

MEMBER BENEFITS & SERVICES



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TACTICS, RESOURCES, & BENEFITS

Human Resources: General Managers and national office and regional staff assisting State Associations with issues, marketing support, member growth initiatives and other areas.

Leadership Development: Offer leadership training, guest speakers, literature, workshops, symposiums and other content providing education for best leadership practices.

Communications: Provide updates via member newsletters, conference calls, and town hall meetings. Create “members” section of website to communicate changes to policies, bylaws, finances, board agenda and other documents.

Risk Management: Offer SafeSport and ABS sexual abuse awareness and AIMS injury tracking training free of charge. Offer guidance and consultation on federal legislation, policies and other player safety protocols.

Marketing: Rebranding US Youth Soccer; reimagined website; provide a hosting subsidy to State Associations on the AE platform; video production resources creating a “rolled up” sponsorship program.

Reorganized Event/Competition Structure: Modeled Cups, ODP and Grassroots verticals after National League structure; aligned Regional Conferences under the National League.

Insurance Discounts: Negotiated 17.5% group discount rate for annual excess accident medical premiums.

Consulting Services: Provide opinion and analysis of bylaws and policies, legal issues, media training and talking points, grievances, competitive and other local market opportunities.

US YOUTH SOCCER PROGRAMS

- National League with 13 enhanced National League Conferences
- National Championship Series (which serves as a “carrot” for State Cup)
- National Presidents Cup (which serves as a “carrot” for State PCUP)
- Olympic Development Program (linked to State ODP)
- State Associations are offered the opportunity to host regional and national US
- Youth Soccer events (as opposed to outside companies who offer to host)
- Soccer Across America
- Soccer Shots

OTHER SERVICES AND BENEFITS

- US Youth Soccer Workshop (LDS, Education Sessions, Awards Gala)
- Leadership Summit presented in conjunction with Dick’s Sporting Goods
- Support (financial, consultation, etc.)
- Group Discount on Insurance (17.5%) for annual excess accidental medical
- Free AIMS Risk Management & Player Safety tool along with sexual abuse training
- Youth Council Advocacy
- Video Production Services
- Free SAT & ACT prep courses for players, newsletters, access to club directory, employment listing, tournament posting, etc.

ORGANIZATIONAL GROWTH INITIATIVES

- Tournament equipment and other event resources
- Marketing/Rebranding; fresh, modern logo design, new marketing campaign
- Organizational Growth Committee proposals
- Chief Member Services Officer and other key additional office personnel
- Membership and Leadership training
- Recreational Grants and Grassroots Programs development
- Reimagined ODP/ODP Taskforce/ ODP Training Center
- In-school physical activity programs
- Urban outreach and diversity development programs

**WE ARE PLAYERS,
PARENTS AND
VOLUNTEERS.**

**WE ARE COACHES,
REFEREES, CLUBS
AND LEAGUES.**

**WE ARE 55 STATE
ASSOCIATIONS.**

WE ARE...



**US
YOUTH
SOCCER**

