

AYSO Region 13 communication strategy and style guide

See also

- 1 Web site aspirations
- 2 email best practices
- 3. Newsletter best practices

Roles needed

Design a new parent onboarding process (web site, [New Parent orientation](#), [Orientation Presentation](#))

Design a messaging process

Web site

Social media

Email info@ayso13.org

Newsletters

Division weekly emails

Program weekly emails

Coordinate messaging by the referee staff, division coordinators, and program managers. Maybe the first step is to copy comms@ayso13.org on all emails

Themes

There are 5 brand narratives <https://conceptbureau.com/the-emergent-story-arc-of-food-how-to-win-the-brand-war-in-any-industry/>

- Change / progress
- Nostalgia / regressive
- Empowerment / collective
- Guilt / FOMO
- Greed / selective

There are 8 ways to communicate value <https://velocitypartners.com/blog/eight-strategic-story-arcs-that-shape-every-b2b-narrative/>

- Something for everyone
- Give your customers' customers what they really want (emphasize outcomes over inputs)
- Stop boiling the frog (Behind on maintenance? Just buy a new elevator!)
- Tell them what they really want (Henry Ford's "faster horse") - go somewhere totally different
- Super niche, and good at it
- Break down silos (meets multiple needs with one solution)
- New era - do this or be obsolete
- Best of both worlds (Wells Fargo: more local than the nationals, and more national than the locals)

A master narrative emerges

"Master narratives are historically grounded stories, based on a community's identity and experience. As a contemporary interpretation of historical facts, they frame the hopes, aspirations, and concerns of a society."

Example: The American Dream features rugged individuals in a land of opportunity, free from their past or rigid social convention. Stories feature the Pilgrims, pioneers of the Wild West, and modern immigrants.

A community may subscribe to more than one narrative, but there tend to be ways of grouping them

Axis 1: Aspiration, grievances, control

Axis 2: Relationships, defining what is "good", style of political organization, role of church/state/family

Common themes that may span axes: pride, exceptionalism, power, control (autonomy/conformity), anger, frustration, nostalgia, peace, kinship, trust/distrust, love, survival

Category	Title	Narrative	Themes
Aspirations	Reunite	Heal	Exceptionalism, pride, trust
Grievances	Reclaim	Punish bad guys	Anger, power, peace
Control	Centralize/decentralize	Off my back Efficiency	Control, frustration, nostalgia, distrust, fear

R13: Aspiration & relationships

Every RC is invited to pick a brand strategies

- John tried empowerment -- "be a hero for your child". The response was meh.
- Neil went with Nostalgia, and the tagline became, "Fun family soccer". Post-pandemic, "back to normal" was a hit (super niche)
- Taj chose FOMO, then empowerment, "make friends through soccer" (give the kids what they really want) and "be the change you want to see in the world" (new era).
- Terry continued empowerment. Growth Mindset (tell them what they want)

2025 Theme

2024 Theme

Growth mindset -challenge yourself. Extra mentoring for volunteers. NEXT. Invite referees to "level up"

2023 Theme

Work in progress. Phrases that are working:

- Making new friends through soccer
- Welcome to your soccer parent adventure
- Every Saturday is Soccer Saturday
- AYSO is fun soccer for kids
- Anyone can join; everyone plays, and what matters most are positive coaching and good sportsmanship.
- It's all about having fun being part of a team.

[The 14 rules of brand strategy. 2023 edition](#)

Real conversion happens emotionally, not logically. The best way to change people's minds is to help them see themselves differently in the world. Youth sports are a confusing culture for new parents; confusing because there's an absence of, or conflicting sets of, norms. We have an opportunity to set the rules of engagement for the space. First-time parents are probably indifferent to what soccer, or volunteering, are about. One way to force a decision (and break indifference) could be to force them to make a choice about involvement -- "can't love it 'til you try it!" (Chris Rock's character in Madagascar). If parents come to us with biases, we can use the theme to shift those biases by signaling a whole new set of rules. Could we provide a glimpse of what being a soccer parent is like? "Every Saturday is Soccer Saturday" [guilt] is our current FB ad campaign, and partially responsible for that latest inflection point. The brand should be the organizing idea for every activity, and the theme is the part of that brand we choose to highlight. Can you think of something that ties optimism to community?

