

# POST-COLLEGIATE START UP MANUAL

## How to **S**tart up a **P**ost-**C**ollegiate **L**acrosse **C**lub

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**One for all.**

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# Introduction

Starting a post-collegiate club will be a truly rewarding experience. It will also be challenging, but stay the course. You are about to embark on a remarkable journey. You are going to meet new people, go new places, learn a lot about yourself, learn a lot about other people – some good and some bad, learn how to run a business, and most importantly that if you put your heart and mind into anything you will succeed.

It is not easy to start and sustain a club team, but it will be one of your most satisfying experiences. You will look up months from now and realize you are playing lacrosse when this opportunity did not exist for you or others before. You will be spreading your love of the game to others and it will be contagious!

What was once work, will be play. You will have made wonderful new friends, increased your professional network and may even make or facilitate a love connection or two. It has happened, but don't just take our word for it. Read the comments of post-collegiate leaders and players that were standing in your shoes once upon a time.

## Testimonials

*"I never knew how wonderful starting a team would be. All the women on my team are each very unique in their own way and add a different piece of the puzzle to my life. By starting a team, you create more than you would imagine - you network with women leaders, build close friendships, become part of weddings, showers, and parties, but the most important part of all that I have found, is you share the love of the game and have a blast laughing A LOT while doing it." - Jessica Livingston (Arizona Storm)*

*"I can honestly say that playing on Gotham has been one of the better decisions I've made. I always liked the team aspect of playing lacrosse, and it wasn't really until I didn't have that team togetherness that I realized how much I missed it! Gotham filled that void for me, and it was especially helpful to have teammates/friends in a big city like New York. Being involved with the WDPC and the newsletter has only helped me to make more connections and has helped me to become more aware of the greater lacrosse community. We may be a relatively small community, but we are a tight one! So it's been a really great experience." – Judy Fong (Gotham Women's Lacrosse)*

*"Running a club team allows me to be connected with my former teammates and continue to play lacrosse like the 'glory days.' In addition, it allows me to play with my former rivals and develop new friendships. The lacrosse social network is extremely tight knit based on a common love of the game." – Katie Lavin (New York Athletic Club)*



*"I think that sports make such a positive impact on our lives. We are not only able to play lacrosse after college, but it is a great opportunity to travel and meet great people. Reviving the Chicago Women's Lacrosse Club has been a truly rewarding experience because I see our constant growth and improvement year after year." – Bridget Olp (Chicago Women's Lacrosse Club)*

*"I started a new team after college because I missed lacrosse dearly. I was starting to go through withdrawal. I had to keep playing, even if that meant countless hours planning and working. Although there were countless hours, it is all worth it once you are out there playing again. Not only has starting a club opened the door to play, it has also opened the door to lead. Through my experience I have come to not only lead Gotham, but now lead the WDPC. Boundless opportunities await you. Believe me!" - Ayana Green (Gotham Women's Lacrosse)*

*"I am the Game Coordinator and a representative for the Colorado Women's Lacrosse Association. I have been a primary organizer for four years and don't plan on leaving anytime soon. Although there are difficult tasks, it is very rewarding to be involved in an organization that keeps women of all ages playing. We have 4 full teams of women from age 18 to 50 on the field playing competitive games against local college teams for an entire season. The fact that I help make that opportunity happen is refreshing and rewarding. I love the game, and my work for our organization is the best way I can give back to the sport of lacrosse." – Megan Molina (Colorado Women's Lacrosse Association)*

With the support of US Lacrosse, the Women's Division Post-Collegiate Council (WD-PCC) and this manual, we hope you and your team will be echoing the same sentiments. You CAN be successful. There is no perfect process, but this manual will certainly make the process easier.

We can list everything you need to know, but they are all secondary steps to the most important tenant: Love of the Game!

As a new team you will qualify for benefits through the New Start Program, a free developmental assistance program for all US Lacrosse members. The New Start Kit includes the New Start Manual, *This is Lacrosse* video, and a supplemental CD which contain information on starting a non-profit organization, recruiting officials and coaches, fundraising ideas, a free rulebook and a parent's guide to lacrosse. Sign up through the Start a Team section of [www.uslacrosse.org](http://www.uslacrosse.org). If you encounter questions along the way do not hesitate to contact US Lacrosse at 410.235.6882 or [membership@uslacrosse.org](mailto:membership@uslacrosse.org). Also contact the WDPCC. It is our job to serve you, after all your work is serving us. We will do the best to answer your questions and help you along the way.



GOOD LUCK!

