

LITTLE LEAGUE® MARKETING AND COMMUNICATIONS

New District Administrator Training
October 2018



Goals of the Session

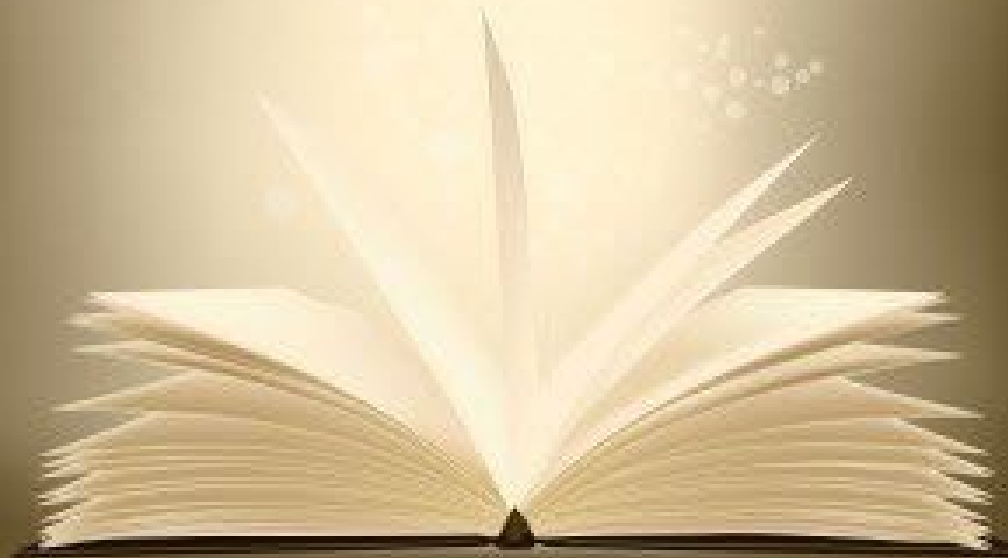
1. To provide an overview of marketing principles and the importance of marketing and communications in the Little League program
2. To define and discuss the role of marketing and communications in local leagues and districts and provide examples of best practices
3. To provide actionable steps to train local leagues to plan marketing and communications activities


What is marketing?

What is marketing?

- To **“market and communicate”** means to share information thoughts and feelings in order to educate, influence, or promote a product, company, organization, or service in order to ensure understanding and affect decision making.
- To **“market” and “communicate” Little League** means to affect the decision making of parents, volunteers, and communities to consider, register, or affiliate with Little League.

**"Marketing is no longer
about the stuff that you
make, but about the stories
you tell." - Seth Godin**





“All marketers tell stories. And if they do it right, we believe them. We believe that a drink tastes better in a \$20 glass than a \$1 glass.

We believe that an \$80,000 Porsche is vastly superior to a \$36,000 Volkswagen that’s virtually the same car.

We believe that \$225 sneakers make our feet feel better—and look cooler—than a \$25 brand. And believing it makes it true.” ~Seth Godin

