

League Development

DISTRICT ADMINISTRATOR KEY OBJECTIVES

- Monitor and maintain participation within your district
- Recruit and affiliate new leagues
- Retain existing leagues
- Create awareness about Little League
- Keep leagues engaged

WHERE IS MY DISTRICT IN FOUR YEARS?

- What is the Total of Regular Season Teams In your District?
- What is The Average Number Of Teams Per League in your district?
- How many A.D.A.'s do you currently have to assist with development?
- How Many Volunteer Umpires Do You Have in your District? And, per league?

WHERE IS MY DISTRICT IN FOUR YEARS?

The average District in Little League...

- 10-15 Leagues
- 4 Divisions per league (either baseball or softball)
- 300 Total regular season teams
- 25 Teams per League
- 5 Staff members (ADA's)

WHERE IS MY DISTRICT IN FOUR YEARS?

- How many leagues offer the following programs?

- Teenage Divisions:

- Softball:

- Challenger:

- Tee Ball Program:

- Coach Pitch Program:

WHERE IS MY DISTRICT IN FOUR YEARS?

Take time to think about where you would like to see your district in 4 years?

- How many leagues? _____
- How many teams/players? _____
- How many volunteers on district staff? _____
- How many volunteer umpires do I have? _____

Establish Development Goals

- You will notice that all the information collected and written down in the previous sections can now be used to **determine your district goals**. Measuring progress will assist you in growing your district.
- Goals should address
 - Overall participation
 - League retention
 - New leagues
 - Improving access to Little League in your district

GROWING THE PROGRAM

- Create events to introduce the game to new players
 - Tee Ball Event/Jamboree
 - Casual Play Opportunities
- Monitor local league registration efforts.
 - Consider coordinated registrations
 - Discuss incentives for new participants
- Encourage leagues to implement the Little League Tee Ball and Coach Pitch programs
- Target areas of your district that are not currently affiliated with Little League
- Partner with other youth sports organizations in your area

GROWING THE PROGRAM

- Provide annual training and development opportunities for the leagues in your district
- Utilize interleague and combined teams.
- Work with local HS, College, Minor League, and Major League Baseball teams to create awareness and develop a positive relationship for leagues
- Be an active District Administrator

GROWING THE PROGRAM

- Analyze each league in your district to identify growth opportunities.
- Areas where leagues can focus on for growth
 - Any division not offered where interleague is available
 - Develop and promote the softball program
 - Teenage Division Baseball/Softball
 - Challenger Division and Senior Challenger Division.

LEAGUE RETENTION

- Reach out to leagues in your district in the Fall months to discuss their future involvement with Little League
- Allow leagues to express concerns or issues they had with the program during the previous season
- Encourage leagues to share successful ideas with other leagues in your district
- Review feedback from year-end District Evaluations

WHY DO PLAYERS CHOOSE LITTLE LEAGUE?

- To have fun and play with their friends
- A chance to play in the largest youth baseball/softball tournament the world
- Proper training from managers/coaches – a fun environment
- Their idols played Little League
 - "It seemed like I spent a lot of time thinking about Derek in Little League," Dr. Jeter said. "Opening Day, walking the parade with his uniform on, and he's stepping up with his shoulders back and smiling -- so proud to be part of a team as he heads to the field. Some of that enthusiasm, I still see now."

WHY DO COACHES CHOOSE LITTLE LEAGUE?

- To be with family
- Community involvement
- To be a positive role model
- A chance to coach in the Little League International Tournament
- Structure and parity – Everyone in the world is playing by the same rules and regulations to ensure a level playing field.

WHY DO PARENTS CHOOSE LITTLE LEAGUE?

- Fun environment for their children to participate
- Locally organized and community based
- Time tested safety rules and regulations
- Child protection program
- Parent education and volunteer support
- Social opportunities

WHY DO VOLUNTEERS CHOOSE LITTLE LEAGUE?

- D&O insurance coverage included in General Liability Insurance
- Service and Structure – Little League provides guidelines to run the program
- Support – DA, Regional Offices, International Headquarters
- Community based organization

CLOSING THE DEAL: STEPS TO TAKE AFTER RECEIVING AN INQUIRY

- If an individual contacts you, contact the league development department for a new league packet
- If we forward an inquiry to you, the individual will have already received a packet
- Call/email the contact and introduce yourself
- Offer to set up a meeting

CLOSING THE DEAL...WHY LITTLELEAGUE?

- Focus on unique benefits
 - Brand recognition
 - Tee Ball/Coach Pitch curriculum
 - FREE Background checks for volunteers within a local league
 - Little League University
 - Little League International Tournament
 - Service and support –
 - Regional Office
 - District Administrator and staff to provide local support.



NEW LEAGUES

- Determine if any other league's boundaries encroach upon the area... are adjustments possible?
- Meet with the board to present the Little League program; we can provide a presentation
- Be available for follow up and to assist the league in completing the charter paperwork
- Give the league an idea of what to expect in their first year

- DA-local league relationship-Reach out to your leagues early to identify possible problems.
- Explain to your leagues why Little League has the rules it has.
- Annual marketing and parent meetings.