



YOUTH SPORTS: 5 STEPS TO BUILDING A CHAMPIONSHIP TEAM THIS FALL

Follow these five steps to build your championship baseball, softball, football, volleyball, or soccer team this Fall.

INCLUDING EXCLUSIVE COACHING CONTENT AND RESOURCES FROM



STEP 1

BUILD A CHAMPIONSHIP CULTURE

How to Create a Winning Culture in Sports

When starting to think about the idea of a championship culture, it's easy to think about [great coaching](#). That's a [vital component](#) of your organization's culture. But, we also know that culture can start from the top down.

Culture extends much further than on the field - especially in youth sports. We want to establish a

positive culture with a couple of main priorities: teamwork, communication, sportsmanship, skill-building, improvement, and support from every area (coaching, teammates, parents).

Here are a couple of key steps for administrators to establish a great culture in their youth sports organization.

1

Communicate Your Vision

Start the year or season with a clear mission and goals for all of your athletes, parents, coaches, and staff. Communicate this vision clearly and talk about the priorities: communication, visibility, and sportsmanship to name a few.

2

Focus on Skill Development and Education

The development of your youth athletes should be a top priority. Trust us, your parents and families will appreciate a level of focus on this. After all, why did we join the world of youth sports administration? Focus on quality coaching and setting those coaches up for success with practice plans, skills + drills, and more.

3

Promote Team Building and Parental Involvement

Don't forget to highlight the importance of building individual team culture. This can also be done both on and off the field. Allow your athletes, coaches, and parents the time and space to build camaraderie through events, community service, or bonding exercises.



CHAMPIONSHIP CULTURE - FROM A YOUTH SPORTS COACH

Sean Jensen, a former NFL report and current Head Boys Varsity Soccer Coach at Minnehaha Academy in Minneapolis, recently detailed his [keys to great youth sports coaching](#). In this article, Jensen discussed the importance of culture from a team perspective.

My son's coach only stepped up because no one else did, and I hadn't volunteered because I was uncertain of my work schedule. But alas, my schedule did allow me to finish out that first season. I kept getting asked to coach my son's teams, even after he entered the "academy" ranks at one club. I also welcomed the chance to coach my daughter for several years.

With over 10 years of coaching at the club and school level, I say with 100 percent conviction that the most important role of a coach is to cultivate culture. You likely don't need to start from scratch; familiarize yourself with the mission, vision and values of the club or school, and customize what you want to emphasize. But building a strong team culture is essential for

success because it sets the tone for your players and parents. A positive culture fosters trust, consistency and clarity, while a negative one can breed the opposite.

Culture isn't the coach's responsibility alone, but it is essential that the head coach lead by example, meaning they abide by the emphasized values. In short, your players will be what they see. And while older players can tolerate transactional coaches, younger players usually connect more with transformational coaches because they feel encouraged, supported and engaged. Lastly, make clear how you define success — and hopefully it's not solely on wins and titles.

One helpful resource is the book "The Culture System" by J.P. Nerbun. It's a deep dive and organized in a clear way, including establishing culture, supporting culture and enforcing culture.

STEP 2

RECRUIT AND RETAIN A STRONG STAFF OF COACHES

Tips for Coaching Youth Sports

We've already discussed one of the keys to great youth sports coaching, courtesy of former NFL reporter Sean Jensen. Luckily, Jensen has six more tips to help your youth sports coaches.

1

Prepare

"By failing to prepare, you're preparing to fail." There are increasingly more resources available now, including the TeamSnap+ Coaches Pack. This provides access to a library of drills and week-by-week curriculums for soccer, baseball, and softball. TeamSnap has partnered with the likes of MLS and Major League Baseball, and more sports and partnerships are coming.



Communicate

Once you've done some advance work on culture and practices, it's essential to communicate with the players and parents. Don't overcomplicate this: Gather the parents before the first practice and tell them who you are, why you coach, and some of your values and goals for the season.

2

Continued →

3

Ask for help

More specific to your team, though, it's important to engage the parents and ask for help, especially for someone to serve as a team manager. That person can serve as a secondary or primary contact for parents, answering the common and repetitive questions that they may have missed from previous emails or announcements.



Model grace

As noted earlier, it's so important for us to lead by example, and we want the players and parents to know that there isn't an expectation of perfection. That's simply impossible, and making that the standard will engender frustration and disappointment.