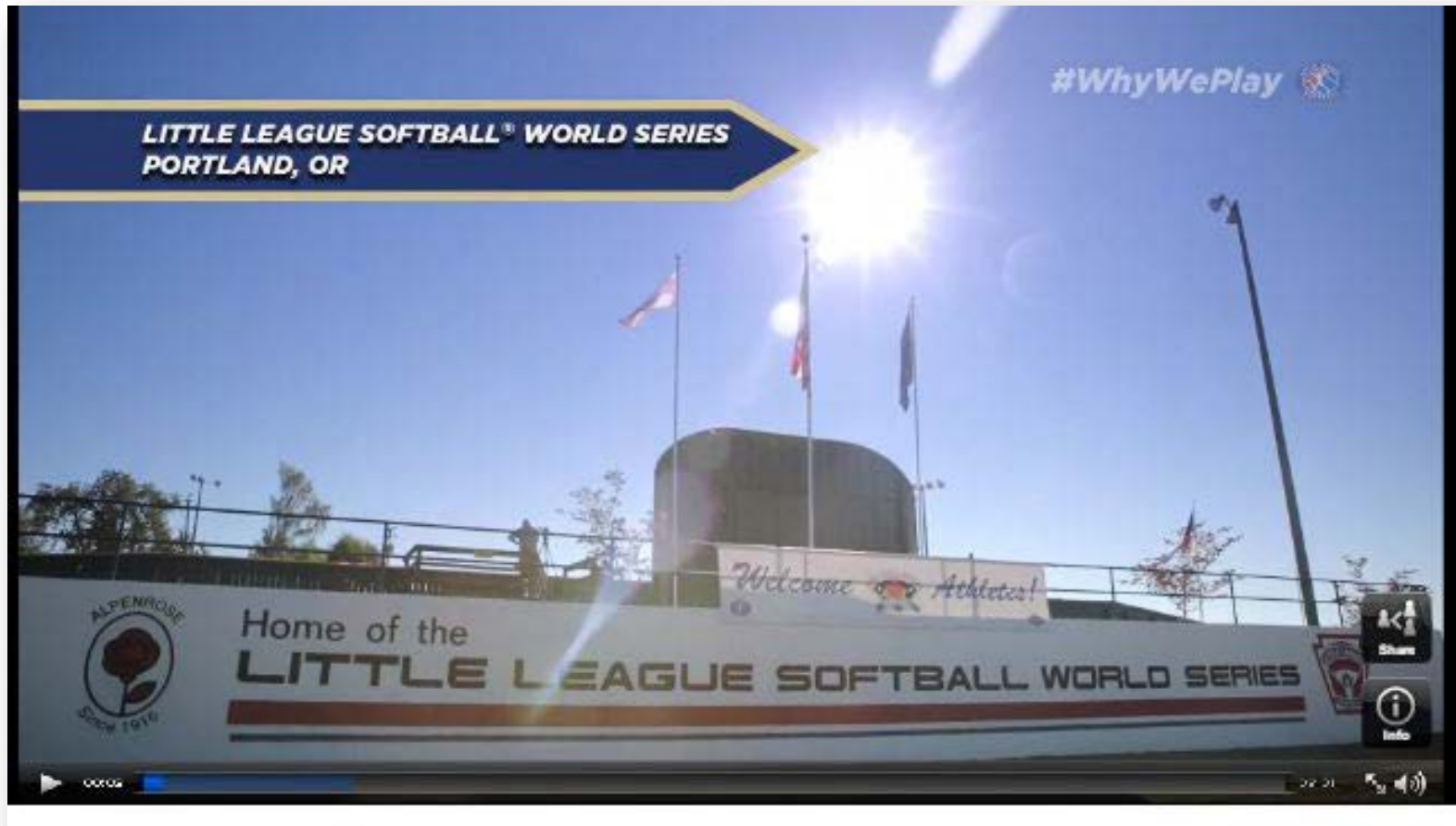
“

People don't buy
goods and services.
They buy relations,
stories and magic.

Seth Godin

How does Little League tell our story?

Marketing Little League®



Marketing Little League®



Marketing Little League®



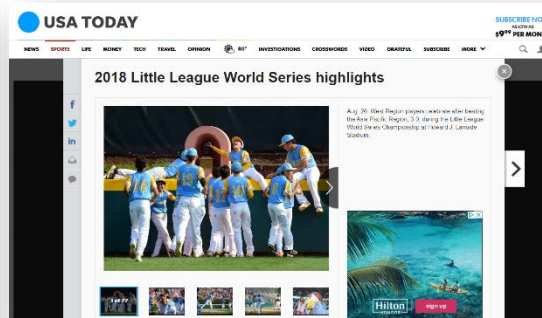
GIVING

This little league team celebrates young athletes of all abilities

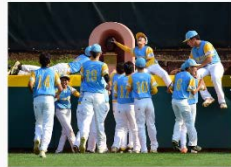
Share this - [f](#) [t](#) [e](#)

This summer on Manhattan's Lower East Side, family and friends come to cheer on the Peter Stuyvesant Little League Challenger Division, which celebrates young athletes with physical and developmental challenges in a noncompetitive environment. Dylan Dreyer reports for TODAY.

Jun. 16, 2018



2018 Little League World Series highlights



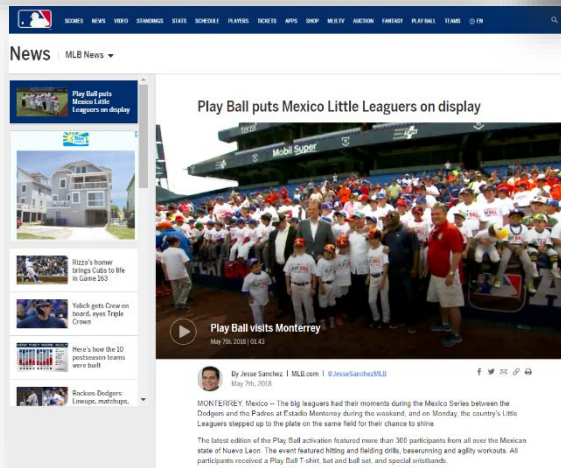
July 20 (Wed) began games under the blazing heat from the Little League, U.S. among the Little League World Series Championship at New J.J. Lantieri Stadium.



Voice of @rumreports

@tictoc by Bloomberg

These kids are part of the Kitasuna Little League organization in Tokyo.



News MLB News

Play Ball puts Mexico Little Leaguers on display



Play Ball puts Mexico Little Leaguers on display



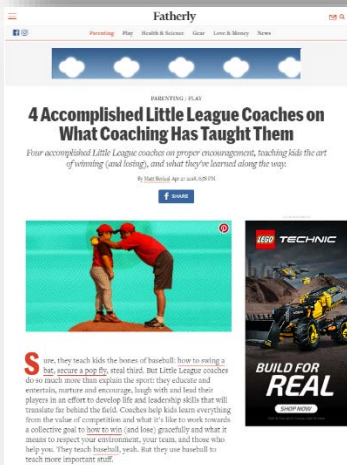
Play Ball visits Monterrey

May 20, 2018 (11:43)

By Juan Sanchez | MLB.com | @JuanSanchezMLB

MONTERREY, Mexico — The big leaguers had their moments during the Mexico Series between the Dodgers and the Padres at Estadio Monterrey during the weekend, and on Monday, the country's Little Leaguers stepped up to the plate on the same field for their chance to shine.

The latest edition of the Play Ball activation featured more than 300 participants from all over the Mexican state of Nuevo Leon. The event featured hitting and fielding drills, baserunning and agility workouts. All participants received a Play Ball T-shirt, but not ball set, and special wristbands.



