

# REGISTRATION

There are three groups of potential registrants that every league needs to target each season. Each group must be approached differently and will have a different set of questions and concerns when registering. Below are tips on reaching each group of potential participants.



1. Returning Players



2. New Tee Ball Participants



3. First-Time Participants Above Tee Ball

## REGISTER RETURNING PLAYERS

Securing registrations of returning players is crucial to the longevity of any local league. A participant's experience with the league and their coaches is a key factor in whether or not a child will register for another season with the league. Consider doing the following when reaching out to returning players about registration:



### ROLES INVOLVED

A. PLAYER AGENT

B. MANAGERS/COACHES

C. DIVISION REPRESENTATIVES

- Gauge interest in how many players may register again with the league
  - Learn how your league can improve with a post-season survey to parents.
  - Download the survey: [LittleLeagueU.org/Input](http://LittleLeagueU.org/Input)
  - Have your league's division representatives or coaches reach out to returning players and their families with registration information.
- Share registration information by phone, email, postal mail, websites, social media, etc.
- Conduct an early registration for returning players and provide a small discount for registering early.
- Maintain a list of all returning players that have not registered and follow-up with them monthly once registration is open.

## REGISTER NEW TEE BALL PARTICIPANTS

Most Little Leaguers® get their start in Tee Ball. Providing a positive Tee Ball experience for players and their parents will help your league build a base of young participants and volunteers that will stay involved for many years. To assist in operating a successful Tee Ball program, Little League will provide every chartered Tee Ball team in your league with a free printed copy of its Tee Ball Curriculum that focuses on fun, fitness, and fundamentals.



### MOST IMPORTANT OUTCOMES FOR TEE BALL PARENTS

1. FUN
2. LEARN TEAM WORK
3. PHYSICAL ACTIVITY

FUN, FITNESS, AND FUNDAMENTALS



PRACTICES & GAMES  
90 minutes maximum

### ROLES INVOLVED

A. PLAYER AGENT

B. MANAGERS/COACHES

C. TEE BALL REPRESENTATIVE

In addition to distributing information through preschools and kindergartens, leagues have successfully recruited new tee ballers using the following methods:

- Posting registration fliers on community bulletin boards
- Newspaper/print advertisements
- Radio advertisements and public relations
- Yard signs promoting registration
- Social media campaigns
- Offering free or reduced registration to first-time participants
- Banners at registration locations

Providing a positive Tee Ball experience is essential to ensuring these players sign up again next season. For more information on operating a Tee Ball program and a Parent's Guide to Tee Ball visit [LittleLeague.org/TeeBall](http://LittleLeague.org/TeeBall).



**TIP:** Learn more about fun ways to promote your league [LittleLeagueU.org/Registration-Awareness](http://LittleLeagueU.org/Registration-Awareness)

## REGISTER OTHER FIRST-TIME PARTICIPANTS

In an effort to reach new participants, you will want to reach out to players (older than Tee Ball age) who may be interested, but never participated in the past.



Driving forces behind signing these players up will be the ability to play with friends who are already participating, the desire to try a new sport, and the opportunity to participate in the Little League International Tournament.

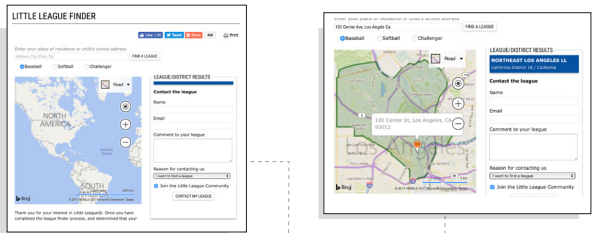
To attract these players to your league, consider doing the following:

### ROLES INVOLVED

- A. PLAYER AGENT
- B. MARKETING/PR MANAGER
- C. DIVISION REPRESENTATIVE

- Offer a discount to returning players that bring a new player to registration.
- Offer free or reduced first-time registration.
- Offer a summer or fall ball program to give players that play another sport in the spring an opportunity to try baseball or softball.
- Conduct a league "Fun Day" where interested participants can enjoy a day of baseball and softball activities
- Cross-promote registration with non-competing youth sports programs
- Host a Play Ball Event designed to introduce baseball and softball to more youth in your community. Learn more at [PlayBall.org](http://PlayBall.org).

