

## TALKING POINTS

Becoming an official recognized league of USA Football is a big accomplishment. Once the good news gets out, people will be asking questions to learn more about it. Be prepared with these pre-thought out questions with sample answers.

Below are ways to talk about USA Football's League Excellence Program and your level of achievement:

### What level are you?

- ▶ "We are a [insert level] level league which means we meet some of the highest standards in youth sports for the good of our kids and families."

### What kinds of requirements?

#### Bronze Level

- ▶ "Our league is officially enrolled with USA Football, 100 percent of our coaches are certified through their nationally accredited certification, and we've secured the appropriate league insurance to operate responsibly. This is what 21st century youth sports look like."

#### Silver Level

- ▶ "Along with being enrolled with USA Football and having every coach complete certification, our league offers multiple game types like flag football and 11-player tackle. Our coaches also are background-checked and follow USA Football's practice guidelines. This is what 21st century youth sports look like."

- ▶ Above is an example of two game types. Insert your organization's game type in discussion.

- ▶ List any additional league standards and practices you feel are important

#### Gold Level

- ▶ "Being a USA Football gold-level league means we meet or exceed the highest standards in youth sports today. All of our coaches are USA Football-certified. Our kids play and learn

the sport through USA Football's game type progression and nationally endorsed athlete development model. We also employ one of the country's most thorough volunteer background check providers and assess our players' skills individually, helping them excel on the field and have more fun playing the greatest team sport we know.

- ▶ List any additional league standards and practices you feel are important

### How does this set the tone for other leagues in the area?

- ▶ "Being part of USA Football's League Excellence Program tells families that the entire [league name] is committed to putting their kids first in everything we do. The skills kids learn in football are found on the corner of fun and fitness. That's also where they'll grow physically, socially and mentally within the greatest team sport we know. This is what 21st century youth sports look like and it's how we play and teach football here.

### Do your coaches have to get certified before each season?

- ▶ "Yes. Our coaches complete USA Football's nationally accredited coach certification before each season."

### If you're a USA Football recognized league this season, does it mean you automatically are the following year?

- ▶ "No. Our league is determined to continue



meeting and exceeding these standards to maintain USA Football's recognition. We're proud to have earned the reputation of being a high-quality program and we're inspired to keep doing it better."

### **Do you think all youth football leagues should participate in USA Football's League Excellence Program?**

- ▶ "Yes. Why wouldn't you want to create a better environment and experience for each athlete, no matter what sport they play? This is forward-thinking and our kids deserve to have leagues uphold high standards to help them excel in sports while having fun."

### **Why is it important to know all of your coaches are certified?**

- ▶ "It's very important. Our kids' parents know that they're not leaving their child with just anyone. They know our coaches took the time and effort to be trained in proper techniques and teachings so their child has the best and safest football-playing experience they can have. Coaches are teachers and our kids want to get better on the field while they have fun. Having certified coaches puts that train on the tracks. No matter what sport you teach, parents need to see how you're dedicated to their children and it starts with coach certification."

### **Any questions about learning more about the League Excellence Program or coach certification**

- ▶ "There's a lot of information on USA Football's website. You can find it at [usafootball.com](http://usafootball.com)"

### **Be prepared to answer the following questions:**

- ▶ What are the ages of kids in your league?
- ▶ Do you offer football to both girls and boys?
- ▶ What game types do you offer? (Ex. Flag, Senior Limited Contact,<sup>™</sup> Rookie Tackle,<sup>®</sup> etc.)
- ▶ What does registration cost?
- ▶ When does registration open and close?
- ▶ When did the league first start/number of seasons?
- ▶ How many teams does your league have?
- ▶ What are your equipment rental offerings?
- ▶ How many players are typically on a team?
- ▶ About how many coaches lead a team?
- ▶ How would you describe your league's level of competitiveness?
- ▶ Where can we find out more information on your league?
- ▶ Where and how can parents sign up their child?
- ▶ Do you offer camps or trainings for new players?
- ▶ Are there any volunteer opportunities?

**If they want to learn more about USA Football direct them to [usafootball.com](http://usafootball.com)**