



# Outreach Strategies



# 2018 USA Ultimate Outreach Review and Looking Forward

## **2018:** 97 total outreach events

- Learn to Play (36) and GUM (26) clinics and Leagues, PE Conferences (17), CDP clinics (22), Talent ID Camp (1)
- 54 outreach events run by Affiliates and SBOs (57%)
- 1040 total youth clinic and league participants

## **2019 so far:** 103 total outreach events

- Learn to Play (27) and GUM (28) clinics and Leagues, PE and Outreach Conferences (16), CDP clinics (30), Talent ID Camp (3)
- 62 outreach events run by Affiliates and SBOs (60%)
- 775 total youth clinic and league participants

# Why run outreach programming?

- Thoughtful outreach programming helps grow the amount of players involved in your existing playing opportunities by reaching new players or stakeholders and/or developing and empowering existing players or stakeholders.
- USAU Affiliate Commitment
- Who are your stakeholders?





# Parents and You

- Have a volunteer informational night or parent night.
- Teach the parents how to teach ultimate
- Encourage teams to form a parent leadership organization or start your own as a LDO.
- Send out a parent resource or youth newsletter
- Run a CDP Clinic
- Check out our parent resource website, [usultimate.org/parents/](https://usultimate.org/parents/)
- How have you connected well with parents and used all their awesome skills and resources?



# Which outreach programming is right for me?



- What are your organization's goals for the year?
  - Affiliate and SBO annual board survey
- Who are the right key stakeholders to help achieve those goals?
- What is the right timing for the event?
- We want to support you and your success!
- How can USA Ultimate outreach initiatives and USA Ultimate's resources, equipment and funding help you achieve those goals?



# Programs Offerings

- Learn to Play and GUM Clinics and Leagues
- Free kits!
- PE Conferences
- PE In-Service Program
- GUM Program Offerings
- Volunteer Positions- Girls' Outreach Coordinators and Outreach Coordinators
- CDP Clinic- identify someone to become a trained instructor!



# Start a New League

- We want to help new leagues get off the ground and be sustainable, so we offer funding, resource and staff support to a number of leagues each year to help offset starting costs and navigate the event coordination.
- Each league receives:
  - \$600 marketing and operating budget
  - Equipment the clinic may need
    - i. 20 discs, pinnies, cones, stickers and handouts
    - ii. Custom designed flyer
    - iii. Curriculum, 2 free SafeSport trainings and NCSI background checks
- Leagues come in all shapes and sizes!
  - Be ready to get creative and be flexible!



# Selection Process for Funding

- Priority goes to USA Ultimate Affiliate or State-Based Org
- GUM Clinics that occur two to four weeks before or after a league.
- GUM or Learn to Play Leagues that require memberships to connect youth with USA Ultimate playing opportunities and resources.
- At minimum, apply 4 weeks in advance with the ideal timing of 6 to 8 weeks, especially with leagues.
- Local disc organization that needs resources to help start their new clinic or league.
- For GUM clinics, an existing playing opportunity, such as a high school or middle school league, that will allow youth to continue playing after being introduced.



# Girls' Ultimate Movement Opportunities

- GUM Clinics, Leagues and Kits
- [Spin Ultimate GUM Partnership](#)
  - 20% of GUM gear purchased go toward GUM!
- Girls' Team Startup Project
  - Supported 10 total teams in 2018 and 2019
- YCC U-20 Girls' Team Developmental Scholarship
- GUM High School Curriculum
- [GUM Blog](#)
  - [larry@hq.usultimate.org](mailto:larry@hq.usultimate.org)
- GUM Ambassador Program
- GUM Ball
- New GUM Strategic Plan



# GUM Strategic Plan

- The current plan runs through 2019.
- We sent out a survey and had an in-person meeting to determine what GUM's new strategic plan should be.
- Volunteers are currently working to finalize benchmarking and tactics on the coaching goal.
- New plan will be implemented in 2020 and run through 2023.
- Take a brochure on your table and find out how you can join the movement to grow the amount of girls playing ultimate!