Make sure to follow the Little League Rulebook Player Eligibility Guidelines and don't forget to verify the player is eligible with your league's boundaries using the official Little League Finder at [PlayLittleLeague.org](http://PlayLittleLeague.org)



[PlayLittleLeague.org](http://PlayLittleLeague.org)

**LLU** LITTLE LEAGUE UNIVERSITY

## DOWNLOAD YOUR 2018 REGISTRATION TEMPLATES

**CUSTOMIZABLE TO MEET YOUR LEAGUE'S NEEDS AND OTHER MARKETING RESOURCES**

Visit [LittleLeagueU.org/Registration-Flyers](http://LittleLeagueU.org/Registration-Flyers)

Versions: Color - Black & White

### SAMPLES FROM 2017

Poster: 11" x 17"

Generic Flyer

Size: 4.5" x 5.5"

Letter: 8.5" x 11"

Baseball

Letter: 8.5" x 11"

Softball



**Promote on Social Media**  
McCabe Park Little League in Nashville, Tenn., took advantage of Facebook to promote their registration.

# PREPARING FOR REGISTRATION

As your league prepares to promote upcoming registrations and sign-up players, it is important to be prepared to give consistent and accurate answers to a variety of questions that will be asked of your league's volunteers. Below are some common questions your league should be prepared to answer prior to and during registration. With answers to these questions in hand, your league will be able to communicate effectively and professionally about league operations for the upcoming season.



Prior to promoting registration for the upcoming season, make sure that your league officials can answer the questions listed below.

**Q:** When/where is registration? Is there an online option? YES  NO

**A:** \_\_\_\_\_

**Q:** What programs will be offered for the upcoming season (Baseball, Softball, Challenger)?

**A:** \_\_\_\_\_

**Q:** What is the age structure for each division of play?

**A: BASEBALL DIVISIONS**

- \_\_\_-to-\_\_\_-Year-Old Division (Tee Ball)
- \_\_\_-to-\_\_\_-Year-Old Division (Coach/Machine Pitch)
- \_\_\_-to-\_\_\_-Year-Old Division (Minors Divisions)
- \_\_\_-to-\_\_\_ Little League (Minors Divisions)
- \_\_\_-to-\_\_\_ Little League (Majors Divisions)
- \_\_\_-to-\_\_\_ Intermediate (50/70) Division
- \_\_\_-to-\_\_\_ Junior League
- \_\_\_-to-\_\_\_ Senior League

**SOFTBALL DIVISIONS**

- \_\_\_-to-\_\_\_-Year-Old Division (Tee Ball)
- \_\_\_-to-\_\_\_-Year-Old Division (Coach/Machine Pitch)
- \_\_\_-to-\_\_\_ Little League (Minors Divisions)
- \_\_\_-to-\_\_\_ Little League (Majors Divisions)
- \_\_\_-to-\_\_\_ Junior League
- \_\_\_-to-\_\_\_ Senior League

**Q:** What is the registration cost per child?

**A:** \_\_\_\_\_

**Q:** Are discounts available for families with multiple children participating?

**A:** \_\_\_\_\_

**Q:** What is money from registration fees used for? (Download Budget Sheet [LittleLeagueU.org/Finance-Downloads](http://LittleLeagueU.org/Finance-Downloads))

**A:** \_\_\_\_\_

**Q:** What assistance is available for families who are unable to pay the registration fee due to financial hardships?

**A:** \_\_\_\_\_

**Q:** Are there any fundraisers required as a part of the registration process? (See Fundraising Page 25)

**A:** \_\_\_\_\_

**Q:** What are the expectations of me as a parent?

**A:** \_\_\_\_\_

**Q:** Are there any volunteer requirements within the league? (See Background Check FAQs Page 36)

**A:** \_\_\_\_\_

Once registration is open,  
make sure that league officials are all aware of the answers to the following questions for parents.

**Q:** What will be provided for my child (uniform, equipment, etc.) and what will I need to purchase for him/her to participate?

**A:** \_\_\_\_\_

**Q:** Can I request that my child be placed in a specific division of play?  
How are such requests handled by the league?