Making Friends Through Soccer is the title of the web page, after all. In an increasingly anonymous world, AYSO gives both kids and parents an opportunity to distinguish themselves, to be seen and recognized.

A good brand strategy solves 5 problems at once.

- Volunteering
- Thinking of yourself as a positive role model with shared responsibility for every child you meet
- Persevering
- Delaying gratification
- Learning to enjoy the journey
- Indifference to value of play
- Isolation
- TikTok is the most meaningful human contact experience
- ...?

2022 Theme

Change story: Be the change you want to see in the world

Fun

Family

???

Retool the org structure so Millennials can take it over. “Grad Series Coordinator” -> “Grad Series Program Manager”.

Make coaches and team managers aware of the back-office structure, so they can be the primary points of contact and facilitate managing parent requests.

Volunteers – why do people decide to coach and referee?

Make something happen

Benefits to volunteer

Terrifying and invigorating at the same time.

“I expected to volunteer so my kid could play with his best friend. What I didn’t expect was the community that was built among the team, the staff, and across the other teams. That is the main reason why I want to help out in a new way.” The fact that our

Use past commitment - renew your volunteer application and background check

Old	New
Obligation “Be a leader” “Become a coach” “Become a referee”	Change Learn something new “Referees guide the game” “Start your coach adventure”,
Guilt “Team needs a coach”	Aspire Influence your child’s peer group
Transaction “If you coach, you’ll get ...”	Relate Networking - Slack channel for every division Personal, relevant email invitations
Institutions Invest in your community Email blasts	Expect Roadmap - know what’s coming Onboarding packets (clearly describe what to do) Respect the referee Spectators: Supportive, Distracting, or Harmful?
Rules List of things not to do	

2021 Theme

Nostalgia story: Getting back to normal. Family, community, and empowerment.

Any given Saturday, there could be a few kids on the other team that my kid played with a few years ago. I love that. “Oh look, he’s playing so well!”

How is the team doing? Are they having fun? Soccer season is a hero's journey, for the coaches, for the referees, and for the kids. You start somewhere, and at the end of the season, you'll have made a Hero's Journey. You're called to an adventure. You aren't sure you are ready

to leave your comfort zone, but then you decide to give it a try. You join a company and meet your guide -- a coach for the team, or the coaching staff for the coaches. As a team, you struggle together, and rejoice together, and the group of kids get to know each other. That's what the entire thing is about. That is the cornerstone of child development. You end up in the same place where you started, but you are different from when you started.

The parents who have the most fun are the ones who also become part of the team. They're cheering for their own kid, and all the other kids on the team, and all the other kids on the other team. They're cheering for the journey.

Brand strategy

First choose a story arc

<https://medium.com/@TripleJas/theres-always-a-pattern-using-the-emergent-story-arc-to-win-the-brand-war-9579a94ebc9> (this is a simplified heuristic for the WorldView360 Master Narrative analysis method)

A story about change and culture. "Be the change you want to see in the world"

Then develop branding: identifiers, metrics, vocabulary

<https://conceptbureau.com/these-3-brand-languages-will-change-the-playing-field-for-your-company/>

Identifiers:

Metrics: personal growth for players and parents

Recruiting Vocabulary: friends, teamwork, cooperate, learn, encourage

Engagement Vocabulary: member, "referee team", parent messaging

🟡 1 New family orientation (Region 13 overview) 🟡 2 Division coach referee meeting 🟡 3 Team manager meeting 🟡 4 4U 5U orientation

In the Division meeting:

1. "I love watching you play."

2. Focus on the skills that matter

empathizing with teammates

staying motivated

setting goals

3. Acknowledge effort and character

“I loved that you congratulated Alex for making that pass.”

“You fell over, and you got right back up!”

4. It is your child’s journey

Let them lead the conversation

Leadership Vocabulary: “AYSO is a community development program that also plays soccer.” Observe and plan for players/parents/volunteers.