4



Read the final two keys to great youth sports coaching

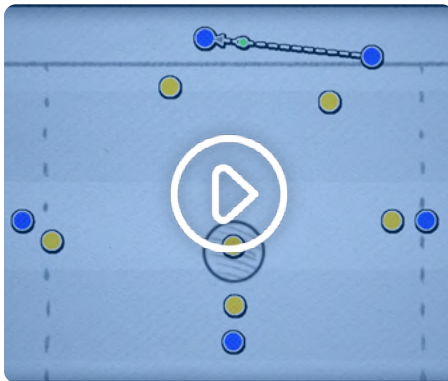
PROVIDE THE BEST CONTENT FOR YOUR COACHES

TeamSnap gives your coaches unlimited access to our robust library of curriculums, practice plans, and drills from pro league partners... the NBA, MLB, MLS, FC Barcelona, PLL, and many more. Equip your volunteer coaches to run best-in-class, fun, and age-appropriate practices... even if they haven't played the sport before!

Plus, parents who want to be an active part of their player's development can access our library of skill-building activities to do at home.



[Learn more about premium practice plans and drills](#)



The V Cut - Fun Youth Lacrosse Drills From TeamSnap+ Coaches Pack

[Watch Now](#)



Mind the Gap | Fun Youth Baseball + Softball Drills From TeamSnap+ Coaches Pack

[Watch Now](#)



Space Wars | Fun Soccer Drills by TeamSnap+ Coaches Pack

[Watch Now](#)

STEP 3

MANAGE YOUR PROGRAM'S FINANCES LIKE A PRO

Budget Plan for a Youth Sports Program

Budgeting and [financial planning](#) is one of the most important daily tasks for a youth sports administrator. A number of financial management tools exist for administrators. But, you should still have a clear picture of your budgetary goals, outline, questions, and concerns before kicking off a new season (or starting a new program in your community).

Below are six steps to building the perfect youth sports budget.

1 Identify Your Goals and Objectives

Just like many of the tasks you set out to accomplish, start with a general outlook. Give your club, league, program a set of goals and objectives from a financial lens. First define the whole design of your program including number of teams, divisions, age ranges, sports (if you offer multiple).

And then, turn your attention to goals. Give concrete numbers and goals to the amount of money you expect to spend and bring in based on various factors: participation rates, community engagement and support (fundraising and sponsorships), and ways to enhance skill development.



[Continued](#) →

2

Estimate the Expenses to Run Your Organization



With all of the above factors in mind, it's time to estimate your expenses. Turn over every stone in this process. This includes:

- Facility costs (like rental fees or maintenance fees)
- Personnel costs (salaries/stipends, background checks and certification fees),
- Equipment and supplies (uniforms, safety, on-field equipment)
- Insurance, to miscellaneous (travel, first aid, etc.)
- Event costs (tournaments, awards, etc.)
- Operating expenses (program management software, office supplies, and more)

3

Forecast Your Revenue

Now it's time to forecast some revenue projections. We know how much it will cost to run the club, league, or organization. But, how much money will come back in? Can we turn a profit? Things to consider:

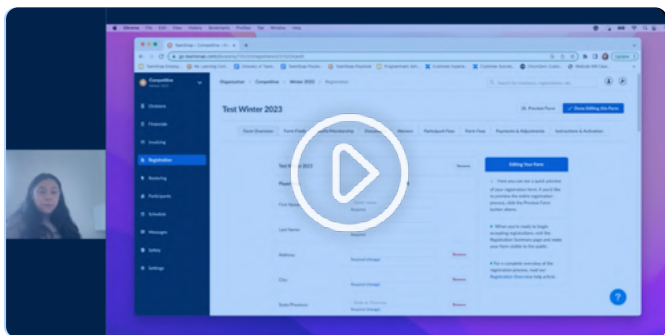
- Registration Fees
- Sponsorships
- [Fundraising and Donations](#)
- Grants
- Merchandise Sales
- Event Sales (Tournament Fees, Food, etc.)



Read the rest of our youth sports budget planning tips at the [TeamSnap blog](#).