### **The WDPCC Council**

Ayana Green, President  
Bridget Olp, Vice-President  
Teri Fox, Treasurer  
Jessica Giddings, Immediate Past President  
Jessica Livingston, Events Chair  
Angela Kaake, Marketing Chair  
Judy Fong, Newsletter Co-Chair  
Dana Czapnik, Newsletter Co-Chair  
Marilyn C. Reitenbach, Players At-Large Co-Chair  
Katie Lavin, Players At-Large Co-Chair  
Jessica Bates, Website Co-Chair  
Melissa Montefusco, Website Co-Chair  
Martha Fessenden, Board of Directors Representative

Everything you need to be successful in starting and sustaining a post-collegiate lacrosse club.

# Getting Started

## STEP 1. ATTRACT PLAYERS AND LEADERS

You cannot have a team with only players. Players AND leaders are critical to have a truly successful club. As a result, recruitment is crucial and remember it is an ongoing process. You will always need new players and leaders, especially as you find many will depart for multiple reasons.

When you are starting the search for players and leaders follow these simple, yet significant suggestions to get the word out:

1) Visit the WDPC website [www.uslacrosse.org/wdpcc](http://www.uslacrosse.org/wdpcc) and join the National Teams Listing. The website has an online form that allows you to add your team to the national database. This will allow other teams and interested players to find you. <http://www.uslacrosse.org/wdpcc/teamscontacts.htm>

2) Visit the WDPC website and visit the At-Large Player Database. The At-Large Player Database has a listing of players, not yet associated with any team, sorted by region. You can contact the local players and announce the development of your new club. This is a great resource as these women by joining the database have already expressed an interest in still playing. <http://www.uslacrosse.org/wdpcc/atlargeplayerlisting.phtml>

3) Contact your local US Lacrosse Regional Chapter. These chapters are comprised of local lacrosse leaders interested in strengthening lacrosse in their region. News of your emergence will come with great support, including informing their membership and helping to spread the word. <http://www.uslacrosse.org/chapters/index.phtml>



4) Send letters with information about your club to local college coaches. You can look up coaches' information by visiting the "member info" page of the Intercollegiate Women's Lacrosse Coaches Association (IWLCA), a non-profit organization comprised of Division I, II, and III coaches from across the United States, website at [www.iwlca.org](http://www.iwlca.org).

5) US Lacrosse Women's Division Intercollegiate Associates (WDIA) is another avenue for outreach to over 160 College Club teams and coaches. Contact the WDIA by visiting [www.uslacrosse.org/wdia](http://www.uslacrosse.org/wdia).

6) If you played in college, your alumni network is a great resource. Contact your college coach and/or former teammates and request they send out an email announcing your new club and asking any interested members to join.

7) Consider submitting a blurb or even a story about your new club in a local newspaper – there are no guarantees it will be published, but it's worth a try.

8) Take out an advertisement in the classified section of the newspaper giving out your contact information.

9) Post flyers around your neighborhood, especially in the gyms and other places people wanting to remain active patronize.

## **STEP 2. ESTABLISH YOUR COMMUNICATION CHANNELS AND RECORDS**

As you embark on this journey, you will need to remain organized and accessible. Both are equally important and will serve you well.

### **Email**

We recommend you set up a new and free email account exclusively for the purpose of communicating to and from your newly established team. You will soon receive countless emails and you need to have one source where you can keep track of all the information. DO NOT use your work email.

Once you start to receive mail try to reply within a week, if not sooner. As you know post-collegiate players are juggling the demands of work, family and everything else, so you want to ensure if they reach out and express an interest you keep them interested. The more professional you manage the team, the better it will be received and the greater the success.

### **Records**

The more work you do in the beginning the better for you in the end. Start to set up files and other systems that help you organize and sort through information quickly.



## **STEP 3. IDENTIFYING LEADERSHIP EARLY**

From the series of emails you have received some individuals will volunteer to help, not just join as a player. Make special note of these individuals and respond as soon as possible. The earlier you identify your leadership the better. You can't do it alone, so don't even try!!! Schedule a time to chat with that person or to meet face to face to talk about your vision.



## **STEP 4. THE FIRST MEETING**

One of the first things you want to schedule is a meeting. The first meeting could make or break your momentum, so therefore it is important you put your best foot forward by being prepared. Make sure you are on time and organized. Although it is a cliché, it is very true, “You never have a second chance to make a first impression.”

### **Meeting place**

It is important to pick a location that is easily accessible. We do not recommend you have a meeting in a restaurant or a very public setting. There are too many distractions and you will lose focus and control of your meeting. Conference rooms are the ideal setting. Also consider someone’s house or apartment. If you have been able to identify some early leadership, ask them if they have any suggestions and/or resources.

### **Meeting day and time**

Try to be mindful that you are competing against the work and social calendars of professional women. There are pros and cons of weekend or weekday meetings. Try to find the balance. Just be sure to accommodate the schedules of those that have volunteered to help lead. Remember, you need to keep them engaged and involved.