- Observe & reflect
 - Midseason player assessment
 - All-Star application asks to describe “your most meaningful AYSO experience”
- Plan
 - Coach education seminars
 - Join the board – “What would you like to do to improve Region 13?”
- Strategic vision
 - Be representative of the community, for players and for volunteers
 - Engage parents in other peoples’ kids’
 - Promote volunteers to take over

Advancement Vocabulary: [To do] intentionally plan for the engagement and development pathways of members

Channels and purpose

The communication program seeks to

1. Make families aware of Region 13
2. Motivate families to desire to participate in the Region 13 community

3. Reduce anxiety by telling families what to expect
4. Get parents to want to volunteer
5. Get volunteers to want to be more involved
6. Provide families and volunteers with tactical information
7. Reinforce the Region 13 culture goals

The Core program is the main event, run by the Region Commissioner.

Winter: tell those parents what to expect from the program

Spring: register to volunteer and play in the fall league

Summer: register, and volunteer onboarding (culture,

Fall: what to do and what to expect

Other programs

Fall: VIP (special needs), EXTRA, Upper Division (16U-19U, run by Area 1C, generally without any communication), Thanksgiving Tournament (needs comms help)

Winter: VIP, All-Stars, Winter Stars, EXTRA, Grad Series

Spring: VIP, Spring Cup, BOSC tournament, other tournaments

Programs we would like to have:

Spring soccer

Grad series, but for Kindergarten (5U players rising to 6U)

Goal: culture and doctrine

All about a fun, supportive community. Diversity, equity, and inclusion are important for 2022. We have previously identified many actions to take to improve. This year, we need to follow through.

📄 0 Inclusion statement and actions

📄 DEI Recommendations

📄 inclusion for coaches and referees

📄 C-SELPresentation211112.pdf

Region 13's key advantage: empowering people at all levels of leadership to make decisions to better meet individual needs.
AYSO has a new nondiscrimination policy! 🟡 AYSO's Code of Conduct changes

Goal: building community

Coach: we have so many resources for coaches. They're hard to find and digest all at once, plus there's all the mandatory training. Design an onboarding process that includes the Project Play Calls for Coaches & Keep Girls in Sport
Referees and coaches: bias awareness (maybe adapt the MIT Bias in teaching training?)

<https://www.lennysnewsletter.com/p/building-community>

1. Support: Create spaces for customers to answer questions and solve problems for each other. Example:

<https://www.autodesk.com/community>

2. Product: Create spaces for customers to share product feedback and ideas with each other and with your team. Example:

<https://community.atlassian.com/t5/Feedback-Announcements/ct-p/feedback-forum>

3. Acquisition: Build programs that help you grow your pipeline and customer base. Example: <https://mobilegrowth.org/>

4. Contribution: Enable members to contribute content, services, or something else of value to a platform you create. Example:

<https://www.notion.so/Notion-Community-04f306fbf59a413fae15f42e2a1ab029#8d82ce462ca742a8907941f2227a441f>

5. Engagement: Connect customers to each other around their common interests in order to increase customer retention. Example:

<https://www.cultureamp.com/community>

6. Advancement: Enable customers to teach each other how to better use your product and be more successful in their careers. Example:

<https://trailhead.salesforce.com/trailblazercommunity>

General principles

Pacing

It takes people about 3 weeks to decide to do something. It takes about 2 weeks to create & deliver a message. So plan ahead!

In 2019, the region offered skills clinics on Sunday afternoons, simultaneous with a coaching seminar at the clubhouse. You could drop your kids off at Muir, walk to the clubhouse for the seminar, and pick them up afterwards. Easy peasy. The trouble was, hardly anybody showed up to the first one. When I talked to coaches, they said, "Oh, yeah, I saw that notice. It sounds good. Is there another one?" Attendance finally perked up at the third and final one. Let's help families plan ahead next time!