GENERATE MORE REVENUE FOR YOUR YOUTH SPORTS PROGRAM

Ways to Increase Your Sports Organization's Bottom Line



5 Ways to Collect Payments and Increase Your Sports Organization's Bottom Line

[Watch Now](#)

Another way to ensure the success of your programs, and trickle that success down to the affordability of your programs, is by ensuring efficient payment collection. Efficient payment collection will help boost your bottom line, saving your members money every step of the way.

We recently sat down with Katie McMahon Gates (Executive Director of Pride Girls Lacrosse), Nick Rundell (TeamSnap Sales Manager), and Laura Lugo (TeamSnap Customer Success Lead) to discuss five unique ways to collect payments on TeamSnap for Business. Watch the full webinar!

How to Get Sponsorship Money for Youth Sports

Sponsorships are one of the best ways to supplement income for your organization and drive down costs for every member. But, how exactly do you go about getting sponsorship companies and dollars on board?

Youth sports sponsorships or grants can take various forms, such as sponsoring team uniforms, equipment, facilities, travel expenses, tournaments, and events. Brands can also offer educational programs, scholarships, and mentorship opportunities to young athletes.



[How to Get Sponsorship for Your Youth Sports Team](#)



[Download Infographic](#)

A few helpful tips to get sponsorship for your youth sports team.

- 1 Get Support From Your Local Community
- 2 Start Your Online Presence
- 3 Think About Grants
- 4 Write the Perfect Sports Sponsorship Letter
- 5 Sign Up for the Best Youth Sports Sponsorship Tool



STEP 4

MARKET YOUR PROGRAMS = GROW PARTICIPATION NUMBERS

How to Promote Youth Sports Development and Participation

There are several key areas to focus on when promoting youth sports development and boosting the participation numbers in your organization.



1. Increase the Accessibility of Your Programs

Accessibility can take on many meanings. Address them all. To start, make sure your programs are easy to sign up for and well-known in the community. That means a flexible registration system with mobile capabilities and a presence both online and locally.

Ensure you have the right programs, teams, and clubs for your community. Is there a new age group that should be considered for an addition to your soccer

program? Is there enough interest to add a co-ed division to your baseball club?

Also, [make your programs affordable](#). It may be a scholarship program or driving down the costs of registration by accessing sponsorship dollars both locally and nationally. (P.S. [TeamSnap Sponsorship](#) can make this process easy!)



2. Run the best practices with volunteer, full-time, or part-time coaches

And keep those coaches coming back season after season! Parents care about a lot of things. But, there's nothing worse for your program than a kid who comes home and tells their parents that he or she "hated practice." You can make that an impossible scenario by joining TeamSnap.

We have the best coaching content, practice plans, and at-home skills + drills available on the TeamSnap+

and the [TeamSnap+ Coaches Pack](#). Backed by the biggest names in sports (MLB, MLS, FC Barcelona, US Youth Soccer, PLL, Jr. NBA, and more coming), you'll never have an issue recruiting and retaining volunteer or full-time coaches to run age-appropriate, fun, and developmental practices.

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3. Market Your Programs Online

Building a [stunning website to attract new families](#) is one of the best ways to accomplish this online presence.

Sports organizations rely on a website to share their mission, philosophy, registration process, and more. As a sports club, a sharp website can help you retain players as well as attract new ones.

The attached guide lays out the steps and actions to help you create a shining website for your sports organization. Let's get started.



Best Youth Sports Websites Tips: What Information Must Be Highlighted?



Table of Contents

- Why Do You Need a Website?
- How Do Your Programs Fit Into Your Website?
- Things A Website Should Accomplish For Your Organization
- 7 Steps To Help You Build or Redesign Your Website
- 5 Reasons You'll Love TeamSnap Website Builder For Your Sports Organization

[The Complete Guide To Build a Shining Website For Your Sports Organization](#)

STEP 5

PROVIDE THE BEST EXPERIENCES

Through Registration, Communication, Scheduling

The final and arguably most important step to creating a championship program is to provide great experiences. Just think about professional or collegiate sports. More often than not, the championship teams come from the best-run organizations. Think Alabama Crimson Tide Football, the Boston Celtics in the NBA, or the Kansas City Chiefs in the NFL.

What do these organizations have in common? They provide great experiences for every member of the organization, including the fans

The same can be applied to youth sports, except our focus is [a great experience](#) for families, parents,

athletes, coaches, volunteers, and the rest of your staff. Great experiences happen on the field, yes. But so many more happen in between game day or practice slots.

