

USA Softball of Sacramento



Community Engagement

It's all about Enthusiasm and Commitment

R. Scott Alvord

CEO, Advanced Development Concepts, LLC

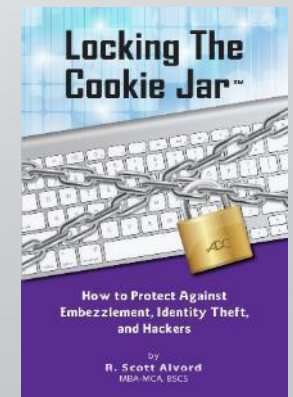
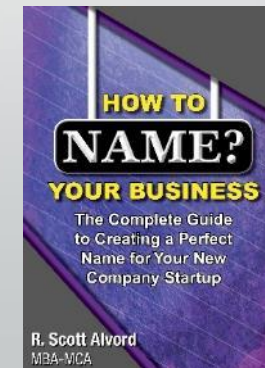


www.ADCBiz.com

Copyright © 2023, Advanced Development Concepts, LLC (all rights reserved)

Who am I and what do I know about Community Engagement?

- Started Software Company in college
- BS in Computer Science
- MBA-MCA degree from Sacramento State University
- Senior Examiner, C.A.P.E. (CA version of Malcolm Baldrige Quality Awards program)
- Focused on business consulting (35+ years!)
- Started and operated an award-winning restaurant for over a decade
- Added a small publishing company with author services
- Wrote a few books, working on others
- Elected to City Council, holding frequent Community Coffee engagement events
- Run a weekly business mastermind group since 2008
- Adjunct Professor, teaching upper division Marketing (2017+)



And I've been a Coach...



What's the Ultimate Goal?

(of community engagement with your teams)

- Ideas?
- New player signups
- Volunteer Coaches and team staff
- Sponsors
- New Teams
- Benefits to our players
- Benefits to our families.



“Start with *Why?*”

Originally coined by Simon Sinek, the *Golden Circle* theory argues that many of today's most successful companies think beyond the obvious and ask themselves...WHY?

WHY should anyone get involved with our softball league/team?



The Benefits of Softball

What benefits can *you* think of for our players?



The Benefits of Softball

ACTIVE YOUTH DO BETTER IN LIFE

What Research Shows on the Lifetime Benefits



Active parents are associated with active kids



Physically Active Children



1/10 as likely to be obese



Up to 40% higher test scores



Less smoking, drug use, pregnancy and risky sex



15% more likely to go to college



Lower levels of depression and self-derogation



Higher self-esteem



7-8% higher annual earnings



Lower health costs



More productive at work

EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD

Benefits of Softball (continued)

- Time management
- Learn to deal with adversity
- Healthy lifestyle habits
- Learn teamwork skills
- Improves self esteem
- Build friendships (encourage, celebrate)
- Wear cute uniforms and be set apart 😊

What motivates players...

Which of these reasons best describes your motivations for playing sports?

	All	Male	Female
Having fun	81%	78%	83%
Exercise	79%	77%	82%
Learn and improve skills	66%	64%	68%
Playing with and making new friends	64%	60%	67%
Competing (testing myself against others)	59%	64%	54%
Winning games/championships	53%	60%	48%
Emotional well-being/mental health	49%	41%	56%
Improve college applications	42%	37%	46%
College scholarships	39%	42%	37%
Belonging to a group within the school	34%	29%	38%
Getting away from problems	36%	35%	38%

What motivates players...

Which of these reasons best describes your motivations for playing sports?

	All	Male	Female
Having fun	81%	78%	83%
Exercise	79%	71%	82%
Learn and improve skills	66%	64%	68%
Playing with and making new friends	64%	60%	67%
Competing (testing myself against others)	59%	64%	54%
Winning games/earning trophies	53%	60%	48%
Improve overall well-being/mental health	49%	41%	56%
Improve college applications	42%	37%	46%
College scholarships	39%	42%	37%
Belonging to a group within the school	34%	29%	38%
Getting away from problems	36%	35%	38%

WHY is this important to know?
How can we use this information?