Fatherly

4 Accomplished Little League Coaches on What Coaching Has Taught Them

Four accomplished Little League coaches on proper encouragement, teaching kids the art of winning (and losing), and what they've learned along the way.

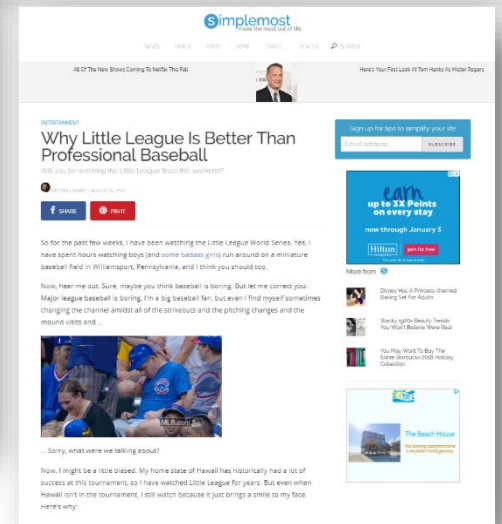


So use, they teach kids the basics of baseball: how to swing a bat, secure a pop fly, steal third. But Little League coaches do so much more than explain the sport: they educate and entertain, nurture and encourage, laugh with and lead their players in an effort to develop life and leadership skills that will translate far beyond the field. Coaches help kids learn everything from the value of competition and what it's like to work towards a collective goal to how to say (and lose) gracefully and what it means to respect your opponent, your team, and those who help you. They teach baseball, yes. But they use baseball to teach more important stuff.



Little League Helping Rebuild Communities in Caribbean

Like Comment Share



Simplemost

Why Little League Is Better Than Professional Baseball

Are you too working the Little League 'toss-the-workbook'?

So for the past few weeks, I have been watching the Little League World Series. Yes, I have spent hours watching boys' and some ladies' games around on a miniature baseball field in Williamsport, Pennsylvania, and I think you should too.

Now, hear me out. Sure, maybe you think baseball is boring. But let me correct your Major League baseball is boring. I'm a big baseball fan, but even I find myself sometimes changing the channel amidst all of the strikeouts and the pitching changes and the mound visits and...

... Sorry, what were we talking about?

Now, I might be a little biased. My home state of Hawaii has historically had a lot of success at this tournament, so I have watched Little League for years. But even when Hawaii isn't in the tournament, I still watch because it just brings a smile to my face. Here's why.



Marketing Little League®



PRESENTED BY
GEICO

AUGUST 18 ★ **ESPN**



"If You Wanna Play, You Can Play"



Little League® Tee Ball – Find Your League Now



Just Me and You, Kid



Marketing Little League®

Little League @LittleLeague

No Little Leaguer's uniform is complete without a patch! More information: litleg.org/XVNx50hiwBV



5:00 PM · 15 May 2018

7 Retweets · 19 Likes

Little League @LittleLeague

posts any can't berrano. Lovers home hun? creators! jays love that! Saw the video on facebook. This should be aired live too! defear. Would love to see this on ESPN. What brave and amazing participants!

ethan_juni35 What are challenger participants?

justismersandomkidadam @ethan_juni35 people that got to go to the event something like that lol

bigweld11 @kalepokomey42

cayden.mclure.23 @mitchell.dan.54 heck ya

meatmork @justismersandomkidadam Challenger Baseball for children and adults with special needs!

brayofrankkkk ayy

7,293 likes

17 Comments

Little League Published by Hootsuite (7) July 25

Part of being a manager or coach in Little League is knowing the rules.



LITTLELEAGUE.ORG

Managers, Coaches Are Responsible for Knowing the Rules

To be a Little League coach is fun and exhilarating. Being Little League...

Happy Mother's Day!



Little League Published by Hootsuite (7) Page Lived May 13

For trying my shoes on the first day of Tee Ball. For cheering me on even when I struck out. For smiling his dog at day every Saturday. For sitting on the bucket when I learned to pitch. Thanks Mom. For everything.

17 Comments · 427 Shares

2,674 Likes

Little League @LittleLeague

Tips from our friends at @PositiveCoachUS for helping your Little Leaguers develop their character on and off of the field. litleg.org/Uob850heK2A



12:01 PM · 8 May 2018

Little League @LittleLeague

For Victor Chavez, coach of Escondido National (Calif.) Little League's Minor A Padres, his proposal plans needed an important assist from his team. Congratulations to Victor and his fiancee, Lindsey!



3:35 PM · 29 May 2018

Little League Published by Hootsuite (7) April 24

Fundamentals to make scorekeeping seamless for your league.




LITTLELEAGUE.ORG

Scorekeeping: Simple, Yet Valuable Fundamentals - Little League

Learn More

Little League @LittleLeague

The 2018 Senior League Softball World Series Champions having a little fun behind the scenes. #jigwood24, is that Australia jackrobinson26 @_bigwood24, Asia-pacific I think, but look a lot like australia adinbbo23 @jackrobinson26 yea jasonderda if it's not fun it's not worth it. a.centrone_34 @_bigwood24, in softball the jerseys are different so no



2,674 likes

Little League @LittleLeague

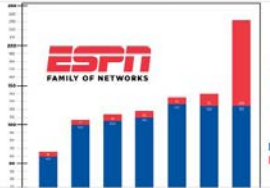
"This weekend made me feel like Super Woman seeing all of the smiles and receiving hugs from all the participants." More from volunteers at the 10th Annual West Region Challenger Fun Days. litleg.org/iveC50huwSv



10:04 AM · 30 May 2018

Little League Published by Leah M. Blasko (7) April 18

New for 2018, The Little League Softball World Series, as well as all U.S. Regional Tournaments at the Little League Softball division, will be covered in their entirety on the ESPN Family of Networks.