**A:** \_\_\_\_\_

**Q:** How are managers and coaches selected?

**A:** \_\_\_\_\_

**Q:** What volunteer positions are open within the league?

**A:** \_\_\_\_\_

**Q:** When are tryouts/does my child have to participate?

**A:** \_\_\_\_\_

**Q:** What draft method will be used by the league? (Approved Draft Methods page 13 )

**A:** \_\_\_\_\_

**Q:** When will the draft be held/when can I expect to hear about my child's placement on a team?

**A:** \_\_\_\_\_

**Q:** When does the season begin and end?

**A:** \_\_\_\_\_

**Q:** What time are games and practices/how many per week?

**A:** \_\_\_\_\_

**Q:** How long do games and practices last and where do they take place?

**A:** \_\_\_\_\_

**Q:** Will we be required to travel to other leagues for any games?

**A:** \_\_\_\_\_

**Q:** How will tournament teams be selected/when does that process take place? (See Prepare for Tournament page 14 )

**A:** \_\_\_\_\_

A strong volunteer base is at the center of every successful Little League® program. From coaches to board members to umpires, every volunteer plays a part in providing a great Little League experience. With today's busy schedules, recruiting volunteers can be a challenge, but when done successfully it will help take your program to the next level.

## STEP 1: Identify Volunteer Position Needs and Define Roles



Start by determining how many positions need to be filled. This is a discussion your board should have in advance of the season. Consider past positions that are now vacant as well as new positions that could help your league run more efficiently. When identifying positions, be sure to define the role and responsibilities of that position. This will help potential volunteers know what to expect and help the league measure the success of the individual filling that position.



### COMMON POSITIONS THAT LEAGUES NEED TO FILL INCLUDE

- Coaches
- Coaching Coordinator
- Board Vacancies
- Umpires
- Concessions
- Player Agent
- Team Parent
- Field Maintenance

- #### ROLES INVOLVED
- A. LEAGUE PRESIDENT
  - B. COACHING COORDINATOR
  - C. UMPIRE-IN-CHIEF
  - D. CONCESSIONS MANAGER
  - E. DIVISION REPRESENTATIVES

In addition to permanent volunteer positions, consider times through the year where volunteers may be needed for a single event/activity or for a short period of time.

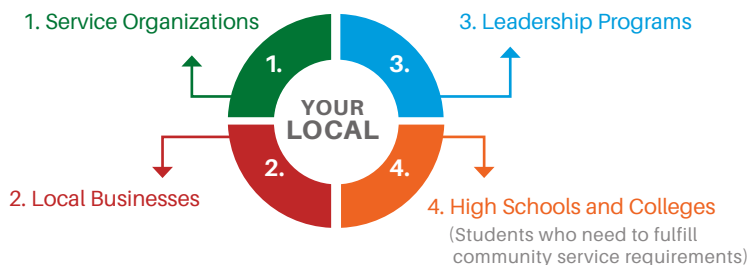
- #### EXAMPLES INCLUDE:
- Equipment Inventory
  - Opening Day
  - Field Cleanup
  - Registration Day

**TIP:** Learn more about recruiting volunteers at [LittleLeagueU.org/Recruitment-Guide](http://LittleLeagueU.org/Recruitment-Guide)

## STEP 2: Identify Sources to Recruit Volunteers

Most volunteers within your league will be parents of participants; however, there are other areas to which your league can turn to look for volunteers.

### CONSIDER THESE ORGANIZATIONS WHEN RECRUITING



- #### ROLES INVOLVED
- A. LEAGUE PRESIDENT
  - B. MARKETING/PR MANAGER



- #### ROLES INVOLVED
- A. LEAGUE PRESIDENT
  - B. MARKETING/PR MANAGER
  - C. COACHING COORDINATOR
  - D. UMPIRE-IN-CHIEF
  - E. CONCESSIONS MANAGER
  - F. DIVISION REPRESENTATIVES

## STEP 3: Prepare to Reach Out to Potential Volunteers

When asking someone to volunteer their time, there are several factors you will want to keep in mind.