You should keep in mind several objectives when planning your meeting:

#### **Defining Your Vision**

You should begin your discussion with your personal introduction and then with your vision for the team. This will vary from team to team. Some may want a social, relaxed or competitive team experience. Whatever your vision, just be sure to express it well so that everyone has the same set of expectations.

#### **Identifying Team Needs**

Again this will vary from team to team, but there are typical needs that most teams have in common. You should present the needs and then brainstorm about solutions.

1. Field Space
2. Competitive Season
3. Uniforms /Equipment
4. Insurance
5. Players
6. Funds/Budget
7. Website

(We will address each later in more detail. See sample structure.)

#### **Committed Leaders**

Now that you have identified areas that need attention, you should secure leaders concentrated on each area. This might be an individual or team of people. Some areas need more attention than others.

#### **Playing**

Although planning is integral to success, you can’t forget the reason you are all still there – to play lacrosse. Before the conclusion of the meeting, establish a time when you can play lacrosse, if only catching and throwing. Until you establish a field space this might just be a public field where you throw and catch, but take advantage of it. If people come out and have a great time they are more willing to invest the time and energy to build the team so that playing on a consistent basis on a reserved field is soon a reality.

#### **Next Steps**

Establish next steps so that everyone is on the same page. Be sure to record everything so that you can properly follow up and ensure progress is being made.

## STEP 5. DEFINING YOUR VISION

After your first meeting you should be able to put your thoughts to pen and paper. Write out your mission, philosophy and ideal team experience. This will be a helpful tool as you will have to make a host of decisions going forward that need to be based on how you define your vision.

Things to consider:

Are you exclusively post-collegiate or do you also welcome collegiate and even high school players? You will find many players are looking for a home.

Do you conduct try-outs? Are you very competitive or do you welcome all levels of play and experience?

Do you strictly play games, tournaments or some hybrid?

What is your season? Do you play during the spring and summer months or also during the winter and fall?

Is your team also a social experience? If so, also develop social outlets for your team.

These are just some questions to get you thinking.



## STEP 6. FIELD SPACE



Access to field space on a consistent basis is a contributing factor to your success. You can organize regular practices, scrimmages or games against other teams. Consistency amongst post-collegiate players is very important. They can reserve the date and time in their weekly schedule.

Field space, depending where you exist nationally, can be a hurdle. Some areas have limited field space and/or have fields exclusively reserved for better known sports, such as soccer and baseball. Despite any obstacles, stay committed.

There are several places to contact for field space:

1. Contact your US Lacrosse Regional Chapter. Many members of the chapter are coaches or well connected and may have access or information on available fields.
2. Local schools. If you are from the area contact your school and other local schools, especially elementary, intermediate and high schools. You will find many college campuses are not able to loan out fields.
3. Parks and Recreation Department. This agency is responsible for the management of all city/state regulated field space. They know of every available field. Often times these fields are already reserved, expensive and require a permit. That is all par for the course, but worth the investment. Contact them and find out your options.

4. Public parks. Until you are able to reserve a regular space, visit your local park. Of course you run the risk of having it already occupied during your scheduled play, but it is a step in the right direction.
5. Indoor facilities. There are several private facilities that house indoor fields at a cost. Although there is nothing like playing lacrosse in the sun, this option will come in handy during your winter months. Research your options.
6. Churches. Some churches welcome you to use their fields if they are not being occupied. You may even be able to use them for free if you offer to host a clinic for the church parishioners and the local community.

Note: When you start to schedule games, you will need to contact umpires to oversee your competitions. To find umpires in your area visit The Women's Division Officials Council at <http://sites.uslacrosse.org/wdoc/NUC%20INFO.htm#Local%20Board%20Region%20Chair>

## **STEP 7. COMPETITIVE SEASON**

This decision shapes the direction and experience of your club and must be decided as a team. You have several options.

You can keep your play local – scheduling pick up games, scrimmages or games against other local teams. You may even consider inviting local high school, college club and college varsity teams to play. Some will welcome the invitation and new competition.

You may choose just to play tournaments. This will limit your dependency on field space and hands on team management. You will only need to plan appropriately for tournaments. Please visit the WDPCC website to see a complete listing of national tournaments. <http://www.uslacrosse.org/wdpcc/eventstournaments.htm>

You can play year round. This will most likely require you to find an indoor field, which is rarely an inexpensive option. This will however keep your team connected all year round. You just run the risk of burn out, as some post-collegiate women appreciate down time.

You can play only during the spring and summer. There is nothing like playing lacrosse under the sun. You just need to be mindful of keeping your team connected during the off months. A social gathering or team run are ideas.



You can choose any of these options or any combination, just be sure to define the timeline so that expectations are clear. Also know that from year to year, it is natural for you to adjust your calendar as you learn from experience. For example, you may find many players want to continue playing during the winter months or just the opposite.