LITTLELEAGUE.ORG

Little League Coverage Expands With Launch Of ESPN+

Learn More

Little League Published by Hootsuite (7) July 25

starfish_415 Happy for the Aloha state! Go Hawaii West Coast Baby!!

starfish_415 @zoconna18_jealous

E3601 Where's uncle Terry!

donovankug @oldman_jack21 🍌🍌🍌

jah308 🍌🍌

deucey_2 Yes Hawaii now come and bring it home congrats Namibia de la cruz

deucey_2 Namibia de la cruz

ewan_baseball_27 @bobmeyer yes sir


dreday4423 Congratulations to Hawaii little league baseball team | watched the whole tournament and it was a blast seeing these kids play with there hearts I love this time of the season great tournament thank you Williamsport my 3 kids enjoyed it so

25,998 likes

Little League @LittleLeague

On His Role Model

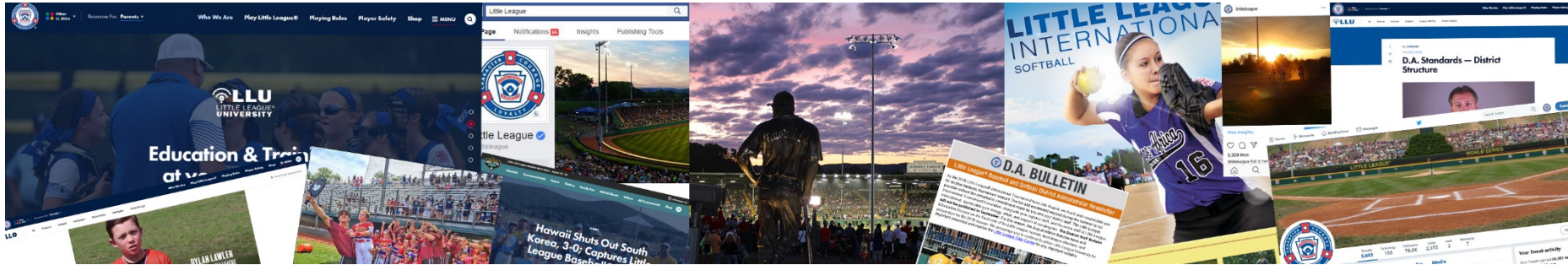
My dad is my role model. He passed away 9 months ago. Things are tough because he has coached me in baseball since I was a baby. Teaching me how to get better. He would love to be here today at the Regionals watching me play!



25,998 likes



What do we communicate?



International Youth Sports League

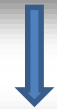
- Heartfelt Storytelling
- Organization's position on current issues affecting youth sports
 - Specialization
 - Safety
 - Child protection
 - Sportsmanship
- Partnerships
- Television Coverage and inclusion of important messages

Constituent Information / Services

- Policy and Rule Information
- Programming updates
- Administrative education / training
- Coach / Skill training
- Local league / district statements (PR situations)
- Parents information and resources
- Fan engagement

Who do we talk to?

Little League Audiences



Marketing (“storytelling”) can impact the decision to choose Little League

Various audiences are impacted by marketing:

Parent registering a child

Operate the program in their community

Business buying a sponsorship

Volunteer donating their time



Why do we communicate these points
when marketing Little League?

Because parents and kids are
different today...



Recipes

Products

Tips & Ideas

Coupons

Subscribe

Family Greatly

Family Greatly | Kraft Brand



<https://www.youtube.com/watch?v=9XgFloyOhGs>



What's happening with today's parents?