### TARGET SPECIFICS

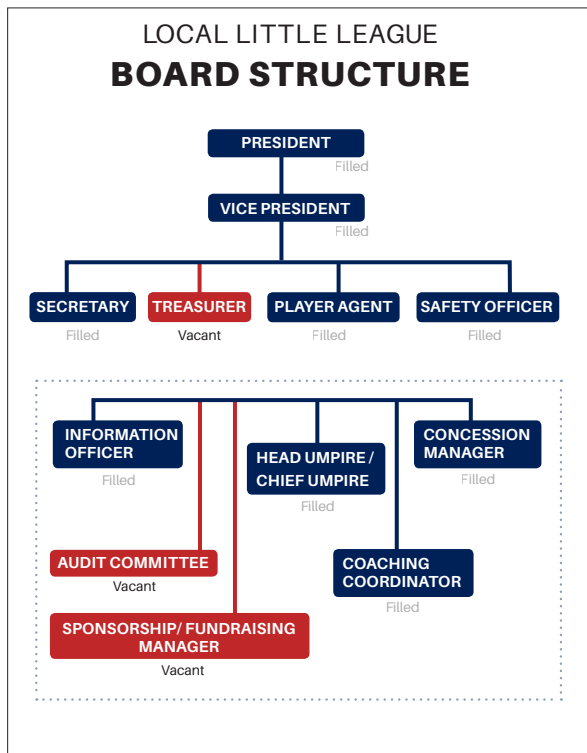
- Make sure the volunteer role/position is clearly defined.
- Consider what motivates individuals to volunteer  
A few possibilities include involvement with their children, feeling connected to the community, making a difference, gaining in leadership skills, recognition, resume building, etc.
- Be ready to share additional information about your league, your board members, and your mission.

While planning, create a list of times and opportunities that your league will have to reach potential volunteers.

• REGISTRATIONS	_____
• PARENT MEETING	_____
• FIELD MAINTENANCE DAY	_____
_____	_____
_____	_____

## STEP 4: Recruiting Volunteers

There are numerous opportunities to reach out to volunteers, one of the best being registration. When conducting an in-person registration, talk with parents about positions that need to be filled; when conducting an online registration, make sure there is an opportunity for parents to sign up to help out in a volunteer capacity. Consider using your local paper/media to gain exposure for volunteer needs.



## ROLES INVOLVED

- A. LEAGUE PRESIDENT
- B. MARKETING/ PR MANAGER
- C. COACHING COORDINATOR
- D. UMPIRE-IN-CHIEF
- E. CONCESSIONS MANAGER
- F. DIVISION REPRESENTATIVES

Two of the most common positions that leagues have a need to fill are coaching positions and board vacancies.

Below are tips on filling each of those positions.

### COACHING VACANCY

- Most will be filled by parents
- Work with a local high school or college to organize a clinic
- Pair new coaches with experienced coaches so they can gain experience

**Note:** Managers and coaches may not hold more than 50% of positions on your league's board of directors.

### BOARD VACANCY

- Make sure the role and responsibilities are clearly defined.
- Identify parents in your league that have a professional background that would be relevant to the open position.
- Clearly define the time commitment required throughout the year.
- Offer to send new board members to a local or regional Little League Roadshow or Clinic.



Download the Volunteer Recruitment Worksheet and FREE Volunteer Recognition Certificate for your league at [LittleLeagueU.org/Worksheets](http://LittleLeagueU.org/Worksheets)



Learn more for Coaches and Board Training and Education at [LittleLeagueU.org](http://LittleLeagueU.org)

## STEP 5: Volunteer Recognition

An important part of keeping volunteers engaged and motivated is recognizing their efforts throughout the year. Whether your league holds a Volunteer Recognition Ceremony or creates special pins and other tokens of appreciation, consider creating opportunities to recognize and thank your volunteers.

### SHOW YOUR APPRECIATION

- Recognize volunteers at Opening or Closing Ceremonies.
- Engage your local paper to do a story on the volunteers in your league.
- Send emails to the league membership explaining roles and responsibilities of volunteers.
- Create special volunteer pins and plaques for volunteers that are deserving.



# FUNDRAISING FOR YOUR LOCAL LEAGUE



It is the responsibility of each local Little League® to develop an annual plan for fundraising. Such fundraising efforts should consider the necessary operating budget of the local league, income sources, and ongoing support from community and city groups. All financial operations should be shared regularly with you board.

There are a variety of sources for raising funds. Community or city donations of fields or maintenance, sponsorships and donations from local businesses and individuals, concession stand sales, fundraising campaigns and events, and registration fees all contribute to the league's operating budget. Leagues are cautioned to place an effort on keeping registration fees to participating families as economical as possible. It is the policy of Little League Baseball and Softball that no player should be turned away from participation if they are unable to pay.

Local leagues are encouraged to establish their annual operating budget early in the fall planning timeline and then develop a fundraising support plan to implement prior to the season.