## STEP 8. INSURANCE

This may very well be the most important part of establishing your team. To have access to fields, participate in tournaments and to participate in US Lacrosse events, your team must be insured. To be insured as a team all of your members must join US Lacrosse as a player. It is a simple process that you can do on-line in 5 minutes. Each player pays a small fee for the year – annual dues. It gives the player security and grants the team documents from Bollinger Insurance showing proof of insurance so that the team can use almost any facility. Members of US Lacrosse also receive a subscription to Lacrosse Magazine and will be able to participate in any USL supported tournaments at no additional cost for insurance. There are several other benefits to joining US Lacrosse, but none greater than insurance when starting a new team. To learn more about US Lacrosse membership benefits and to register online please visit <http://www.uslacrosse.org/membership/index.phtml>.

## STEP 9. WEBSITE

We highly recommend you establish a website. A website is a great way to advertise the emergence of your team. The website could be just one page or an interactive advanced online experience. The costs vary depending on the scope. Some options are even free. No matter what you spend it is worth the investment. Moreover, in our new age most people will discover your team by searching online. So ask a teammate, a friend of a teammate, or someone else qualified to help develop your online presence. The WDPCC plans to offer support. To learn more visit [www.uslacrosse.org/wdpcc](http://www.uslacrosse.org/wdpcc).



## STEP 10. EQUIPMENT

As most of your players are former players many should already have sticks, protective eyewear, and other equipment. If some of your players were active before goggles were mandatory it is important you make it clear that according to official US Lacrosse rules of the women's game, they \*must\* wear goggles during any practice or games to adhere to your teams US Lacrosse insurance policy, which is essential to remain functional. To learn which goggles are approved visit <http://www.uslacrosse.org/wdpcc/goggles2.htm>.

In order to have practices and to play games you will need goal cages and possibly other equipment, such as cones, pennies, whistles, etc. Cages will be the most expensive investment, but there are some less expensive options.

Just by conducting a simple search you will find countless vendors offering the equipment of your choice. Some vendors may give you a discount if you tell them you are starting a new team. They may ask for the addresses of your players in exchange for a discount so they can market their product. It's a win-win situation.



## STEP 11. UNIFORMS

Uniforms are not a pre-requisite by any means to start a team. In fact, it may not be the smartest initial investment. But if you do decide to select a uniform there are several things to consider.

Pinnies often serve the same purpose as uniforms and are multifunctional as you can use them during practices

and scrimmages. T-shirts are also a common and relatively inexpensive choice. Then of course you have your traditional uniforms that can be costly.

Just be sure to consider if you want the team to purchase and own all the uniforms or each individual to purchase and own their individual uniform. This will dictate how you manage the distribution of uniforms at each competition and whether you may need to replenish the supply on a fairly regular basis. Of course, do get a wide distribution of sizes. We come in all shapes and sizes.



## **STEP 12. FUNDRAISING**

Starting a club team is not an inexpensive endeavor. You can keep your costs down by not purchasing full uniforms or selectively participating in various competitions. However, either way you need a revenue source to keep your club going, especially as the club continues to grow and as you want to attend more events around the country.

Most teams get their revenue from the sources listed below. Keep in mind that this listing is in no way exhaustive so be creative when you are looking to raise money. If you do have a good fundraising idea please submit it to US Lacrosse for inclusion in this section.

1. Team Dues
2. Special Events
3. Merchandising
4. Local Sponsorship
5. Athletic Events

(See sample budget)



### **Team Dues**

Team dues are an important revenue source for club teams. The money raised allows teams to travel to events, cover tournament entry fees, purchase equipment and cover miscellaneous costs. Dues also serve to legitimize a club team as most people are more willing to commit if they have had to pay something to participate. People do not want to see their money go to waste.

Team dues vary from team to team depending on the number of members, budget and other needs. Make sure your team dues are reasonable or you may lose players. Look at the budget and figure out how to meet your needs with team dues and other revenue sources.

When dealing with team dues make sure to follow the tips below to ensure you get the desired results from your dues payments:

Be Equitable – Make sure all members pay the same dues including Officers and Founders

Be Proactive – All dues should be paid before members participate in any event including practice; by doing this you avoid having to track down members or former members later on

Be Accountable – Make sure the money is being spent in the way it was intended and make sure members know how the money is being spent.

## Special Events

Special events can be a great revenue source for teams, especially when they are planned around special occasions and holidays, i.e. the beginning of the season, a major team victory, the end of the season, Valentines Day, and/or Christmas.

