

Forming Partnerships

A successful program encompasses a number of individuals, groups and organizations pulling together for a common goal.

Within your neighborhood there should be quite a few civic clubs, service organizations, businesses and community leaders that believe in the benefits of athletic programming. Each of these entities is capable of providing your program with various forms of assistance. Everything from acquiring a coach, to the acquisition of facilities, to assistance with the operation of your events. Don't overlook these potential-partnering opportunities.

The following list is but a few of the community-based clubs and organizations that you might consider contacting as you get started:

Community Athletic Clubs

They can help you administratively, with the recruitment of athletes and finding coaches. There is always the possibility of becoming a team within one of their leagues or a welcomed addition to an existing team.

Sport Commissions And Convention & Visitors Bureaus

These two groups can be major assets to you as you get started and develop your program. Their primary responsibility is to service the needs of their community while attracting taxable revenue dollars to their community. They will be your biggest supporters when it comes time to host your own AAU tournaments.

Police Athletic League And Church Groups

Each of these groups can help you in the recruitment of athletes, coaches and other adults who wish to become involved in your program. Many of the various PAL locations and church owned properties have their own athletic facilities which might be available if you ask.

Park & Recreation Departments

This governmental group is currently doing what you are planning with the only difference being they have years of expertise. You would be wise to take advantage of their administrative experience and hands-on know-how in the sporting industry.

YMCA/YWCA

Similar to the Parks and Recreation departments, each of these organizations have athletes, coaches, facilities and expertise from which you may be able to solicit assistance for your program needs.

Boys' And Girls' Clubs

Also another great organization to be involved with when it's time to get your program up and running.