



AMERICAN YOUTH SOCCER ORGANIZATION

# Marketing AYSO Program for YOUR Community

Marketing

*Bringing the World's Game to Communities Everywhere*

EVERYONE PLAYS®

BALANCED TEAMS

OPEN REGISTRATION

POSITIVE COACHING

GOOD SPORTSMANSHIP

PLAYER DEVELOPMENT



# Workshop Overview & Objectives

- The effect of the last three years on youth soccer moving forward.
- How families are feel about playing soccer.
- The AYSO Player Pathway program menu.
- What platforms to use to get the word out.
- How to think outside the box!!!

# The Effects of the last 3 years...

- Families experienced job/income loss, illness/death, moving, loss of socialization and increased anxiety.
- Families also experienced more family time, finding a work/life balance, perspective shift and a renewed sense of community.
- Increased mental health instability in both children and adult.
- Priority on engaging in their local community.
- Renewed focus on health and healthy lifestyle activities.
- More willingness to engage with technology to stay connected and informed.



# How Parents Feel about Soccer...

Parents are looking for *quality, affordable, community-based* sport options for their children. Even though travel sports have come back, parents are more open to regional based playing opportunities that are accessible to all.

**AYSO is primed and ready to be the answer!**



# AYSO Player Pathway Menu



Designed for 3-5 year-olds, to help develop their fundamental motor skills in a fun, soccer inspired environment.



Designed for 4-5 year-olds to play in an age-specific program and be gradually exposed to soccer as a game.



AYSO's primary program, which is home to a majority of our players and spans from 6U-19U.



EXTRA™ is a competitive, internal-gaming circuit program that offers a higher-level opportunity to refine their skills.



AYSO Alliance is a new part of the AYSO Player Pathway. It is a competitive, tryout based program for players/teams who want to play in both internal and external gaming circuits.



Our official club program, AYSO United is the competitive apex of AYSO, creating the optimal training and playing environment for our players.

# AYSO Player Pathway Menu (cont.)



Our AYSO EPIC (*Everyone Plays in our Community*) program for developmentally disabled children and adults, provides a safe, fun environment to play soccer.



AYSO Adult Soccer is for everyone (over 18) regardless of skill level or age to come out and play.

# And there's more to offer...

- Educationally sound and accredited by National Committee for Accreditation of Coaching Education (3 times!)
- Mandated age-appropriate coach education for all volunteers (2010, industry first)
- Mandated training for all levels of volunteer, from referee to management.
- Positive coaching
- Everyone plays minimum 50%
- Mandated small-sided game formats (1988, industry first)
- Most current industry player development initiatives have been part of AYSO for many years.



# And even more to offer...



This is a selling point in the Post-Covid world. The **health** aspect of the *health and safety* umbrella is vital to allaying parent fears and helping everyone understand how to operate in this new environment.



**Kids Zone** can also be used as a selling point in this Post-Covid world, as it encourages fans on the sidelines, and anyone else nearby, to use positive language and demonstrate good sportsmanship to create a great experience for every player.



# Marketing AYSO for YOUR Community

How do you actively engage and market AYSO to your community?

- Identify your Region's needs.
- Understand your community for opportunities, barriers to entry and sensitivities.
- Understand if there are any new guidelines post-Covid and effectively articulate to your families.
- Identify and gather resources (i.e.: volunteers, social media tools, etc.).
- Create a program for your community today!



# Understanding your Community

- Post-Covid, how has your community been affected?
  - Job loss? Businesses shut down?
- Any barriers to your programming?
  - Field access?
  - Lack of equipment? Scholarships?
- What is your current competition?
  - Other sports? Other clubs/programs? School?
- Area demographics?
  - Young families? School-ages families?
- Have more people moved to the area or away?



# How do you get the word out?

## Tools at your fingertips



Microsoft Teams



## Creating the Right Media Mix

- Identify your target audience(s) (could be multiple groups).
- Identify where they spend time – not just outside the home but where do they respond the most in the digital space.
- Decide on what your key message(s) is/are going to be.
  - Registration
  - Volunteer Recruitment/Parent Meeting
  - Special Events
- Develop a broad marketing mix to reach your target audience(s).
- Create incentives to entice them to come back.



# Think Outside the Box!

- There is no one way to market your program, these are the questions, tools and tactics you need to consider when crafting the right one for your community!
- Do not feel boxed in by the "Way We've Always Done It" thought. This is your chance to go outside that box and create programs that fit your need right now.
- Being transparent, honest and overly communicative, is necessary and appreciated.
- Remember, Post-Covid it is a different world, so patience and grace will be a couple more things you might need to fill up on as we head into the new season!





# QUESTIONS?



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