The most common of which are fundraisers at bars or clubs. Local bars are always interested in attracting new customers, so they will negotiate special terms for your team to host a special event at their venue. You can charge money at the door for drink specials, where part of the proceeds go to the team and part to the bar, or receive part of what the bar receives from bar sales from your guests. You may also set up a “cup night.” You sell the bar souvenir cups to your patrons and receive part of the proceeds from the cup and alcohol sales. There are several ways to structure these deals. The same is true for parties at clubs.



Raffles are also a great addition to these events. Your team is full of professional women, many of whom have contacts and access to different resources. Put together a raffle of items or even services. Consider video games, spa treatments, t-shirts, lacrosse sticks or even offering a team hosted and cooked dinner to the winner(s). The key to a successful event is publicity. Ask all teammates, friends, family, and everyone you know to come out and support. The more people the more money. Generally you can make some significant dollars if you publicize the event well.

## Merchandising

Consider ordering team shirts or shorts and sell them to your team, family and friends at a small profit. Think outside the box. Purchase items other than apparel that might appeal to a broader market – men as well as women. Be sure to do your research to find a manufacturer that offers the best rates.

## Local Sponsorship (also see Sample Sponsor Brochure)

Soliciting sponsorship is usually a prospect that scares most fundraisers. Sponsorship is not a daunting prospect; rather it is a productive expenditure if carried out in a professional manner. Most local businesses have a budget for sponsorship/donations for their fiscal year. You can tap into this budget if you do your research and present yourself well.

The first step in attaining local sponsorship is doing your homework. Look at the businesses in town and start a list of those you will approach. You do not need to go for the big businesses; rather small local owned businesses have a much higher rate of donations to the community.

Once you have your list, you need to create a sponsorship package.

This package should include:

- Information about lacrosse

- Information on US Lacrosse and the WDPC Council

- History of your team and its mission statement

- Schedule

- Games and tournament participation

- Results – if positive or if they show growth

- The Deal – what the sponsor will get for their investment and what sort of investment you are looking for in

exchange. You can seek money or value in-kind (equipment, uniforms, discounts and the like). Offer potential sponsors a spot on your website, all communications (newsletters, etc), placement on your uniform and anything else you can imagine. Try to look at it from the sponsor's point of view to decide what you would want as a sponsor.

Pictures – Include pictures of the team in competition and out. Let them see your team spirit.

US Lacrosse produces a Participation Survey each year that includes information about the sport, demographics and other information which may be valuable to include in your sponsorship package. The Participation Survey is available to download on the US Lacrosse website via [http://www.uslacrosse.org/the\\_sport/index.html](http://www.uslacrosse.org/the_sport/index.html).

With the sponsorship package completed you can start your sponsorship campaign. Try to start the campaign in the early fall as this is when most businesses write their budget for the next year.

Do not simply send the packets out, instead hand-deliver the packets to potential sponsors. Have a specific contact rather than just “True Value Hardware” for example. Find out who you should direct this sort of proposal to in the organization.

One week after you have delivered the packet make a follow up call to the contact and keep the proposal fresh in their mind. Offer to answer any questions. Be persistent.

After you have received all the sponsorship monies, make sure you follow through on your end of the deal. If you skip out on your commitment it will be hard to get future sponsorship. Send updates during the season and a thank you note and season summary and successes at the end of the season. Tell them how important their support was to your team and give examples.

### **Athletic Events**

Although a bit ambitious, in time you may want to consider hosting an athletic event. This is a great way to schedule a fun day of competition and raise money. Budget the event so that you do not lose money. Integrate other elements presented above, merchandizing, raffle, and after party at a bar/club.

## **STEP 13. TEAM BONDING**

A team that plays together off and on the field stays together. One of the greatest benefits of developing a new team is the discovery of new friendships. Although it is completely up to you, we recommend you offer social opportunities for your team outside of the lacrosse field so that these relationships can flourish.

There are several ways to enhance the social experience of your team. These ideas may or may not appeal to everyone on your team, but as long as they attract a smaller group it is a step in the right direction.

Consider:

- Book Club
- Team Runs
- Classes – Dancing, Yoga, Photography, etc.
- BBQ's
- Dinner / Drinks
- Movie Night
- Other Sports - Flag Football, Soccer, Volleyball, etc.
- Volunteer Events - Race for the Cure, Walk for Diabetes, etc.



Other Ideas - Jessica Livingston of the Arizona Storm shares a successful suggestion, "We are starting a woman's group that meet's once a month to talk and have fun. We pick a different restaurant/wine bar and welcome all new-comers and then go wherever the night takes us. It's a lot of fun!!!"

#### **STEP 14. JOIN THE WDPCC**

Membership has its benefits!! The WDPCC is focused solely on servicing the post-collegiate community. It is the council's job to support emerging teams and leaders such as you. We have already established and identified many resources that you should find helpful on our extensive website. Join our multiple databases, sign up to receive our newsletter and review the resources/tools we outlined. This is a great way to stay connected. The WDPCC is waiting to hear from you. If you have questions, concerns or comments reach out. Moreover if you want to get involved on a national scale, let the leadership know. There is always a place for a volunteer ready to help.