Leagues and districts should keep in mind that many states maintain specific requirements for charitable solicitations among non-profits. Additional steps may be required of leagues or districts before you are permitted to solicit funds in the name of the league in your local community. Such guidelines also may pertain to games of chance, raffles, crowdfunding, and other contests that are used as fundraisers.

Be sure to check your individual state laws or other requirements regarding fundraising and ensure that you are adhering to these guidelines with all activities. A helpful resource can be found at [LittleLeague.org/CharitableNonProfits](http://LittleLeague.org/CharitableNonProfits).

## STEP 1: Establish Fundraising Goal



Determine your fundraising goal based on the league's annual operating budget. The goal should serve as one of the primary drivers of your fundraising plan and required efforts to attain.

## STEP 2: Establish A Fundraising Committee and Draft an Annual Fundraising Plan

Typically, led by the Sponsorship and Fundraising Coordinator within the local league, a committee should be recruited to assist with outreach and procurement of donations and sponsorships.



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

## 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

## STEP 3: Establish Outreach Tools

- Create a list of local businesses that fall within your league's boundaries. Identify the local business owner or manager and appropriate contact information. Keep this list on file each year.
- Create a donation letter along with information about your league and how the donations will help with your league operations. Include pictures and logos to excite the reader and information about player/family participation in the league. Include donation ideas when relevant to the business you are targeting.
- Position the league as a good marketing opportunity for local businesses to reach customers. Encourage not only a donation, but also support to help promote league activities and volunteerism, if applicable.

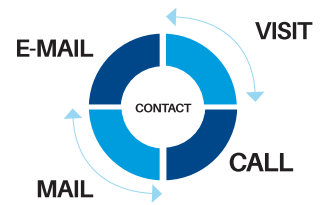


Download the Fundraising Checklist Worksheet for your league at [LittleLeagueU.org/Worksheets](http://LittleLeagueU.org/Worksheets)

Learn more at [LittleLeagueU.org/Donations](http://LittleLeagueU.org/Donations)

**STEP 4: Conduct Outreach for Sponsorships / Donations and Secure Funding**

- Mail or email information to identified organizations on your outreach list.
- Divide outreach among the committee members and document efforts.
- Track sponsorship donations and support in a simple spreadsheet to simplify the fundraising process each year. Evaluate the success with each sponsor at the end of the season.
- When possible, visit local businesses in person to drop off information and discuss the opportunity with the manager or owner. Encourage a response by a specific deadline.



**ORGANIZE LEAGUE FUNDRAISERS**

The Fundraising Committee should also organize the annual league fundraisers that rely on team and parent support to implement.



Sandwich Sale



Apparel Sale



Raffle



Local Business - Donation Day

- During the fall/winter planning timeline, research league fundraisers that resonate with parents, such as a pancake breakfast at local restaurant, pass the can donations at local grocery store, league car wash, and traditional catalog fundraising such as candles, wrapping paper, and candy.
- Once fundraisers are determined, communicate with teams and parents. Secure participation and volunteerism.
- Monitor and track participation of fundraisers.
- Evaluate efforts based on return.

**TIP:** It is important to note that sponsorship or donation by any business of a local league or team does not give that sponsor any rights in the operations of the league or any use of the Little League marks (see Regulation XIII). The Little League Rulebook and [LittleLeagueU.org/Branding](http://LittleLeagueU.org/Branding) contain additional information on league fundraising activities and the use of Little League trademarks, including the words "Little League".



For additional information on marketing your league and for tips and tools for soliciting sponsorships and donations, visit [LittleLeagueU.org](http://LittleLeagueU.org).

**WHERE DOES THE MONEY GO?**



Download the Monthly Treasurer's Report Sheet at [LittleLeagueU.org/Finance-Downloads](http://LittleLeagueU.org/Finance-Downloads)



# DEVELOPING COMMUNITY AWARENESS FOR YOUR LEAGUE

With a wide variety of activities and organizations seeking the participation of youth in your community, it is more important than ever for your league to take advantage of opportunities to raise its visibility in the community. Every year there are a number of events and activities that every league can take advantage of to raise program awareness.



In all activities in which your league participates or hosts, take advantage of the ability to use the Little League name with your league name. In a recent survey of parents, more than 99 percent

responded that they had an awareness of Little League and recognize the mission — developing good citizens and the values: teamwork, sportsmanship, and fair play — of the Little League program. Tapping into this recognition will help drive awareness of your league's offering.

