Boosting Youth Sports Registration

in Your Park and Recreation Agency's Programs

About This Resource

Families have lots of options when it comes to youth sports. That's why NRPA developed a suite of new resources that showcases all the reasons park and rec youth sports are a great option for kids. The resources include:

- An interactive website that demonstrates the benefits of park and recreation youth sports (https://parkandreckid.org),
- A downloadable conversation guide for families to connect with their child about which sports they might like to play (https://parkandreckid.org/your-kids-and-sports), and
- Sample messaging (below!) so park and recreation professionals like you can easily share the new content with parents and caregivers in your community.

NRPA developed these resources to support agencies in increasing engagement with youth sports offerings. We look forward to sharing these tools and language to encourage families to choose park and recreation youth sports!

Why Share Social Media Posts

Social media is a powerful tool to encourage parents and caregivers to register their child for your programs. According to Pew Research Center, **75 percent of parents who are active online are on Facebook.** The following sample posts and graphics can be used on any social media channel, but we encourage you to update the language to fit your agency's voice.

Social Media Posts

[INSERT PARK AND REC AGENCY NAME] offers youth sports that give all children a fun, safe place to play where they feel like they belong. Learn more about why park and rec youth sports could be a great option for your family here. #ParkAndRecSports bit.ly/why-sports

Park and rec youth sports give kids a welcoming place to have fun – the #1 reason kids say they play sports in the first place. Learn more about the benefits of registering your child for sports here. #ParkAndRecSports bit.ly/why-sports

Because our programs are local, you save time and money since you don't have to travel far to participate. Learn more about why park and rec youth sports may be right for your family! #ParkAndRecSports bit.ly/why-sports

Looking for an activity for your children this summer? Talk to your kids about why they might be interested in youth sports. #ParkAndRecSports bit.ly/your-kid

Research shows that YOU – parents & caregivers – are one of the most important factors influencing a child's decision to play sports. Consider talking to your child about the top five reasons they might love sports using this guide. #ParkAndRecSports bit.ly/your-kid

Asking kids what matters to them helps them open up about what activities they find interesting. Here are 10 conversation starters to get your kids excited about sports. #ParkAndRecSports bit.ly/your-kid