Let's Talk *Social Media*...

- Who currently uses social media for your team?
- How do you use it?

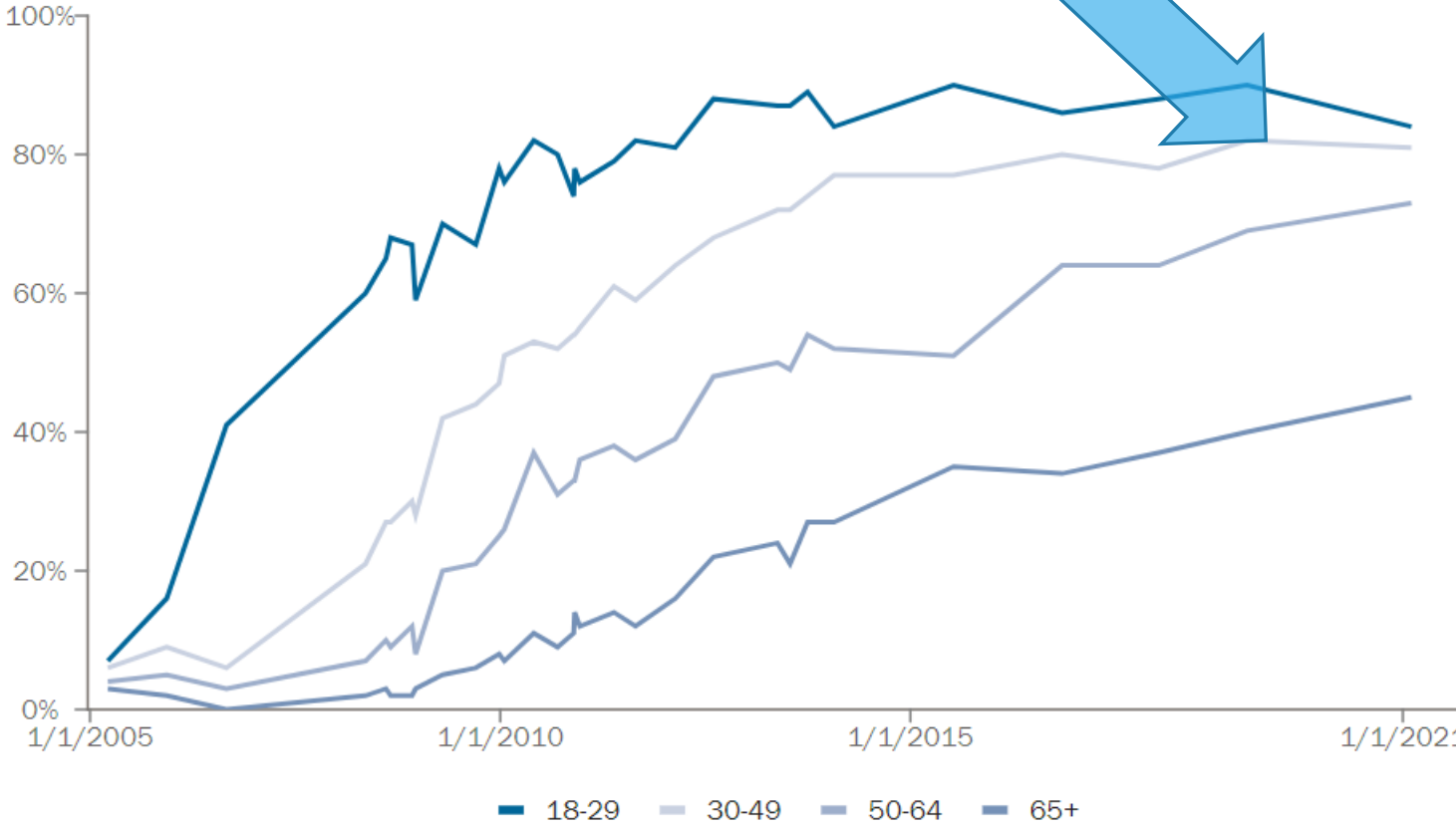


Got Social Media?