Be the change

In 2019, a parent was Very Concerned about single-serve snack packaging, and asked us to promulgate guidelines on snacks. The pre-team meeting sample agenda provided to coaches already included an item on snacks, recommending simplicity. Since we lead by example and suggestion around here, and I was defending other hills, I invited her to take some pictures of kids happily enjoying other snacks, to promote simple snacks in the newsletter. But it's difficult to get a good photo, so I snapped this picture of the Goofballs during halftime instead. We aim for unposed action stills, which sometimes means that posts are sticking out of heads or there's a school bus in the background. At least it links simple snacks to the themes of camaraderie and fun.



On Facebook and in the newsletters, we repeatedly mentioned “orange slices” and promoted this picture. An unscientific study of the amount of trash, before and after the “orange slices” campaign suggested that teams were shifting away from bagged snacks, and that AYSO's production of garbage on the field had decreased substantially.

The Very Concerned parent was totally unappreciative. She wanted a demonstration of authority. Instead, we got results.

Inclusion in communications

Some standard phrases can be upgraded

Sportsmanship-> sporting behavior in referee vocab

“Man on” -> popcorn! Sparkles! Coaches can encourage a team to devise a secret code. Then they might actually use it.

Identity

- The pronouns are player, child, caregiver, coach, referee
- Phasing out “she” (never used “he”)
- Girls and boys, in that order.
- Emphasize that the parents are *members* of Region 13, not customers.
- The Region is always The Region, never We.
- Alternatives are The Coaching Staff, The Referee Staff, or The Regional Commissioner.
- Use “I” only if the email is from a specific person, like a division coach administrator or referee administrator.

Words and phrases

- You **register** a player
- You **apply** to volunteer
- You **sign up** to staff the tent or bring snacks
- You **referee** or **officiate** a game
- Players are **members** of AYSO and Region 13
- “Have to” -> “will” sounds less onerous
- “thru” -> “through”

Be positive!

Positive coaching also applies to parents. A positive example is more persuasive than an admonition. Examples:

Negative	Positive
Parents who yell at the referees will be punished	The referees are new to this, so expect mistakes. We can all encourage the referees, so they can focus on learning from every game.
Don't overcoach your own child	It can be frustrating to coach your own child. Be patient with yourself and do your best to stay positive.

Our talented referees	We acknowledge that they're still learning, and "talented" can be interpreted sarcastically. Just call them "referees"
Don't say "no".	A positive example is more persuasive than an admonition

Formatting

- Typeface: Arial, Helvetica, sans-serif
- Oxford comma
- One space after a period
- Spell out URLs often to encourage parents to look first to <http://ayso13.org/> for answers
- Place links on nouns and verbs, and leave adjectives bare. [Winter Stars](#) begins in 4 weeks. [Register](#) now!
- When then where: Aug 19 at 7 pm at the clubhouse
No period after the abbreviated month. Space between the number and "am" or "pm". Date, then time, then location.

Channels

Response to cold emails

Dear Eva,

Welcome to your soccer parent adventure!

Region 13 will register players in May, for a soccer season from September through December.

Most first-time players start in a program like AYSO. AYSO is a network of volunteer-run leagues, and right now, you're talking to Region 13 in the Pasadena area. You're also welcome to play with our friends in Glendale, South Pasadena, Alhambra, Arcadia, Boyle Heights, or wherever works for you. AYSO is a "house league," where the teams are adjusted every year to ensure that the games are balanced, and kids get exposed to a variety of coaching styles. It encourages good sportsmanship, because today's opponent might be next year's teammate, and after a few years, you'll know everyone else in your age group. Our main goals in AYSO are to have fun and help every player develop their mental and physical abilities.

There are also competitive leagues, such as Pasadena's Villa Parke in the spring, which place more of an emphasis on winning. Teams usually stay together from year to year, and they have a very different style of play than AYSO does. Many kids play in both AYSO and Villa Parke, and parents volunteer to coach teams in both leagues.

For players who want to compete at a higher level, there's the Southern California Soccer League, or "club soccer," with professional coaches and professional referees. That's generally for kids 10 or older, but don't feel like you need to rush into it, because plenty of college-level soccer players didn't get serious about competing until they were 14 or older. Some clubs near us are LA Surf, Real SoCal, and LA Soccer Club, all with many players who started in Region 13.