- A new generation of parents has emerged

The Generations

Gen Z

Born after 1997

Age in 2017: 20 and younger

The Millennial Generation

Born: 1981 to 1997

Age in 2017: 20-36

Generation X

Born: 1965 to 1980

Age in 2017: 37-52

The Baby Boom Generation

Born: 1946 to 1964

Age in 2017: 53-71

The Silent Generation

Born: 1928 to 1945

Age in 2017: 72-89

The Greatest Generation

Born: Before 1928

Age in 2017: 90-102

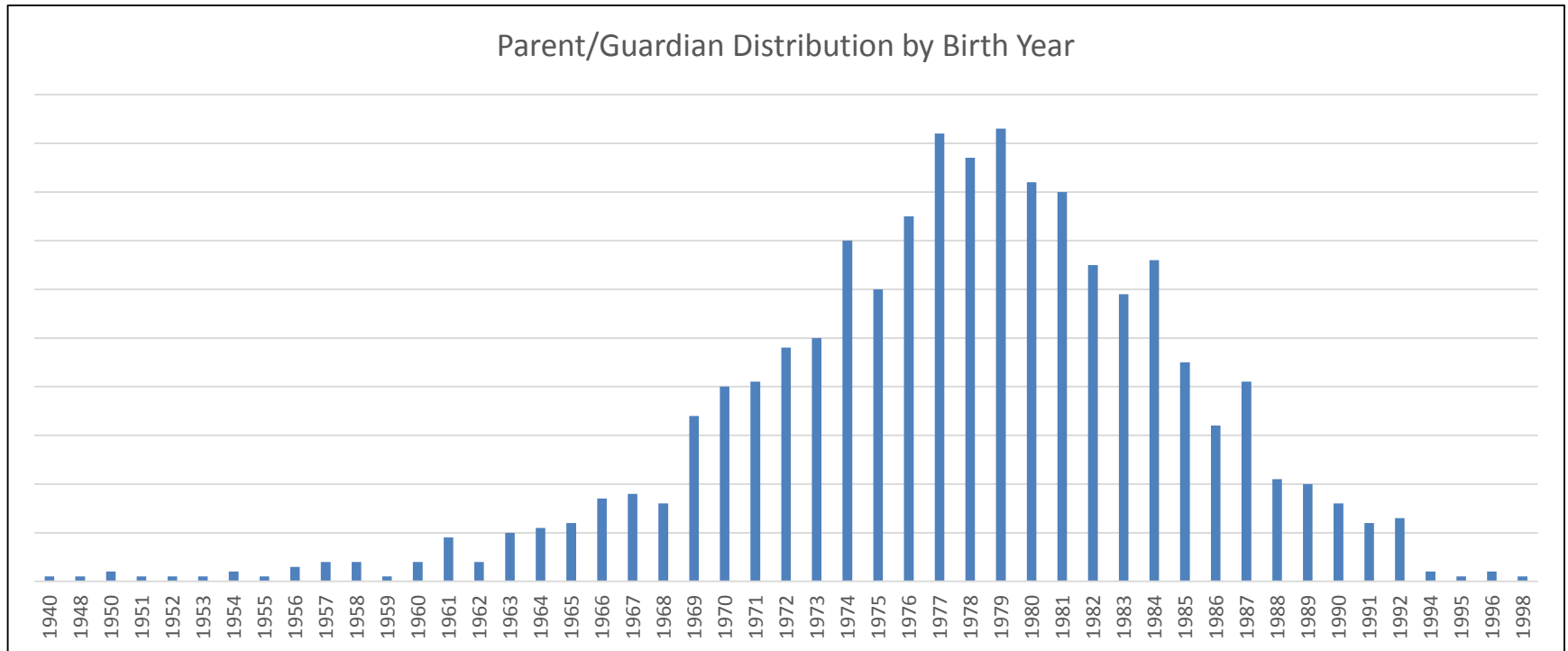
- Generations are shifting. Generation Y (Millennials) and Generation Z now represent the largest segments of the population.
- “Generation Y,” 83 million strong in the U.S. alone. By 2025, they will make up 75% of the workforce.*
- Generation Z – all Little League players