Social media use by age

% of U.S. adults who say they use at least one social media site, by age

Pew Research Center

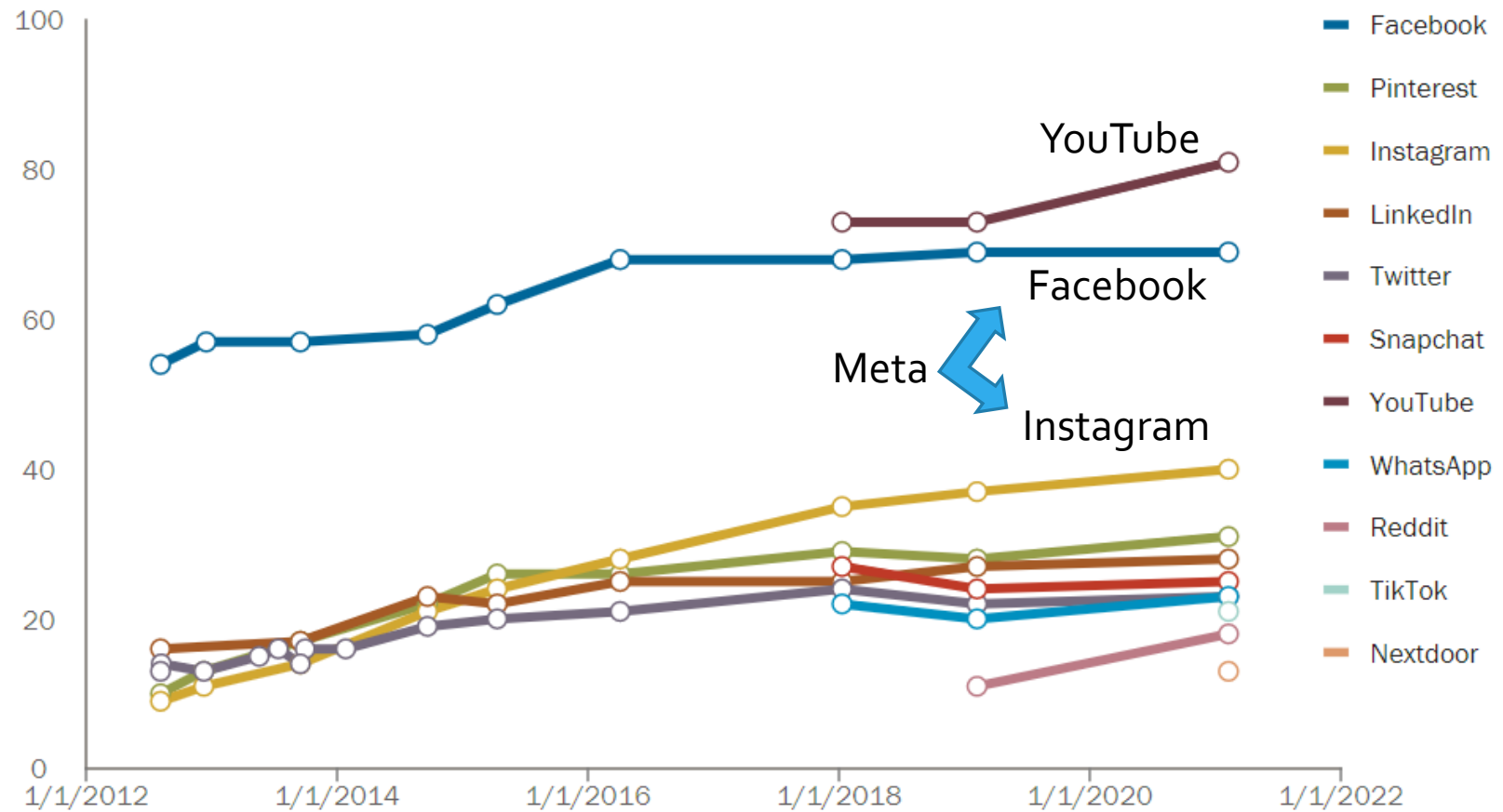


Popular Social Media Platforms

Which social media platforms are most popular

% of U.S. adults who say they ever use ...