Nearby, you can also find track & field, flag football, hockey (the [absolute best value in youth sports](#)), baseball (both competitive and house leagues), softball, lacrosse, wrestling, basketball, and ultimate frisbee. [Assist Athletics](#) and [Launch Sports](#) also have soccer classes.

I hope that helps! Please [sign up for the News & Alerts](#), so we can tell you when it's time to register for fall soccer.

Non-newsletter notices of events (at most one per month, around the 15th)

- If it's important, it must be on the web site, not just in email.
- Here's the email template we use for notices.
- Note the plain-text, non-PDF-attachment. We get >45% open rates with this.
- "From" is "Taj at Region 13" (for general announcements), "Terry at Region 13" (for team updates), or "Shanti at Region 13" (for registration).
- There must be a link to click.



Bill Owen Spring Classic

Dear Region 13 Families,

This weekend, our region hosts the Bill Owen Spring Classic tournament at the Rose Bowl, and we need your help! If you can work a shift helping to check in Refs at the Ref tent, it'll be much appreciated, and it may involve donuts! If you have some time to give, especially Saturday morning or Sunday afternoon, please e-mail Brian Bonham asap at Brian@bonham.us.

Thanks so much!

Neil Weinberger
Region 13 Commissioner

ps. Come on down and watch a game or two! It'll be fun!

Newsletters

Anything that's important, like stuff parents need to do, must also be on the web site, so they can find it after they delete the email.

There's a template for newsletters. In those (monthly, then weekly during fall), use 2-3 sentences per topic

1. Observation: what's happening
2. Orientation: why should the reader care?
3. Action (click on a link)

Try to have someone else review the newsletter before hitting SEND!

Referee communications

Help the Referee staff produce content. Send them this:

I can help you send an email to your parents! Please tell me:

- what do you want to accomplish with the email?

- who is the audience?
- what information do they need to make a decision?
- write some sentences that an editor could string together

Then,

1. Newsletter editor writes something that resembles the RC's voice.
2. RC revises and approves
3. Someone who is not the author clicks Send.

Culture of communication and continuous improvement

Weekly information flow rhythm

Cadence	Event
Saturday	What did/didn't work? DCAs solicit feedback from coaches. Referee staff gets feedback from refs. Social media get pictures from parents
Sunday	Coach staff reviews game cards Social media provides feedback on saturday Registrar collects surveys from saturday
Monday	DCAs summarize ideas & concerns to RCA (Tai) or RRA (James Sheehy) DCAs send "what we're doing this week" email to coaches Human problems to RC (John) or CVPA (Chad) Field problems to Marco
Wednesday-Thursday	Feedback to division coaching / ref staff.
Thursday-Friday	Coach + team managers update parents, game reminder
Friday	Weekly newsletter to parents, plus feedback opportunity

We can communicate themes that anticipate and forestall challenges that typically unfold

	Events	Players	Parents	Coaches	Managers	Referees
Before (Week 0)		How to tie shoelaces (video)	Explain positive coaching	Pre-season meeting Invitation to Barry's seminars	Snack schedule	Try to relax
Week 1		What am I supposed to do?	Be nice to the refs Set up the goals Don't coach your own child	Teach skills & set pieces Coaching your own child Goalkeeper safety U6-7: try to stay calm and positive U8: you're off the field	Team cohesion	Teach game flow U6-8: you're in control
Week 2		What's my motivation?	Coaching from the sidelines	Passing, build trust Brute-force attack Tempting to start hot and win early, but use the start of the season to set solid skill foundations for later. U6-7: you (the coach) are not playing defense. Stay to the side		Schedule an observer
Week 3		Nobody is passing to me	Why are the games so unfair?	Start over with basic skills Penalty kicks	Picture day	assert authority Bad behavior intervention
Week 4	Pictures?	Cockiness sets in	Seriously, stop telling your kid what to do	Preliminary ratings Solidify Positions and roles		Control the pace of the game
Week 5	MST tryouts	Lose their minds	Lose their minds Spectators must be on their team's sideline, between the penalty areas, even if the shade trees are elsewhere. Beach umbrellas are on sale at the stores whose buyers think SoCal has seasons. Soccer is more fun with another team to play with. If you gloat, taunt, curse, stomp on their banner, or threaten the players, referees, coaches, or other parents, then who will want to play soccer next week, or next year? Even if it's hot out, this is still a community recreational league. Today's opponent could be	Lose their minds Coordinate the defense Mid-season ratings	Clean up trash	Discouraged