Throughout the year, there will be a number of events that can be used to raise community awareness for your league. Below are some examples of events and activities available to most leagues.

## OPENING DAY CEREMONY

A successful opening day celebration brings a community together while highlighting all aspects of your Little League. To get the most exposure from your opening day ceremonies, keep the following tips in mind:

- Highlight the accomplishments your league enjoyed last season.
- Include schools, local civic and volunteer organizations, and area businesses in the ceremonies.
- Invite past players, volunteers, and league officials to attend.
- Thank sponsors and other league supporters.
- Highlight all programs offered.
- Include a mix of activities that are of interest to parents and children (contests, games, raffles, etc.).
- Take photos to share on social media.
- Promote to local media in advance of the event.

## ROLES INVOLVED

A. LEAGUE PRESIDENT  
B. ONE-TIME VOLUNTEER\*

\* Opportunity For Assistance With Coordination



Download The Community Awareness Worksheet for your league at [LittleLeagueU.org/Worksheets](http://LittleLeagueU.org/Worksheets)

Learn more at [LittleLeagueU.org/CommunityAwareness](http://LittleLeagueU.org/CommunityAwareness)

## COMMUNITY EVENTS

Most communities host a number of events that provide opportunities for local organizations to highlight their efforts in the community and gain interest from families and businesses. Choosing to participate in these activities allows your league to build goodwill and raise awareness in the community.

## ROLES INVOLVED

A. MARKETING AND PR MANAGER  
B. ONE-TIME VOLUNTEER\*

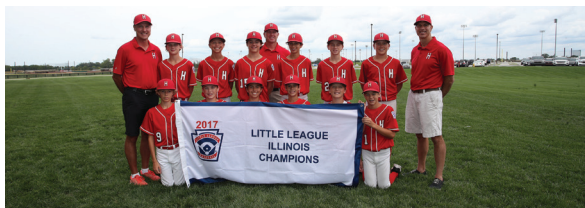
\* Opportunity To Help Coordinate Participation In Each Event

### SOME EVENTS TO CONSIDER PARTICIPATING INCLUDE

- Parades
- Community Days
- MLB Play Ball Event
- Holiday Activities/Events
- LL World Series Watch Parties

## PROMOTING TOURNAMENT PARTICIPATION

Your league's participation in the Little League International Tournament provides an opportunity to promote a benefit only available to baseball and softball players that choose to participate in your program. When done effectively, this can be a good way to attract players to your league who would like to participate in future seasons.



## ROLES INVOLVED

A. MARKETING AND PR MANAGER  
B. ONE-TIME VOLUNTEER\*

\* Opportunity To Help Coordinate Participation In Each Event

### WHEN PROMOTING TOURNAMENT PARTICIPATION CONSIDER:

- Sending a press release to community media outlets regarding tournament team selection.
- Sending tournament results to community media outlets.
- Promote participation via social media.
- Hold Little League World Series viewing events to encourage interest in the game.

## SPREADING THE WORD ABOUT YOUR LOCAL LEAGUE



Members of the print, online, television, and radio media are always looking for a good story, and your league activities may be of interest to the local press.



Read more at [LittleLeagueU.org/Communication-Tools](http://LittleLeagueU.org/Communication-Tools)