Pew Research Center



Who are the Parents?

League *players* are typically 4 to 16 years old...

- Mom was, on average, 27 when she *first* gave birth, so she is currently 31 to 43 years old at a minimum (avg) since this might not be her oldest child. **Mom's age range is likely 30-50** for most players in the leagues
- On average, **dad is 3 years older than mom (33-53)**
- **Mom born 1973-1993 (~1984) – 39 years old**
- **Dad born 1976-1996 (~1987) – 42 years old.**

IMPORTANT!

Who are the Parents? In 1984...

Average parent born in 1984...so...age 39 years old

- Graduated from High School in 2002
- Music Emotional Memory in 11th Grade...

IMPORTANT!

The value of including music in marketing, can be tremendous. It is one of the most subconscious emotional drivers available to marketers. It is a tool that can create a specific feeling inside a person, which can be very powerful in helping connecting with a target, by setting an emotional mood.

Getting Social Media Views

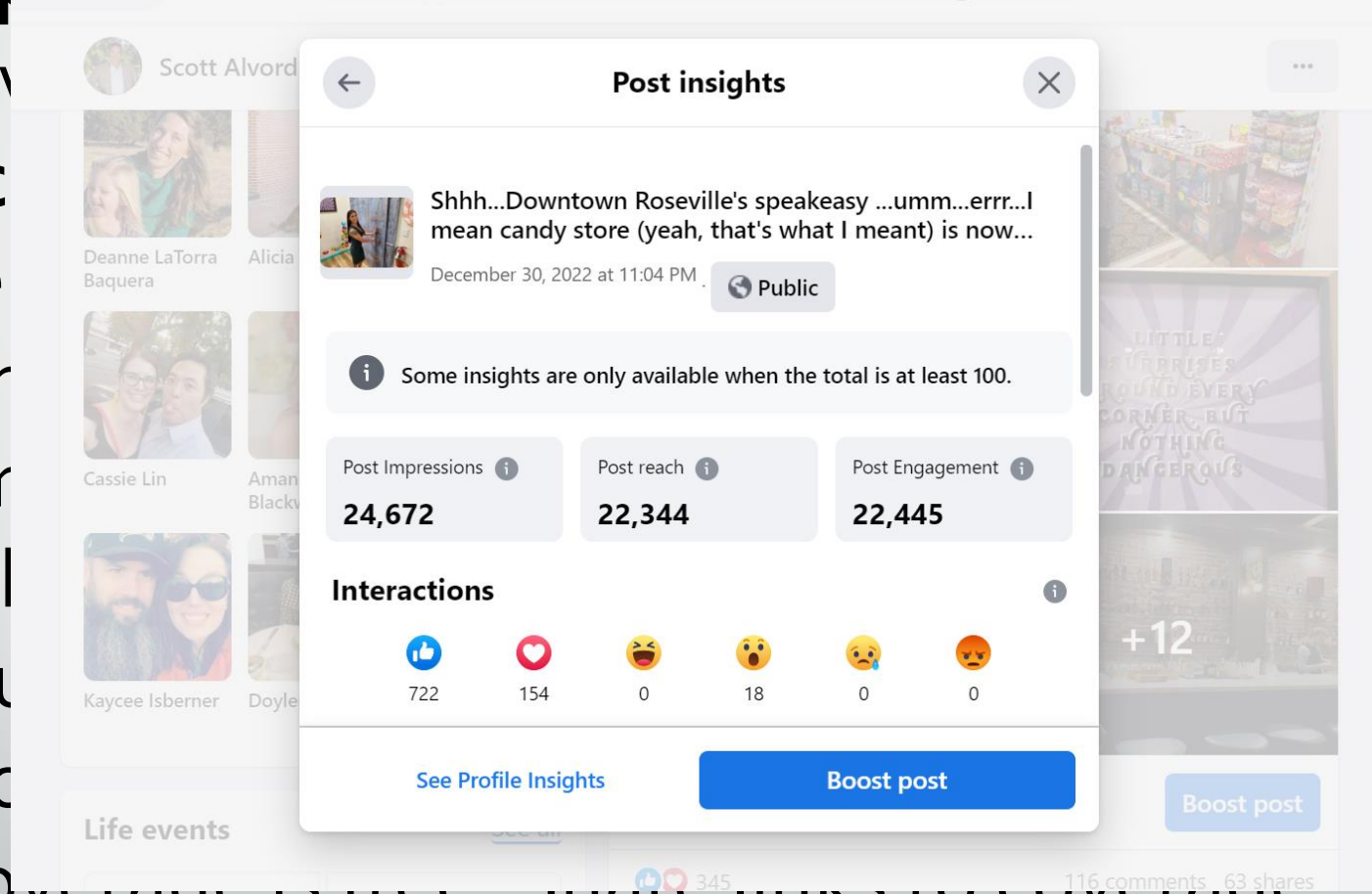
- **Facebook Tips**
 - **Groups** can be better than **Pages**
 - Members join Groups to interact with like-minded information (two-way)
 - Pages are more one-way (page to viewer)
 - **Facebook decides** scoring & who sees posts
 - Recent interactions boost likelihood
 - Friends better than friends of friends
 - Shares & Likes vs Loves vs Care, etc
 - Page and Group popularity.