# GUM Strategic Plan: Goal #1

- **Goal #1:** Become a more welcoming and inclusive sport by empowering and enabling girls to proactively respond to the inequities they may experience.
- **Definition:** Increased participation in ultimate is linked to more than simply recruitment and depends on an environment that feels welcoming and inclusive. In order to increase both recruitment and retention, we need to provide resources that affirm and empower girls using the USA Ultimate Core Values, specifically resources that highlight how these values relate to gender. These resources will help girls, and those working with them, to recognize and respond to biases, inequities and other problematic experiences they may face in relation to their identities, while simultaneously affirming these identities and empowering them as athletes.
- **NOTE:** *Girls' Ultimate Movement (GUM) recognizes many players use differing terms to define their gender or gender identity. GUM is inclusive of youth identifying as female, non-binary, gender fluid, transgender and/or using other self-identifying terms.*



# GUM Strategic Plan: Goal #2

- **Goal #2:** Increase the visibility of all levels of girls' and women's ultimate through consistent and targeted media exposure that connects the ultimate community to the GUM brand and its mission to increase girls' participation in ultimate.
- **Definition:** Connect girls to ultimate through consistent social media promotion and leverage existing media resources. Through our GUM blog, website and social media channels, we will celebrate female ultimate players as strong role models and promote empowering messages that instill confidence in girls to play ultimate, join the community and challenge themselves to succeed. By continuing to change the perception of girls and women in ultimate to a more positive message and connect players through shared experiences, we will inspire existing players to take action and become involved in GUM's targeted initiatives to provide more opportunities for girls to play ultimate.

# GUM Strategic Plan: Goal #3

- **Goal #3:** Create environments for girls that promote and teach skills that lead to meaningful contributions on the field as well as connections for continued positive involvement in ultimate.
- **Definition:** Girls face significant societal barriers to athletic participation and retention when compared to boys. Girls who feel uninvolved or undervalued in sport are unlikely to commit to the sport long term. They tend to want to play, and continue to play, when they are more involved in the game and in the community. We want girls to make an impact on the ultimate field and be valued for their contribution. The way drills and skills are taught can either promote involvement or discourage it. Resources need to be provided that enable organizers, volunteers and coaches to create and sustain environments that use effective language, interpersonal leadership skills and communication methods when coaching girls in order to both have a significant impact on their buy-in to the sport and contribute to creating a positive experience for participants. The structure of clinics, leagues and teams should be developed in a way that fosters behaviors which maximizing involvement and participation of girls, both for girls' teams/activities and for mixed gender playing opportunities.



# Equity, Diversity and Inclusion and Outreach

- USA Ultimate Strategic plan started in 2019
- Upcoming efforts to promote outreach prioritizing youth of color and low-income youth.
- SBO and affiliate EDI survey
- NGB benchmarking
- Upcoming opportunity for some SBOs and affiliates to apply for funds to conduct outreach
- Starting in 2020, National EDI Outreach Director
- Volunteers who would have an interest in working with youth of color and/or low-income youth
- Learn more via Chip Chang and Zara Cadoux's presentation



# Volunteer Position Opportunities

- Girls' National Outreach Director (GNOD) Gail Reich
- National Outreach Director (NOD) Eric Gelfand
- Positions can either be local or state.
- In need of:
  - Girls' Outreach Coordinators (GOC)
  - Outreach Coordinators (OC)
  - A GOC and OC for every Affiliate and SBO
  - Get some perks for running the outreach you've already been doing!
    - Comp'ed membership, NCSI background check and SafeSport training
    - Sweet "Play Ultimate" Hoodie
    - Connection to USA Ultimate outreach resources
    - National volunteer network to offer resources and knowledge.

# Thanks!

- [usultimate.org/youtheducation](https://usultimate.org/youtheducation)
- Sarah Powers
- Manager-Youth and Outreach Programs
- [sarah@hq.usultimate.org](mailto:sarah@hq.usultimate.org)
  - 719-219-8336