# Sample Structure

We stress the importance of a team effort. This applies off the field as much if not more than on the field. You will need a team of women working together to start and sustain a club. There are several different models, but the following is a simple structure that should help you get from point A to B. This model is just a suggestion. Use whatever structure suits your team and vision.

We recommend an executive committee structure with a President, Vice-President, Treasurer, Secretary and various Committee Chairs. Choose the Committees, as mentioned previously, based on areas you will need continuous support and attention. Do know you can also create Ad-hoc Committees, which are designed to be short-term.

Some ideas for Committees include:

1. Competitive Calendar
2. Recruitment
3. Website
4. Fundraising
5. Merchandising
6. Field Space – Ad Hoc
7. Insurance – Ad Hoc
8. Branding – Ad Hoc

The Competitive Calendar Committee would be responsible for putting together your calendar of competitive events, which may include pick up games, games and tournaments. This committee would be responsible for organizing and coordinating all logistics – such as a roster, transportation, lodging and a budget. This committee has tremendous responsibility, so the leaders need to be organized and accessible.

The Recruitment Committee would be responsible for ensuring you are continuously tapping all the resources we addressed in “Attracting New Players.” You will need a point person to contact the other local teams, colleges, chapter presidents, and the like.

The Website Committee would be responsible for ensuring the website accurately and fairly represents your team and team experience. This person would have to ensure the information is regularly updated as this will be a source of information for your team and those looking to join. You can either recruit among your ranks to fill this position or pay someone for the service.

The Fundraising Committee would be responsible for helping your team to generate funds. You will quickly learn it takes money to keep your effort alive. This committee works closely with the treasurer. We will address “Fundraising” in more detail.

The Merchandising Committee would be responsible for keeping your team suited. This would begin by researching and ordering uniforms, but in time might expand to t-shirts, shorts and other items.

The Field Space Committee would be responsible for researching and securing regular field space. Depending where you are based this may be a huge or simple endeavor. Once field space is secure this committee would have no ongoing responsibility, thus we suggest it to be an Ad Hoc committee.

The Insurance Committee would be responsible for following all the steps to guarantee your team is insured. US Lacrosse and Bollinger will walk you through the process. Once insured this committee would have no ongoing responsibility, thus we suggest it to be an Ad Hoc committee.

The Branding Committee would be responsible for creating your image, which should include your logo, colors, etc. Once again this committee should be an Ad Hoc committee.

These are some suggested committees that you may or may not want to form. Please adjust as you see fit. Whatever committees you decide to form, you must take the time to create a description and to outline responsibilities. You are appealing to adults with limited time, so to spare everyone heartache especially yourself, clearly define the expectations from the very beginning.

The selection of committee chairs does not have to happen by a vote, but by appointment. You will greatly depend on volunteerism. As a result, it is essential you cultivate relationships and stay connected!

#### Staying Connected

As President it will be your job to manage the entire process. You will be responsible for overseeing the ultimate progress and results of all the officers and committees. As a result, it is important you stay connected.

We recommend you invite your Executive Committee to meet once a month. Your first objective is to take care of business, but your second is to make the process as enjoyable as possible. As a result, we recommend you always try to schedule your meetings in conference rooms or some private venue where you can focus on the issues at hand. To keep it somewhat social, consider ordering in pizza and having everyone chip in. It is a good idea to start off the meeting with personal updates. This way you are deepening relationships, not just making membership on the Executive Committee a chore. These updates may include job promotions, engagements, social plans, etc.

To ensure attendance also try to set a regular meeting schedule. At the first Executive Committee meeting ask the best date and time for your leaders. Perhaps the second Thursday of every month at 7pm or the first Sunday of every month at your apartment is the ideal time. Be sure to always have an agenda prepared. This is a sound idea for you and the committee. The agenda ensures you discuss all the relevant issues and stay on track. Each agenda MUST end with next steps. You must walk away from every meeting with outlined expectations or duties for the next meeting. By making these duties public there is a greater sense of ownership and accountability.

As President we also recommend you meet with each Officer and Committee Chair individually from time to time. The meeting should be casual and could be held over dinner or drinks. This also reinforces their responsibility to the committee and to you! Likewise it strengthens your relationship.

Lastly, consider gatherings that are strictly social. Just have dinner, take a dance class together, go for a run or have a movie night.

# Sample Budget

Below is a sample budget. This budget would reflect a budget for a start-up team, because the following year there will be no need to order uniforms and major equipment.