Getting Social Media Views

- **Get supporters to interact** with posts so more see them (Like/Love, Share, Comment = increased visibility score)
- **Influencers** can be free
 - Invite a [local] celebrity to throw out the first pitch
 - Ask them to please share about it (offer to send them the images – so you can remind them again!)
 - If they post it, Love it and share it personally and to your team group/page and other groups that will allow it
- **News** coverage is free! Share links to coverage.

Getting Social Media Views

- **Get supporters to interact** with posts so more see them (Like/Love/Comment/Share/Retweet/Repost/Score)
- **Influencers**
 - Invite
 - Ask them to promote the image
 - If they do, you will allow
- **News coverage is free. Share links to coverage.**



switch
and them
y and to
at will

Engagement Ideas

Roseville
GIRLS SOFTBALL

LEARN
CAT
PI

FREE CLINIC
*Must pre-register

FEBRUARY 7
FEBRUARY 14
FEBRUARY 21
FEBRUARY 28

This clinic is open to all RGS players in the 8u, 10u, 12u. We will teach basic mechanics and drills to work on at home. COME LEARN HOW TO TEACH!
www.rosevillegirlssoftball.com

EVERY SEASON STARTS AT
DICK'S SPORTING GOODS
EXCLUSIVE SHOP EVENT
20% OFF YOUR ENTIRE PURCHASE



NEED AN ITEM NOT AVAILABLE IN-STORE?
Ask a Store Associate about ordering an item(s) through our ScoreMORE kiosk, located inside the store. Receive a 20% discount, plus free shipping on the date(s) listed below. Some exclusions apply.

USA Softball
Offers valid 1/16/2023

Looking for something to do tonight with the kiddos? National Night Out is tonight at McBean Park!! Come hang out and support our local businesses and organizations. Be sure to stop by the LGSA booth and say hi!!

NATIONAL NIGHT OUT
2022

Family Game Night
Together, we can make our community safer & stronger.