- A. **FIND THE RIGHT OUTLET:** Your local newspaper is a great place to go, but don't overlook the importance of online media, radio stations, community message boards, and television stations. Ask your volunteers and parents if any of them work for a local media outlet or know of someone who does. Knowing a contact is a great way to get your message seen and distributed.
- B. **CONTACT THE RIGHT PERSON:** Reach out to a real person and not a general email. Find a sports editor or a local news/community editor, senior editors, managing editors, or reporters. For television and radio stations, look for news directors or sports directors. If you're still not sure who to reach out to, it never hurts to call the outlet directly and find the appropriate contact.
- C. **CRAFT YOUR MESSAGE:** **Media Alerts** provide quick information on an upcoming event (e.g. Opening Day). They should always include who, what, where, and when. They should also include an interesting hook that makes media want to cover the event, and be sure to include anything from your community that is noteworthy. It is also smart to include information about any special dignitaries who may be part of your event. Be sure to include contact information for someone from your league as well.
  - **Press Releases** are longer and written like a story. They should also have all the details that a Media Alert has, only with more information and a quote from your League President or another league official. Supplying a hi-resolution digital photo for the media to use is another way to help get coverage of your event.
- D. **VISIT LITTLELEAGUEU.ORG** for ready-to-use Media Alert and Press Release templates for your registration, Opening Ceremonies, end-of-year events, and more.
- E. **TIME YOUR OUTREACH:** Send a media alert out two weeks before your event and re-send it two to three days before your event. Identify key media that you will reach out to the day before your event. Within a day after your event, send out a follow-up press release with a photo that shares the event's success.
- F. **KEEP YOUR WEBSITE UPDATED:** Your website is not only a tool to keep players, parents, and volunteers informed, but also the media. Make sure that you are placing updates about your events on your website. If you have permission to use photos from those events, include them on your website. Little League International has partnered with DICK'S Sporting Goods to utilize DICK'S Team Sports HQ which gives leagues access to a free Little League themed website among numerous other benefits.
- G. **UTILIZE SOCIAL MEDIA:** Media will also use your social media pages to get information about your league. Make sure your league background information and contact information is up-to-date, and that you're promoting your events on social media. New to Facebook and Twitter? Keep your posts simple, straightforward, and informative. Sharing a photo with your post is always a great idea to get more engagement. See page 29 for more tips.



Little League wants to know about your success promoting your league! If you get your local news to do a story about your events, or have your own photos, videos and stories to share, be sure to email them to [media@LittleLeague.org](mailto:media@LittleLeague.org)



Learn more in our article online  
**"Knowing The Dos and Don'ts  
 on Social Media"**



[LittleLeagueU.org/Social-Media-Tips](http://LittleLeagueU.org/Social-Media-Tips)

## 5 TIPS FOR USING SOCIAL MEDIA

Having a presence on social media is necessary to communicate with today's parents, volunteers, and your community as a whole.

Facebook and Twitter are still your go-to tools for social networking. If you want to focus on just one site, Facebook has the most users and the best ability for sharing detailed information. Using Twitter, Instagram, or other platforms can help spread your league name, but if you don't have the resources to populate multiple accounts, the best site to focus your efforts on is Facebook. If you do have multiple accounts, look into sites like Hoot Suite that allow you to manage multiple social media sites from one place.

As you plan your social media efforts this Little League season, here are some tips to keep in mind:

### 1. FIND A VOLUNTEER OR TEAM OF VOLUNTEERS TO HEAD UP YOUR EFFORTS:

Creating a position on your Board of Directors for a dedicated social media manager will not only ensure that your online presence has a constant pulse, but it is also a great way to get more parents involved as volunteers for your league. Make sure these people work closely with your teams, so they can share important information to your fans and help improve your communications.

### 2. DON'T USE PHOTOS OR VIDEOS OF INDIVIDUALS WITHOUT THEIR PERMISSION:

Photos and videos are great ways to get noticed on social media, but make sure you have permission before sharing a picture of a player or fan. It's a good idea to have your players' parents fill out a model release form early in the year and keep it on file. Identify a set of photos that you can use on social media, and ensure that you have the OK from those people in the picture before using that post.

### 3. CREATE WAYS TO POST ON A CONSISTENT BASIS:

During the season, it's easy to find updates to share with your social media followers, but make sure you pay attention to your accounts throughout the year. Find fun things to talk about and share quotes or inspirational posts to keep your parents, volunteers, and players excited about Little League during the off season. On Facebook, use tools like events and calendars to keep people informed of important dates on your league's schedule. Monitor social media comments/admin role and social channels.

### 4. AVOID DEBATES THAT ARE BETTER SUITED FOR A PRIVATE CONVERSATION:

Remember, once it's posted on any website, that statement or image is public. Be careful when you're posting and make sure that you're reflecting your league in the most positive light. If your community members start posting or tweeting about a specific issue, encourage them to contact the league via email or attend the next public meeting. Getting into a social media discussion that could become heated should be avoided.

### 5. IDENTIFY NEW WAYS YOUR SOCIAL MEDIA CAN HELP SUPPORT YOUR LEAGUE:

Little League is about community, so are social media sites. When creating posts, think of ways social media can support your league outside of updates and basic communications. Consider connecting with schools and organizations that might support your league and offer to cross-post and promote activities that benefit your league activities. Thank your local sponsors by posting links to their social media pages or websites. Also, for a very minimal investment, advertising on social media can be very effective in broadening the audience of key posts, like registration information.