According to Pew Research Center

ROBHOSKINS.COM

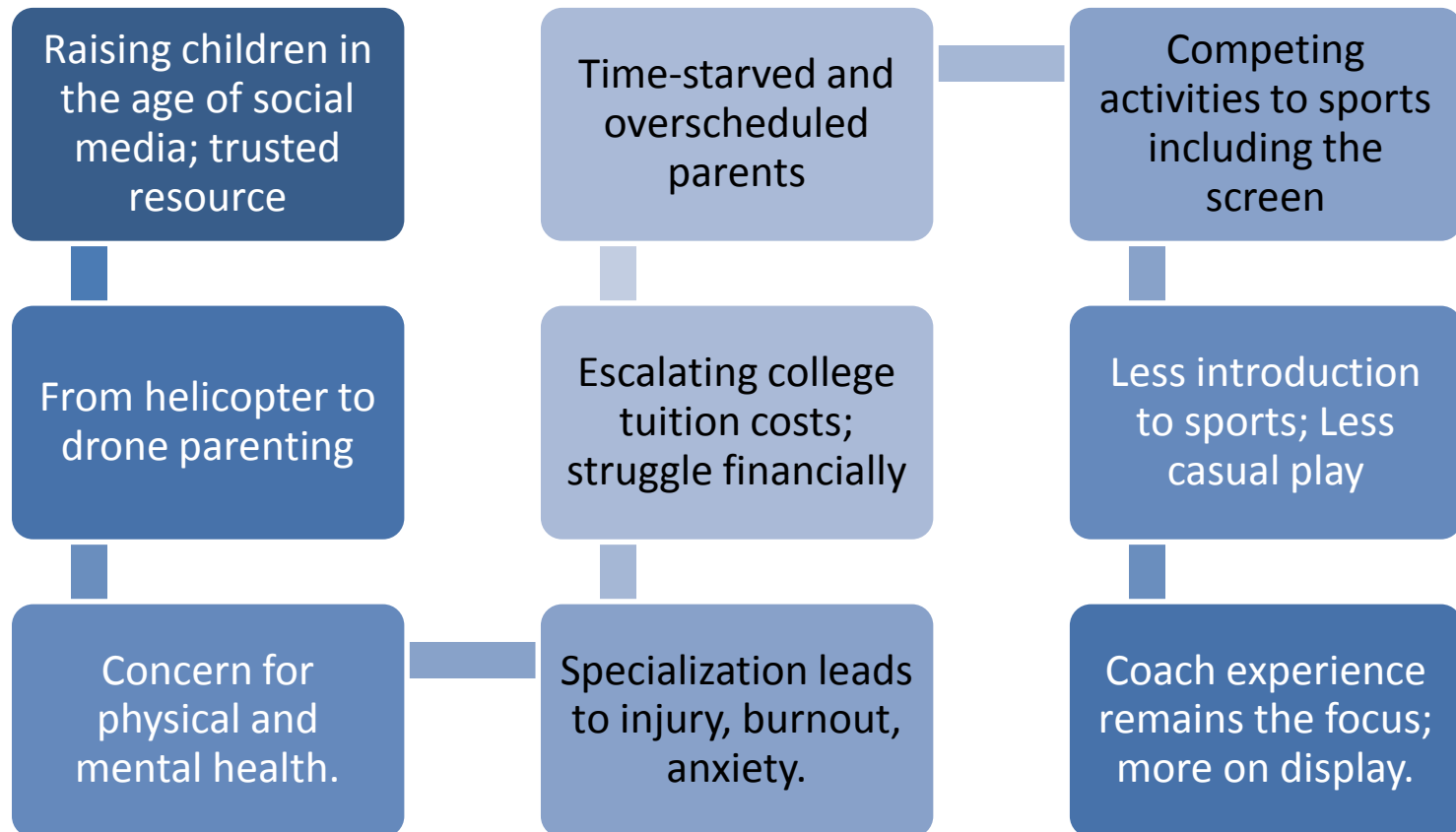


What's happening with today's parents?



Our parent population is continuing to transition from Gen X to Millennials.

What's happening with today's parents?



What's happening with today's parents?

- Families have choice
- Parents have influence
- Kids have impact on decision-making
- The role of community is evolving
- **Little League Still Has Magic!**
 - There is a sense of connection that parents feel with Little League
 - It's unique to Little League . . . Other youth sports don't have it.
 - The brand is strong; it stands for all the good parents want.
 - Must reinforce the unique Little League points of difference to parents when players are at an early age



The Role of Marketing & Communications for Local Leagues

Marketing plays a vital role in maintaining participation in the local league

“

People rarely buy what they need.
They buy what they want.

– Seth Godin –

”

Marketing the Local League

- Address three main objectives for local league marketing:
 1. Marketing to stimulate participation / registration
 2. Marketing to engage volunteers and the community
 3. Marketing to generate funding
- The District Staff should support local league marketing efforts and should share best practices amongst leagues
 - District website / social media
 - District meetings
 - Tournament planning

Stimulate Participation / Registration

- Leagues should develop a marketing plan for registration
 - Who are we trying to reach?
 - Parents, educators, community groups, etc.
 - New tee ball players, returning players, new age groups
 - What do you want them to know?
 - Unique program offerings and comprehensive information
 - When will you tell them?
 - Timeline and implementation
 - Who do you compete with?
 - Evaluate the local community activities / offerings
 - Are there ways to coordinate league activities?

Stimulate Participation / Registration

- Leagues should develop a marketing plan for registration (continued)
 - The league should focus on telling their story....
 - What's unique?
 - What role does the play in the community?
 - What will the kids get out of the experience?
 - Who are the volunteers?
 - Leverage Little League points of difference to help define and direct local league messaging
 - Determine the best tactics to spread the word in your local community

Stimulate Participation / Registration

LittleLeague.org | Official Forms | LLU | LLWS | Videos | Official Store

HURON TOWNSHIP YOUTH SPORTS

LOGIN REGISTER

HOME TEAM CENTRAL BASEBALL/SOFTBALL

MINOR BOYS

LOCAL NEWS

NEWS SOCIAL

Jan 01, 2019
2019 AGE DETERMINATION
Here are the Age Charts for the 2019 season. These dates are set forth by Little League International.
[READ MORE >](#)

LITTLE LEAGUE® INTERNATIONAL

SOCIAL

@LITTLELEAGUE
Don't let this happen - This league thought they were paying for equipment. Instead they were being duped....
<https://t.co/Tu4815WZR9>

Website as the hub for all league information



Stimulate Participation / Registration

- Social Media
 - Best way to connect with a on-the-go audience
 - Promote registration events and online registration via links
 - “Boost” posts to generate more awareness
 - Link back to the league website for complete details



Stimulate Participation / Registration

- Communicating With the Local Media
 - Local Media (television, print, and online) will be interested in Little League activities
 - Establish a good relationship with media can help promote your leagues' activities
 - Many will provide free advertising for registration

Stimulate Participation / Registration

- Recruit volunteers to keep website and social media accounts updated, so both are up-to-date and regularly programmed.
- Use photos and videos as much as possible:
 - Make sure to gather Model Release Forms from all players and volunteers, and inform parents at registration that photos will be taken to promote the league
 - Sample model release form: LittleLeague.org/ModelRelease
- Ask parents to share their photos/videos

[Fun Ways to Promote Little League Registration and Increase Awareness](#)

[Communications Tools to Promote and Share Your League](#)

[Communication is Crucial to a Well-Run League](#)



Recruit Volunteers / Engage Community

- Volunteer Recruitment
 - Identify volunteer roles needed
 - Identify the pain points of various positions and how additional support could ease the burden
 - Identify what motivates individuals to volunteer
 - Primary and secondary motivators
 - Identify pain points
 - Scheduling, working families
 - Discuss with other youth organizations to learn volunteer commitments
 - “Buy out” option

Recruit Volunteers / Engage Community

- Volunteer Recruitment (continued)
 - Use registration and parents meeting to recruit volunteers
 - Leverage Little League resources (e.g. Tee Ball program books)
 - Evaluate opportunities to source league needs through partnerships or paid services
 - (e.g. field maintenance)
 - Recognition goes a long way

Recruit Volunteers / Engage Community

- Engaging the Community
 - Determine what you need from the community?
 - Lower fees
 - Maintenance support
 - Field use
 - Capital improvements
 - Assign Board position to represent league to community stakeholders
 - Communicate needs of participants / families
 - Show impact of efforts (e.g. media)
 - Visit with local and municipal contacts; school district meetings
 - Invite community members to attend various meetings
 - Rotary, Kiwanis

Recruit Volunteers / Engage Community

- Engaging the Community
 - Host special events at the ballpark help to build the reputation for the league (e.g. Opening Day, field clean up)
 - Participate in community events (e.g. National Night Out)
 - Coordinate with other youth sports administrators

Marketing to Generate Funding

- Marketing can help local league sponsorship and fundraising efforts
 - Reputation in the communication
 - Identify new funding sources
 - Encourage new volunteerism associated with local businesses
- Fundraising - LittleLeague.org/MarketingPlan
 - Set monetary goals
 - Create a committee and a plan
 - Create a list of contacts in the community
 - Determine your sponsorship and fundraising priorities
 - Permissible activities
 - Set pricing



The committee should establish its Fundraising Plan that includes outreach to local businesses, civic groups, and individuals, as well as establishes the fundraisers for the league for the season that require team and parent participation.

Marketing to Generate Funding

Plan out fundraising efforts as part of the marketing plan...

THE FUNDRAISING PLAN SHOULD INCLUDE:

- Types of sponsorships/donation requirements such as pricing for Registration Sponsor, Team Uniform Sponsor, Fence Sign Sponsor, Website Advertisement, or Opening Day Sponsor
- List of Donations, including non-monetary, that could be helpful to league operations (e.g. bottled water, concession stand items)
- Type of League Fundraisers to implement with parents/player support
- Business/organization list for outreach efforts

- Timeline of outreach efforts
- Documentation for fundraising donations
- Identify donation recognition efforts to be conducted
- The plan should also include the coordination with other league officials once sponsors/donors have been secured such as banner field signage or uniforms



Learn more at LittleLeague.org/Fundraising

- Consider a Sponsorship Agreement or Language LittleLeague.org/SponsorshipAgreement
- Council of Non-Profits - <https://www.councilofnonprofits.org/tools-resources/charitable-solicitation-registration>

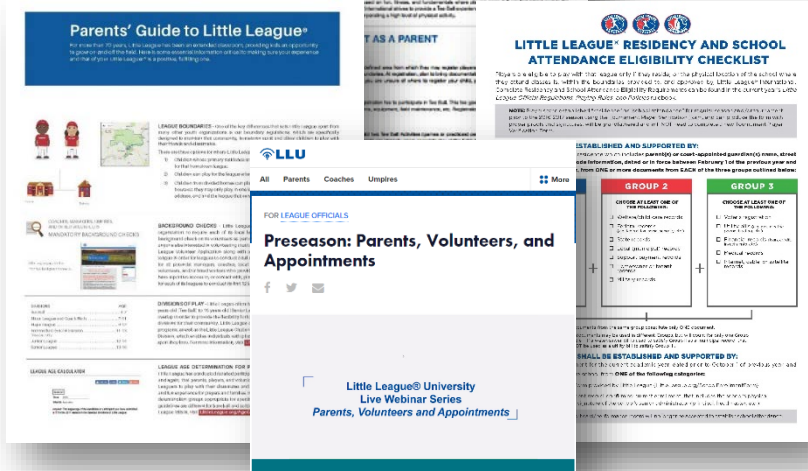
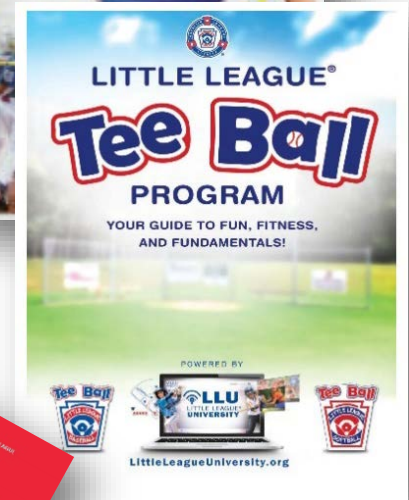
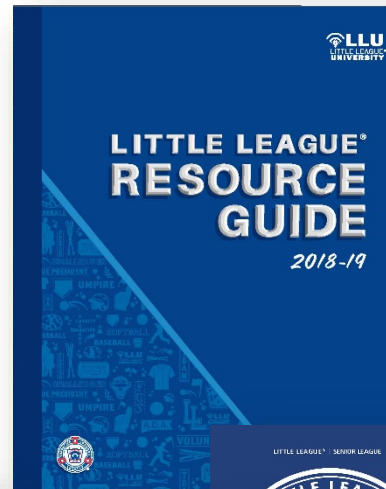
Marketing to Generate Funding

- The Little League Operating Policies provide guidance for responsible fundraising
 - Trademark use and protection
 - Use of funds
- A local Little League may permit a team sponsor name on the uniform and may receive a fee for such sponsorship so long as it does not conflict with any Little League regulation or operating policy (e.g. alcohol reference)
- The league may not permit a local sponsor to use any trademarks of Little League; this includes commercials and advertisements.

Marketing Resources

Marketing the Local League

- Resources, resources, resources



Marketing the Local League

https://www.littleleague.org/university/

Who We Are Play Little League® Playing Rules Player Safety Shop MENU

LLU LITTLE LEAGUE UNIVERSITY

Education & Training at your own pace.

LLU All Parents Coaches Umpires League Officials District Admins

Search Little League University

Featured Content

League Finder

WEAR YOUR HEART ON YOUR SLEEVE GET THE CLAM

The League Finder tool quickly and easily identifies whether a residence or school address is located within the boundaries of a currently chartered Little League program.

Start here by entering your address for place of residence or child's school address

Address, City, State, Zip **FIND A LEAGUE**

Baseball Softball Challenger

LEAGUE/DISTRICT RESULTS

Contact the league

Name

Email

Comment to your league

Reason for contacting us

Click to Little League® website

CONTACT BY EMAIL

Thank you for using the Little League® official league finder. Once you have completed the league finder process, and determined that your home or school address is within the boundary of a chartered Little League, complete the form on the right to send an email notification to the League President of the league that was located.

You will then be contacted by the local League President who will provide information about the program, registration dates and to ensure you have located the appropriate league based on your residential address or school enrollment.

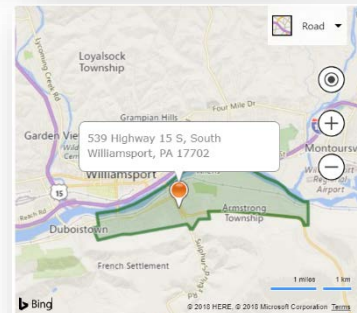
If you receive a message, that no league is found, please complete the contact form.

Reason for training, and mechanics

REVIEWING YOUR LEAGUE BOUNDARY MAP

Play video

SAM RANCK
League Development Manager



Marketing the Local League

The screenshot shows a web browser window with the URL www.bluesombrero.com/littleleague. The page features a navigation bar with the following items: **DICK'S TEAM SPORTS HQ** (POWERED BY BLUE SOMBRERO), [HOME](#), [FEATURES](#), [WHY WE'RE FREE](#), [COMPANY](#), [SUPPORT](#), and a highlighted [GET STARTED](#) button. The main content area has a blue background with a circular logo on the left containing the words "CHARACTER", "COURAGE", and "LOYALTY" around a central "LITTLE LEAGUE BASEBALL" emblem. The text reads: "DICK'S TEAM SPORTS HQ is proud to be the exclusive technology partner of **LITTLE LEAGUE®** **BASEBALL AND SOFTBALL**". At the bottom, there are two red buttons: "LEARN MORE" and "ALREADY A PARTNER?". A chat icon is visible in the bottom right corner.

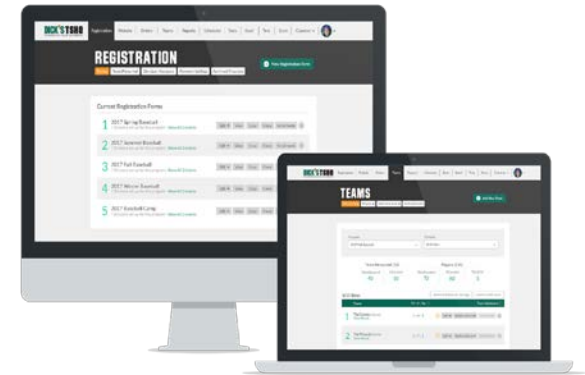
Marketing the Local League

- DICK'S Sporting Goods, DICK'S Team Sports HQ is the official and exclusive technology partner of Little League. This partnership provides a number of free online services that can help local Leagues and Districts market the Little League program.
- Services available through DICK'S Team Sports HQ include:
 - Free dedicated league website
 - Free online registration
 - Communication tools
 - Game schedule creation software
 - Team and volunteer management



Marketing the Local League

- Little League International and the DICK'S Team Sports HQ team are using technology to align services offered through this platform with our administrative processes
 - Leagues using DICK'S Team Sports HQ automatically have their Registration and Volunteer information sent to Little League International, helping to fulfill Regulation IV(g) of the Little League Rules, Regulations and Operating Policies and ASAP Requirement 14.
 - Additional features launching in the coming weeks include:
 - JDP Quick App Report
 - Boundary Map integration with local league registration



Marketing the Local League

- Resources available for Parent Communication:
 - Parents Guide to Tee Ball
 - Parents Guide to Little League
 - Positive Coaching Alliance (Parents Course)
 - Little League Pledge(s)
 - Parents Code of Conduct
 - Coaches Code of Conduct
 - Tee Ball Training Curriculum
 - Coach Pitch Training Curriculum
 - Drills and Skills for all ages and divisions
 - Forms and templates: registration, press release, model release, sponsorship agreement, etc.