TUE, AUG 2, 2022
National Night Out 2022
65 McBean Park Dr, Lincoln, CA 95648
Shared to Rocklin/Placer County

Roseville Girls Softball
November 30, 2022

Come and check out the RGS Tree at the Roseville Downtown Holiday Celebration starting tonight at 6:00pm! You can also VOTE for RGS in the tree competition here:
<https://docs.google.com/.../1FAIpQLSexrZrl6wQr2T.../viewform>

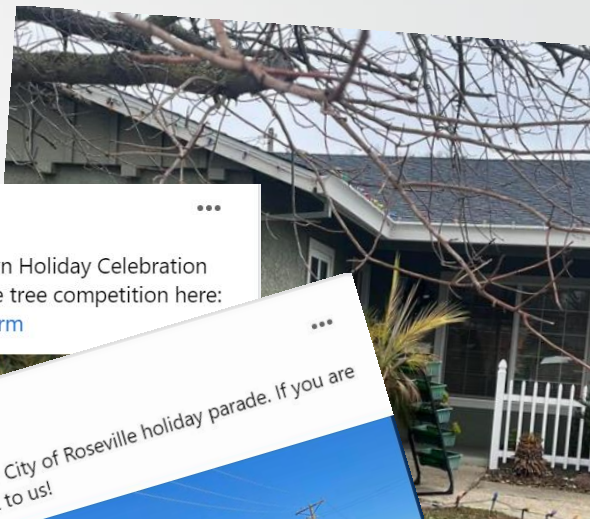
Roseville Girls Softball
November 19, 2022

We are getting ready to participate in the City of Roseville holiday parade. If you are a RGS player or alumni, please shout out to us!



2 comments

Like Comment Share



Why Would Sponsors Sponsor?

Personal

- Family member in the league
- Friend/key customer “hits them up” to sponsor
- Fond memories or history with sports
- **Business**
 - The attendees are their **TARGET AUDIENCE!**
 - Want that plaque sitting in their office
 - Shows clients that they’re community oriented
 - They are a preferred vendor of league and want to stay that way.

Why Would Sponsors Sponsor?

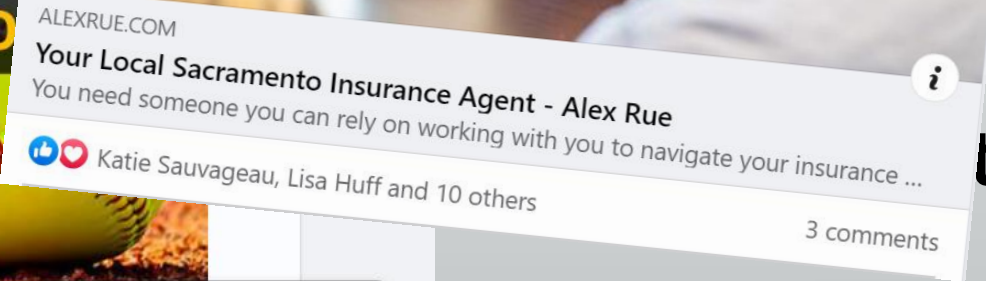
****SPONSORS NEEDED****

P

We are looking for sponsors for our upcoming Spring Season! RGS is a donations go directly to the league! Sponsorship is a great way to support players AND promote your business. We have several levels available for consideration - Please visit www.rosevillegirlssoftball.org to sign up!

SPONSORSHIP LEVELS

HOME RUN	GRAND SLAM	HALL OF F
Email blast to all RGS families	Everything in Home Run Package plus:	Everything Grand Package plus:
Business name and logo on landing page of our league website	3' x 5' banner provided by RGS at Central Park for Spring Season	Additional 3' x 5' banner provided by RGS at Pistachio Park for Spring Season
Business name on team jerseys	Individual social media post on RGS page thanking your business for Sponsorship	Business listed on RGS yearbook
Photo appreciation plaque		
\$350	\$600	\$1000



6

3 comments 2 shares

There are no public shares.

Questions?



Contact Information

- **Scott Alvord** Office: (916) 782-4272
 - Email: ScottA@ADCBiz.com
 - Facebook: www.facebook.com/R.Scott.Alvord
 - LinkedIn: www.linkedin.com/in/scottalvord
 - Instagram: [@rscottalvord](https://www.instagram.com/@rscottalvord)
- **Advanced Development Concepts, LLC**
 - Website: www.ADCBiz.com
 - Facebook: www.facebook.com/AdvancedDevelopment
 - LinkedIn: www.linkedin.com/company/advanced-development-concepts-llc