## Expenses:

| General  | Costs     |
|--|-----------|
| Field Space  | \$        |
| Website  | \$        |
| Conference Room Space                                | \$        |
| Merchandizing  | \$        |
| Email (extra storage space)                          | \$        |
| Other (food, etc.)                                   | \$        |
| SUBTOTAL   | \$        |
| Equipment  |           |
| Goals (and nets)                                     | \$        |
| Goalkeeper Equipment                                 | \$        |
| Sticks   | \$        |
| Goggles  | \$        |
| Uniforms   | \$        |
| Other Equipment                                      | \$        |
| Cones  | \$        |
| Pennies  | \$        |
| Other  | \$        |
| SUBTOTAL   | \$        |
| Competitive Costs<br>(duplicate for multiple events) |           |
| 1. Van/ Car Rental                                   | \$        |
| 2. Flights   | \$        |
| 3. Hotel Rooms _____ @ \$ _____/night                | \$        |
| 4. Gas   | \$        |
| 5. Tournament Fees                                   | \$        |
| 6. Other   |           |
| SUBTOTAL   | \$        |
| Miscellaneous  | \$        |
| <b>GRAND TOTAL</b>                                   | <b>\$</b> |

**Revenue:**

| <b>Dues</b>                                     | <b>Revenue</b> |
|---|----------------|
| _____ @ \$ _____ /player                        | \$             |
| SUBTOTAL  | \$             |
| <b>Merchandising</b>                            |                |
| Shirts: team price - actual price * number sold | \$             |
| Shorts: team price - actual price * number sold | \$             |
| Other   | \$             |
| SUBTOTAL  | \$             |
| <b>Special Events</b>                           |                |
| Beginning of Season Bar Night Out               | \$             |
| _____ @ \$ _____ /person                        | \$             |
| End of Season Bar Night Out                     |                |
| _____ @ \$ _____ /person                        | \$             |
| Raffle  |                |
| _____ @ \$ _____ sold/person                    | \$             |
| Other   | \$             |
| SUBTOTAL  |                |
| <b>Sponsorship</b>                              |                |
| Website Ads                                     | \$             |
| Other   | \$             |
| SUBTOTAL  | \$             |
| <b>GRAND TOTAL</b>                              | <b>\$</b>      |

# Sample Flyer

**Who** All Lacrosse Players



**What** TEAM ABC



**Where** YMCA, Room XYZ

Thursday, October 11, 2005 at 7p.m.

Are you a lacrosse player yearning to hit the field again?  
If so, we are happy to announce the newly formed TEAM ABC.

**We welcome all lax players to join us!**

Refreshments will be served!

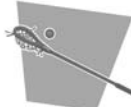
Questions: [TEAMABC@hotmail.com](mailto:TEAMABC@hotmail.com)

# Sample Sponsor Brochure

Lakeshore Lacrosse kindly volunteered the following sponsor brochure so that it might serve as a reference for fellow club teams.

**MISSION STATEMENT**

Lakeshore Lacrosse is a female run company for the female athlete. We are dedicated to creating opportunity and the means to perpetuate the healthy growth of lacrosse in Illinois. The vision of Lakeshore Lacrosse is to provide a medium for women to explore their skills, test their strengths, and develop socially in a team framework. All of the Lakeshore Lacrosse programs are designed for the complete female athlete, including body, mind and spirit. We envision a future where every girl has the opportunity to play lacrosse.



**ABOUT US**


Lakeshore Lacrosse not only aims to provide comprehensive development opportunities for each participant also encourages girls and women to participate in a team-oriented sport in hopes of developing self-esteem, respect, honor, and character. Our clinics are tailored to meet the unique needs of each participant. Beginners start with the basic foundations of stick and body work, and build up to individual and team tactics. Advanced athletes focus on skill variations, training, and individual/team strategies. Our leagues consist of a scrimmage format and are ideal for players who want to pick up a stick and go! Our fall tournament, ChiTown Classic, showcases talent from high school, collegiate, and elite teams from throughout the Midwest. This year our tournament is taking place on October 23, 2005 on the Montrose Park fields. This is Chicago's premier fall lacrosse event and it is generating a lot of excitement and interest. We need your help to ensure the success of this tournament!

Lakeshore Lacrosse  
1354 W. George, #2  
Chicago, IL 60657

*ChiTown Classic*  
October 23, 2005  
Montrose Park  
Chicago, IL

**LAKESHORE LACROSSE**

Providing Lacrosse Opportunities For Female Athletes



Phone: 773.456.3362  
Fax: 773.388.1796  
www.lakeshorelacrosse.com

**Levels of Sponsorship**

- All American** - Donate \$2000 & above
  - A scholarship in your name will be given to one high school player to attend a Lakeshore Lacrosse Camp or Clinic of her choice.
  - Includes all below
- MVP** - Donate \$500 to \$1999
  - You and a friend will be honored guests at the tournament social held at The Chicago Yacht Club-Belmont Station.
  - Includes all below
- Captain** - Donate \$200 to \$499
  - Your logo/name will appear in our mailings, website and signage for the tournament.
  - Includes below
- High Scorer** - Donate \$50 to \$199
  - You will receive a Lakeshore Lacrosse T-Shirt
- Teammate** - Donate \$49 & below

Help to grow the sport of lacrosse!!!