			next year's teammate, so please treat everyone you encounter on Saturday as you would a friend.			
Week 6		Can I change positions?		Deception & sneaky restarts	Scouting for MST	
Week 7		Creativity / ignore coach		Coordinate the attacks		
Week 8	Winter registration	Chance of tournament?	Stop coaching already	Injuries, aggressive play Work <i>with</i> teammates		
Week 9	Playoff & play-through details		Winter programs (Winter Stars, All Stars, Grad Series) and play-through			MST
Week 10	Thanksgiving tournament	Can't win. Play for fun				
Week 11		What next?	What next?	Keep them alive for 1 more hour	Good feeling. What's next?	Playoff assignments
Week 12+	Playoffs		Tournament. Don't go nuts. Play-through info			10U: Refing different kids

We also have a YouTube channel of soccer videos. When it rains, go there. Invite people to suggest new videos.

<https://www.youtube.com/channel/UCJcFA2D21UCof5r4tfDATjg>

There are specific email templates for rain, fire, or heat wave cancellations.

Wrap-up

- Register again in April for the following fall
- Tell older 14U and returning 16U players that they have to register early. Upper Division fills up in May. No waiting until July.

Grad series

Coaches and referees should be aware that mentors will be at fields on certain days.

Referee mentoring: spectator brain!

Winter stars

Send a weekly email with observations & recommendations, to practice continuous improvement

Offseason messaging [see 2019 archive](#)

January	Winter Stars - pick-up soccer still available Grad Series coach & ref classes
February	Register for Spring Cup All-Stars wraps up BOSC - team invitation, referee volunteers EXTRA tryouts
March	Introduce RC All-Stars and EXTRA results Spring Cup update: teams announced next week. Launch Sports spring break camp
April	LA Galaxy/LAFC outing EXTRA tryouts Suggestions for core program Registration opens Summer camps uk soccer, evolve, launch, Spartan All-Stars Culture of ayso Introduce commissioner Open volunteer positions
May	Register for fall Spring Cup Summer camps: UK Soccer, Launch, Soccer videos for summer travel Referees: identify DRAs, announce training schedule (Steve Hawkins)

June	<p>Register Join board VIP spotlight Reminder to families who haven't re-registered</p> <p>Ask: volunteers to improve one process each year. ("staff the tent" -> "Field Hosts", Referee assignment, Tournament planning, etc.) -- what should that process be? Referees: training schedule</p>
July	<p>Coach preparation Other Volunteer roles Remaining weeks of summer camps Pickup soccer + Skills clinics on Sunday afternoons</p> <p>July 15: Last chance to register and be guaranteed a spot Preview of the timeline Referees: first classes</p>
August	<p>Open house: Monday after the middle of the month weeks before New family orientation Cleat exchange</p> <p>Schedule to get to play Field prep and painting Open house reminder Volunteer classes Schedule for Sunday afternoon pickup + Coach seminar (usually starts week 2 or 3) Note: seminar attendance highly recommended if you want to coach in All-Stars</p>

Email templates

Incomplete shopping cart

Dear << Test First Name >>,

It looks like you started to register your kids to play soccer with AYSO Region 13 this fall, but it isn't complete.

Waiting lists start on July 15, so I just wanted to give you a last reminder. If you don't want to play soccer with AYSO, that's fine, too. If you care to explain why, I'd appreciate hearing about it.

[Here's the link to the registration system](#)

Sincerely,

Shanti Rao
Registrar, AYSO Region 13

Registration confirmation

DCA intro

Hi there, soccer moms & dads,

First of all, thanks for signing up your kids for soccer this fall! I'm Shanti, the Coach Administrator for the G7U division.

