

START A HS TRIATHLON CLUB YOURSELF

Hi. We are excited about your interest in starting a club in your high school. Here are a few things that we know work for doing just that. Please share with your parents to start for their thoughts too!

1. Name of the club. It doesn't need to be named after the school if you don't want it to be...mascots can be good starters (for Tim, that would be the Patriots Triathlon Club - his son is an 8th grader and that is his school mascot).
2. Get with a coach that you know in the school. Is that person someone who can help you approach the AD about starting the club? At least one of your parents should also be part of this small working group. Note: the AD might push you to someone else to start the club. A teacher, who is not a coach, might need to be that sponsor for you. The sponsor here in Monument, CO that is working with Tim is a teacher who also does triathlons.
3. Speak to different discipline offerings. Will this just be a triathlon or perhaps it could also include a duathlon (run-bike-run) or aquathlon (swim-run) or Aquabike (swim-bike)? It can be off-road as well if you feel that would draw people to join the club.
4. Create a simple "why" document - why might kids - your peers - want to join the club? We have a flyer that we can get to you that speaks to this and you can consider using that too. But, if you want to create your own one-pager or half-pager for that, it can certainly be done.
5. Share this one-pager with all of our teachers. They don't have to like sports or know triathlon. It is good for them to know about the club. Can the school also help spread the news of the club?
6. Think smart about how to promote the club. Your best recruitment will be something that can go viral - cut a 30-second video for you to use on social media...whichever few you use (Instagram if allowed by your parents) or find some friends who can work with you on helping spread the news through their social networks.
7. Coach Recruitment if interested. USA Triathlon will help find a coach too who can help. That might be a parent in the short term. If a parent, we have a **BRAND** new education program that they can take that speaks to just this - coaching the first-time athlete in the sport. It is called the Associate Coaching Education Certification.



8. Identifying Events. Finally, we can help find events that you can all do - super sprint distances with an HS or even novice wave so that there is no intimidation. Our push will be lower registration fees too! If equipment is needed, work with parents in the area or get with your local bike shop to start.

9. Possible tie-in with another existing USAT club. If you would rather have this club tie in with an existing triathlete club in the area, versus starting your own club, let us know. We have a few in your state that COULD be an option for us to just add the HS club to their existing setup.

As you know, this is NOT about high-performance kids doing triathlons. It is about trying something for the first time and enjoying the journey. It is about creating a social network of friends who can have fun together. What you do with the club is yours to decide.

There you have it. Thoughts? Something you are open to doing? Where can we help further? This is an exciting venture! Let us also know of the progress you are making.

Yours in sport,

Tim Yount

(tim.yount@usatriathlon.org)

Chad Cunningham

(chad.cunningham@usatriathlon.org)