**Your Information**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

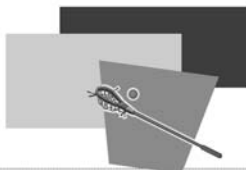
Phone: \_\_\_\_\_

Donation Amount: \_\_\_\_\_

T-Shirt Size:  Small  Medium  Large  X-Large

**Make checks payable to:**  
Lakeshore Lacrosse

**Complete, Detach, and Send to:**  
ChiTown Classic  
c/o Lakeshore Lacrosse  
1354 W. George #2  
Chicago, IL 60657



# Sample Bylaws

The San Diego club kindly volunteered the following bylaws so that they might serve as a reference for fellow club teams.

## **BY-LAWS OF THE San Diego Women's Lacrosse Club**

### **ARTICLE I ESTABLISHMENT AND PURPOSE**

- 1.1 The San Diego Women's Lacrosse Club. The San Diego Women's Lacrosse Club is a non-corporation established under non-profit provision law of the State of California. These bylaws are intended to govern the activities of the San Diego Women's Lacrosse Club, hereafter called the Club.
- 1.2 Purpose. The principal goals of the Club are to encourage, foster and promote the growth of women's lacrosse in the San Diego area; to communicate lacrosse events of major interest to the membership; to advance and encourage administrative, managerial, instructional and financial support and garner and attain mature leadership and guidance from individuals, organizations, corporations, societies, groups and other community entities to promote and develop the sport of lacrosse; to honor local individuals, past and present, who by their deeds as players, coaches, and contributors to the Club program and by the example set in the conduct of their life exhibit in commitment, dedication, innovation and leadership in the attainment of the goals and objectives of the Club.
- 1.3 Objectives.
  - a. To promote the game of lacrosse and provide for the participants involved by:
    - (1) providing leadership and assistance in:
      - a) initiating, organizing, financing, operating and publicizing lacrosse teams and events in the community and to the Club membership,
      - b) maintaining and nurturing existing lacrosse teams and programs,
      - c) training and supporting coaches,
    - (2) developing and supporting:
      - a) women's lacrosse in the San Diego area,
      - b) tournaments, camps and off-season programs,
      - c) new player, coaches and officials clinics,
      - d) player scholarship and citizenship,
  - b. to develop a financial plan in support of Club teams and programs.

## **ARTICLE II** **POWERS**

- 2.1 The Club shall have the following powers, subject to limitations prescribed by the statute, to attain Club goals and objectives, not exclusive of any power provided by law, to affect the following:
- a. To own and rent property, both real and personal,
  - b. To maintain bank accounts and negotiate loans,
  - c. To solicit contributions and aid,
  - d. To purchase, receive, take by grant, bequest or otherwise; to hold, improve, employ, use and deal in and with, real and personal property,
  - e. To pledge assets,
  - f. To publish and distribute information concerning the operation, support and/or status of the Club.

## **ARTICLE III** **FISCAL YEAR**

- 3.1 The Fiscal Year of the Chapter shall begin March 1st and end February 28 of each year.

## **ARTICLE IV** **MEMBERSHIP**

- 4.1 Club general membership shall consist of members within the zip codes designated by the San Diego County boundaries that have paid appropriate dues to the Club and are members in good standing with US Lacrosse for the fiscal year. There shall be no stock issued to any member,
- 4.2 The Club will determine the annual membership fee.
- 4.3 The Club shall plan, organize and conduct an annual membership drive.
- 4.4 The general membership may vote on various aspects of Club operations and business, as provided for in other Articles of these Bylaws.

## **ARTICLE V** **MEETINGS**

- 6.1 Category of Meetings.
- a. An Annual Meeting of the Board of Directors will be held in February each year. The purpose of this meeting shall be to conclude all business of the past fiscal year; to hear reports from officers, board members, Coaches and others on the attainment of fiscal year goals and objectives; to install Directors of expiring terms of Club office; to elect Club officers and to accept volunteers for/elect/appoint committee members to standing committees.
  - b. Regular Meetings of the Board of Directors shall meet at a time and place determined by the President. The pur-

pose of such meetings shall be to conduct routine and ordinary Club business. At the first Regular Meeting following the Annual Meeting the following shall be presented and promulgated to the general membership by the Board:

- (1) