

If you want to recruit new members, there are a few things your website needs so potential members can easily find information they need.

Make Sure Your About Page Is Up to Date

- Use it as a place to create interest and establish a relationship with anyone who visits your website. Share the story about your club, your important milestones, accomplishments, and key players who started out in your team and went on to establish a successful athletic career.
- Be sure to go over your About page every so often and update it to include the most relevant information about your team.

Create a Signup Page

- Create a signup page where visitors who are interested in joining your team can fill out an application form.
- The application form can be a short questionnaire on why they'd want to join and listing their previous sports activities or you can simply ask for their email address and notify them when your team goes through another round of tryouts.
- Promote the page on your social media by including it in your profile link or by scheduling promotional posts in advance.

Consider an FAQ Page

- Create an FAQ page that would list all the answers to questions someone might have before joining your team.

Make it Easy to Contact the Right Person

- Discuss with your team who will be responsible for recruiting new members and assisting during tryouts. Then, be sure to include their contact information on the contact page and on the signup page.

Include a Team Calendar

- Include a schedule of your training so visitors who want to join your team can attend the training session and get a feel for your team.

Organize an Event

- Consider organizing an event for the youth in your community and promoting the event on your website. This gives interested visitors a chance to attend the event and get a first-hand experience in your sport.

Interview Current Team Members

- Interview your current team members and ask them to share their experience about being a member of your team. This can be a great way to establish a more personal relationship with potential new members and to give them a first-hand account of training, participating in matches, and provide them with tips from the pros.