More than anything, social media is a way to share the fun of Little League with your followers and their friends. Your presence should reflect the positive, emotional impact of the league to not only its players, parents, and volunteers, but the entire community. As your online community grows, your posts will become more impactful, and more people will see the important information you share on your pages, which will help attract the next generation of Little Leaguers and volunteers to your league.



## HOW TO HANDLE MEDIA REQUESTS

There may come a time when a concerning instance arises, and the local media will ask for information, for an interview, or for a quote. In a questionable scenario, it is best to politely decline the invitation to correspond with members of the press, and immediately contact your District Administrator and Regional Office.

If the situation, requires Little League International's involvement, a member of the media relations department will reach out directly or will work through the D.A. and Regional Office. Please know, when necessary, Little League International's full-time staff will provide important assistance and guidance.

### SITUATIONS MAY INCLUDE:

- League Financial Questions
- Volunteer Controversy
- Tournament Team Selection
- Spectator or Player Injury
- Excessively Poor Spectator Behavior

It is not recommended to send a league-wide email in an attempt to address a questionable situation without first communicating with your D.A. and Regional Office. Once a situation surfaces, it is advised to identify a person affiliated with your league who has experience in dealing with the media. It may be determined that this person serve as a local league spokesperson.

IT IS COMMON FOR A LITTLE LEAGUE® TO GENERATE INTEREST FROM THE

**LOCAL MEDIA, FAMILY, AND FRIENDS** WANTING TO CHRONICLE LEAGUE GAMES AND ACTIVITIES USING STILL PHOTOGRAPHY, OR STREAMING VIDEO.

Here are a **few questions and answers** that a **District Staff** and **local Board of Directors** should be aware of and may **consider** discussing as part of its **policies**.

**Q:** How can we keep our constituents informed about our league activities via the Internet?

**A:** Use your website as the main tool to keep all volunteers, parents, and the general public including media updated.

**Q:** Are still pictures allowed to be posted online?

**A:** Yes. A local league can post pictures of league activities - including games. Before taking any photos that involve children, parents must provide written consent. Little League has a general model release form that local leagues can use to gather this permission [LittleLeague.org/ModelRelease](http://LittleLeague.org/ModelRelease)

**Q:** Is a professional media/news outlet (FOR EXAMPLE: NEWSPAPER, RADIO, TELEVISION) permitted to record video of a game, practice or other league activity?

**A:** Yes. Any news outlet may record video for use with a news story without prior authorization. It is the responsibility of the local league and/or tournament director to designate where the media may position a camera(s). Any interviews involving children must be conducted with an adult present (for example: parent, manager, coach, or league official).

**Q:** Can a parent or other non-professional photographer or videographer take pictures or produce video recordings during a regular-season or tournament game and then solicit sales of the images or footage?

**A:** No person or commercial entity is permitted to photograph any league activities for the purpose of retail sale or distribution without the expressed written permission of the local league. In the case of video production, permission must be granted in writing by Little League International. If a league wishes to establish a contractual agreement with a professional photographer or videographer to sell team or action photography, it may do so. Public notice of such agreements is required prior to the photographer and/or videographer making any imagery available for purchase. Parent/guardian solely for personal use is permitted.

**Q:** What rights does a league or district have to control the access to non-news media and/or commercial photographers and videographers at a game site?

**A:** If the field facility is private property owned by the league or district, it is within the property owner's rights to restrict any and all access. If the field facility is located in a public or municipal park, it is the responsibility of the property owner to determine the access. If necessary, any local league official has the ability to review and explain the guidelines set forth by Little League International regarding the appearance of Little Leaguers in the media. This information is available on the Little League website at [LittleLeague.org/Media](http://LittleLeague.org/Media)

**Q:** How can I stay updated about information and news from Little League?

**A:** Visit [LittleLeague.org](http://LittleLeague.org) and [LittleLeagueU.org](http://LittleLeagueU.org) regularly. Each month, Little League International produces a series of e-newsletters and e-mails that are delivered directly to your inbox. For local leagues - the *Little League Notebook* - is sent via e-mail and produced specifically for league officials, and offers information about best practices, along with ideas and insight on how to effectively and efficiently operate your league. Little League also constantly connects, entertains, and informs followers through its social media endeavors (Facebook, Twitter, and Instagram).

To receive Little League's newsletters and e-mails, visit: [LittleLeague.org/Register](http://LittleLeague.org/Register)