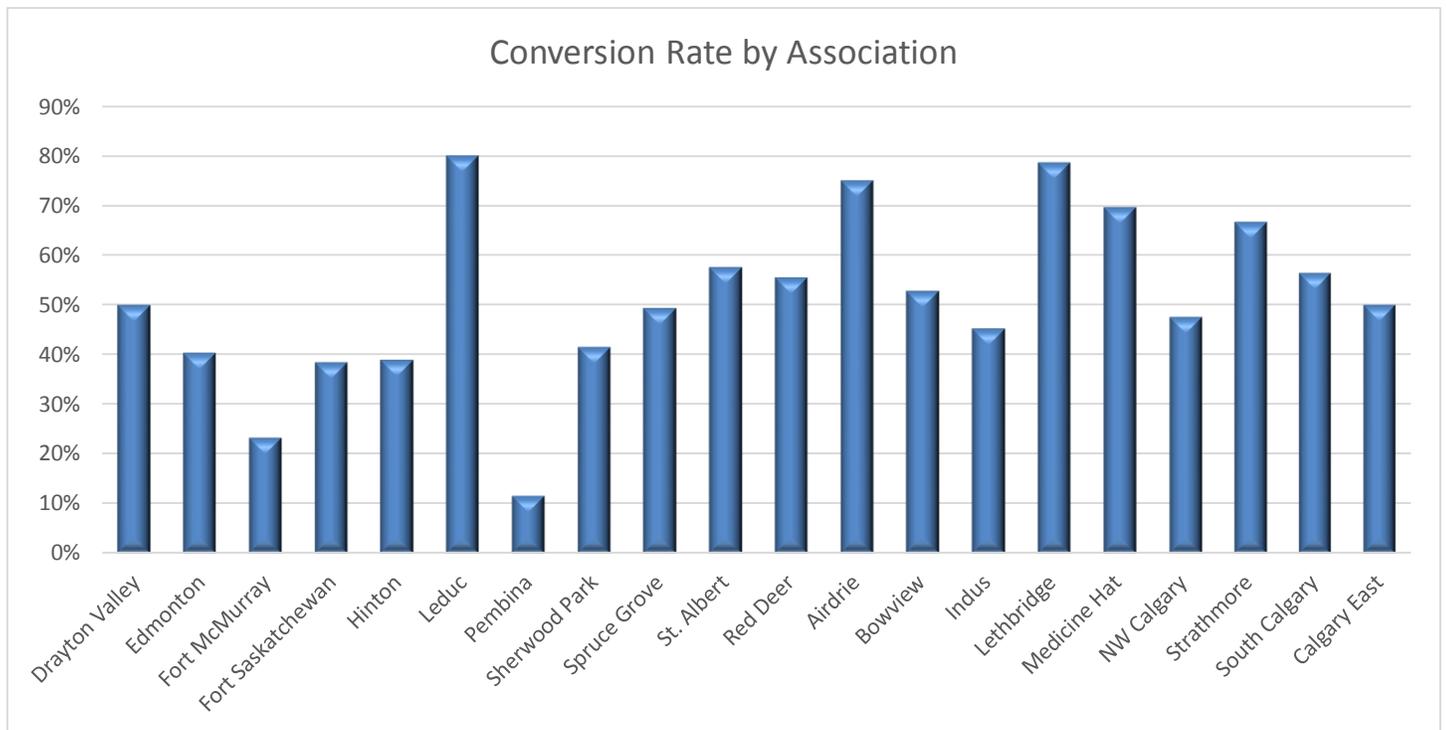


COME TRY RINGETTE SUMMARY 2014-2015

Total # of CTR Events	33
Total # of participants registered for Ringette	344
Total # of participants attending a CTR event	702
Provincial Conversion Rate	49%

Association Participation & Conversions

20 associations participated in hosting a Come Try Ringette event this season. Across these 20 associations we had varying rates of conversion in terms of how many players actually registered for the season. Below is a visual showing the conversion rates of the associations that hosted Come Try Ringette this year.



Overall, the average conversion rate was: **51%**

Through 2014, Come Try Ringette recruited an **average of 17 new players** to associations across Alberta!!



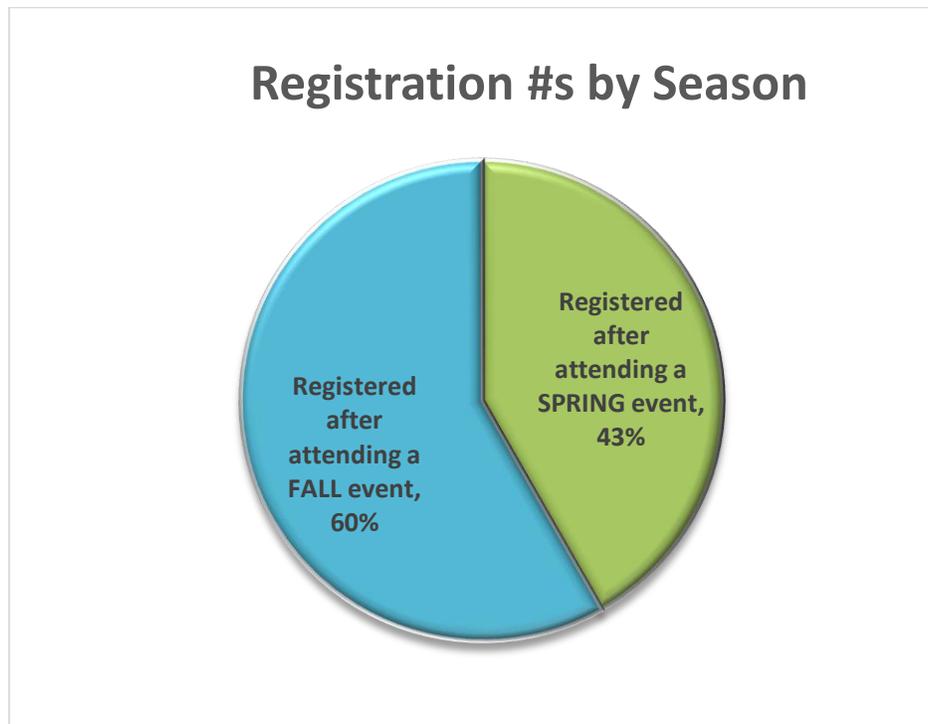
COME TRY RINGETTE SUMMARY 2014-2015

Participation Numbers by Time of Year

The majority of Come Try Ringette events are hosted between **February-June (Spring)** and **August-October (Fall)**. Presented below are the differences between participation and registration at the two times of year, coming to the conclusion that FALL is the best time to host a Come Try Ringette event as participants are more likely to register for the season! It was also very common for those who attended a Spring CTR event to attend a Fall CTR event before registering for Ringette.

SPRING CTRs	
Total # of kids in spring CTRs	447
Total # of kids registered for Ringette	191
Conversion Rate	43%

FALL CTRs	
Total # of kids in fall CTRs	255
Total # of kids registered for Ringette	153
Conversion Rate	60%



Recruitment Team

With Recruitment teams now established and running in both Northern and Southern Alberta, these teams have worked to help associations run 27 of the Come Try Ringette events hosted in 2014. Look for these ladies around the rinks during upcoming events!

Check out the website for upcoming events! www.cometryringette.ca