You're probably wondering what's been happening in the last few months, and when you'll find out what team you're on, when practices will be, and so forth. So far, we've been preparing the coaches with the needed training and certifications. Next, players will be assigned to teams, and late next week your coaches will be contacting you. Then, once your team's referee volunteers are confirmed, you'll get your practice location and time in the last week of August.

It's likely that some players will need to change teams because of schedule conflicts. Don't panic! We'll work that out before practices and games start in the week after Labor Day.

Thanks for your patience, and I look forward to meeting everyone on the field!

Shanti

Other volunteers

Hi << Test First Name >> ,

Thanks for offering to be a team manager this fall! As we finish registering players and get ready to start the season, there are a few things I could use some help with.

Open house There will be an open house and new family orientation event on August 19! Open house is a chance to meet the board and coach & referee staff. The orientation is a sit-down for about 100 parents, about the AYSO philosophies. I've been doing this for so long that I forgot what it's like to be new to soccer. It would be great if someone with organization skills could coordinate that evening. There should be reminders, snacks, and invitations to the DCAs and ref staff to attend.

Cleat exchange The August newsletter will announce that families can bring their old shoes to a box outside the clubhouse, and get a new pair at the open house. Distributing those shoes (and shinguards?) is pretty straightforward sorting-and-lifting job.

Team manager coordinator Our region needs a new volunteer to be the point of contact for all the other team managers. Kelly, who used to do this, has prepared a comprehensive binder with instructions, including how to host the Team Manager Orientation meeting.

Galaxy night We're getting 500 discounted tickets to watch the LA Galaxy game on September 21 (save the date!), including walking the players onto the field and playing on the field at halftime. Could you help organize signups and ticket distribution?

Team supplies the uniforms and supplies arrive on August 22. We also have a list of parents who said they would help with this sort of thing. Could you be the one to put them all to work, stacking the uniform boxes and kitting the coach supply bags?

Staffing the tent You know the red information tent at Victory Park? Well, A lot of parents checked the box saying they're willing to staff it. Someone just needs to tell them when to do it. We've been using Wejoinin and like it better than Signup Genius. Maybe you can even get parents to commit to help set up Victory Park in the morning!

Newsletter As much fun as editing the newsletter has been, I'm ready to hand over the MailChimp account. During the fall season, the region will send a newsletter every week, which we think will especially help the new parents. Would you be interested in that?

Social media Also, apparently, Region 13 needs an Instagram account. I don't have an Instagram account. Help!

If you'd like to help with these tasks, or anything else that you think would make for a better soccer season, please let me know!

Thank you very much!

Soccer events

Dear << Test First Name >>,

The 2019 USWNT is coming to the Rose Bowl on August 3 to take on the Republic of Ireland.

As a Region 13 member, you can buy tickets on Thursday, before they go on sale to the general public on Saturday!

[Click here to buy tickets](#) on Thursday at 9:50 am and use pre-sale code **C4ROSE**. If you wanted to buy tickets earlier than that, you would have to purchase a [US Soccer Insider](#) membership.

Advance Pre-Sale

Starts Thursday July 11th at 10:00 AM PDT

Ends Friday, July 12th at 8:00 AM PDT

Pre-Sale Code: C4ROSE

Link:

https://www1.ticketmaster.com/event/0B0056E7DFF82F4D?utm_source=ayso13-email&utm_medium=organic&utm_campaign=wntvireland-pasadena

Sample coach intro letter

Where to find drills and practice plans

Coach mentoring

—

Ref staff welcome letter

Ref mentoring

—

Team manager indoctrination

—

Explanation of uniform pick-up for DCAs

—

Explanation of picture day

Trophy process

Coach tips of the week
Referee tips of the week

Nonreturning players

Dear << Test First Name >>,

Thanks for participating in AYSO soccer last fall. I noticed that you have not yet registered for the [2019 fall season](#), and wanted to follow up.

I'd appreciate it if you'd take a few minutes to tell me about your experience. Did we put on a good soccer program? What could we do better this fall?

Thanks for your time, and I hope to see you on the field!

Sincerely,

Neil Weinberger
Regional Commissioner, AYSO Region 13