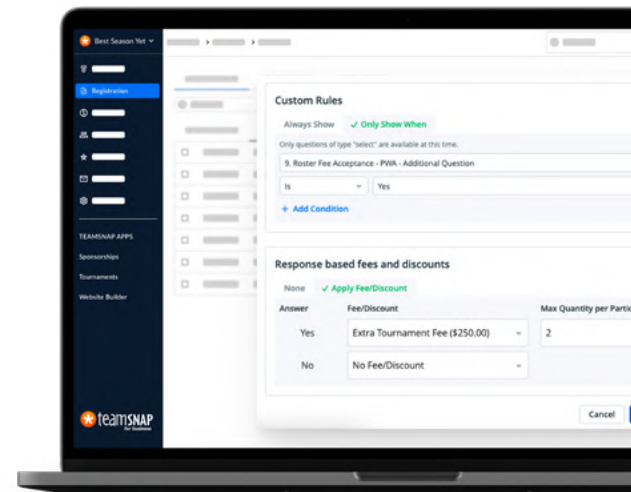
A great experience is about a parent signing up for next season on their phone, the coach having access to a streamlined practice plan, everybody getting timely and reliable updates when rain moves the practice time, having an idea of which kids will be showing up for Saturday's game, and so much more.

That's all possible through [TeamSnap for Business](#).

Best Youth Sports Registration Software

Youth sports organizers everywhere are turning to registration software in order to make their process streamlined and hassle-free. While the idea of finding the perfect registration provider may seem intimidating, we're here to help.

The term "registration provider", in its most basic form, refers to the company that makes the technology system used to register participants and collect applicable fees. However, this also can refer to a broader set of features including assigning players to teams, scheduling, websites, completing background checks, and other tools to facilitate communications between administrators/coaches and your participants.



Youth sports organizers should look for a couple of key factors when considering registration providers:



Flexible: Is the provider easy to use for your staff? Arguably more importantly, is the provider easy to use for parents and families? You should also look for mobile compatibility



Customization: Ensure you are able to customize the form to fit all of your organization's unique needs.



Integrated: How easily does your new registration provider integrate with your daily operations? Is it seamless to assign players to teams and seasons? How about sharing contact information with the right parties? Do you work with a governing body?



Accessibility: Examine the tools your new provider has for making your programs more accessible. Are there tools such as payment plans, waitlists, or user-friendly fee structures? These are just a few major factors to consider!

Tips for Creating an Effective Youth Sports Schedule

Establish Clear Guidelines for Scheduling

Establish policies for your scheduling practices before you get started. Think about how conflicts can be resolved, contingency plans, and different priorities.

Division groupings will save a lot of frustration

Grouping larger leagues in divisions will make the outline of your scheduling easier. This considers different factors like locations, facilities, timing, etc.

Always coordinate with your facility's availability

A given, but necessary tip! Never forget to prioritize your facility's availability when scheduling.

Consider travel demands for players, parents, and coaches

Consider the different travel requirements your schedule places on players, parents, coaches, and officials.

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Ensure balance for your youth athletes

Youth sports may be competitive, but we call it youth sports for a reason! Make sure your youth athletes have enough balance between practice times, game times, and of course... school or other extracurriculars!

Have contingency plans for the weather

Weather isn't the only factor that can throw a wrench in your scheduling. Make sure you have backup plans, dates, and perhaps facilities!

Communicate, communicate, and communicate again

Over-communicate with your parents, players, coaches, staff, and officials.

[Read the rest of our scheduling tips at the TeamSnap blog.](#)

Boosting Team Performance: The Power of Messaging Apps for Sports

Finding the [right communication tool](#) for your organization will take this championship culture to the next level. We all want every coach, volunteer, parent, family, and administrator on the same page when it comes to game day. Not only does this enhance communication and coordination efforts, but the right communication platform helps you streamline administrative tasks like schedule updates, payment reminders, and so much more.

Build a true community in your youth sports organization with the top-rated TeamSnap mobile app. Our parents love to use the TeamSnap mobile app because it syncs all of their kids' schedules with complete details on upcoming games, includes contact details for other parents, and gives them access to the best moments from team events. Your program's parents will enjoy the same great experience while you remain confident they are receiving your updates and last-minute schedule changes.

[Download League Management Playbook](#)

