

Let's Grow the Program!

If you build it, they will come!



What divisions do we offer?

- Baseball: Tee Ball-Senior
- Softball: Tee Ball-Senior
- Challenger and Senior Challenger

Question: Can we bring on a new division? Can we grow our divisions?

Teamwork * Communication * Education

- Are we working with other Districts in our State to grow the program?
- Are we communicating with League Development when new opportunities arise?
- Are we receiving the best Little League recruitment resources and education materials?

How are we marketing the program?

- Do we have an active website?
- Do we use social media: Facebook, Instagram, Twitter?
- Do we promote Little League in our community?
- Do we host special events for our leagues: Special games, TOC, District-wide fundraisers?
- Do we encourage league transparency and communication with families?
- What League Development resources are we using?

Developing Relationships

- Do we have meetings and district training throughout the year?
- Are we talking about participation and encouraging growth?
- Do we know who the competition is?
- Do we have a plan in place to help grow the program?
- Are we working with local High Schools, College(s), Minor League and Major League teams to create awareness?
- **Are we using grant incentives?**

Who is our competition?

- Travel ball
- Other youth baseball and softball programs
- Alternative sports

Question:

Can we bring them into Little League? Can they also play Little League? How can we market to other programs? How can we both succeed?

Growth Opportunities

Areas where leagues can focus on for growth:

- Develop and promote the softball program
- Grow Tee Ball and Coach Pitch divisions
- Offer Teenage baseball and softball divisions
- Offer Challenger and Senior Challenger divisions

Thinking outside the box

- What are we doing that is working well?
- What are we doing that is unique compared to our competitors?
- How are we promoting excitement and enthusiasm in our district?

Round Table Assignment: (30 mins)

- How do you recruit new leagues?
- How do you grow your current leagues?
- How do you bring on new divisions of play?
- How do you recruit and retain players?
- How do you work with your fellow districts to grow as a state?
- What resources do you need to further increase participation within your district?