

Youth Engagement Guide

Engaging Your Youth Members: A Practical
Guide for Clubs



Why It's Important



01

Understand Your Youth Members

Every player is different. By actively learning about their needs, preferences, and motivations, clubs can tailor programs that are fun, accessible, and relevant. Youth are more likely to attend sessions and enjoy themselves when activities match their interests.

02

Increase Participation and Retention

Engaged youth are more likely to come back week after week, bring their friends, and interact with the club long-term. Youth retention is critical for the sustainability of club programs. Encouraging young players to invite friends creates a positive cycle of growth and community.

03

Build Ownership and Pride

When youth are given a voice in club decisions and activities, they develop a sense of ownership and pride in their club community. Youth who feel valued are more motivated to participate and contribute creatively. Ownership fosters leadership skills and strengthens the club culture.

How Clubs Can Engage Youth



Create Channels for Youth Voice

- Appoint a Youth Champion within the club.
- Run youth advisory panels or discussion groups quarterly.
- Use surveys, polls, or suggestion boxes to gather ideas and feedback.

Co-Create Programs and Events

- Involve youth in planning tournaments or social events
- Experiment with short match rotations, team-based activities, and themed events.
- Allow youth to lead sessions, mini-competitions, or social media initiatives.

Make Participation Fun & Accessible

- Schedule sessions at youth-friendly times (after school, weekends).
- Incorporate music, social activities, and prizes to keep events lively.
- Offer mixed formats: casual play, competitions, and skill-building sessions.

Communicate & Celebrate Youth Involvement

- Share youth-led initiatives in newsletters, social media, or local media.
- Recognise youth contributions to events and planning.
- Encourage peer-to-peer engagement and mentoring opportunities.

Practical Tips



Keep feedback methods short, simple, and fun.



Rotate responsibilities to give more youth a chance to lead.



Pilot new ideas on a small scale and gather feedback to improve.



Collaborate with other local clubs or regions for shared events or competitions.

Engaging youth is not just about running sessions. It's about creating meaningful experiences that keep youth coming back, feeling valued, and contributing to the club.

Measuring Success



Participation & Retention

Indicators of success:

- Increased youth membership numbers
- Regular attendance at sessions or events – youth return week after week or month after month.
- Event engagement – more youth signing up for tournaments, social sessions, book-a-court

Youth Satisfaction & Voice

Indicators of success:

- Youth feel heard, involved, and excited about the club.
- Youth provide feedback, ideas, and suggestions, and the club acts on them.
- Youth are taking ownership of club initiatives. They help run events, mentor peers, or lead social media/content efforts.

Club Culture & Community Impact

Indicators of success:

- Youth feel connected to the club and to each other.
- Parents and the local community recognize the club as a youth-friendly, inclusive environment.
- Clubs develop stronger relationships with regional support networks.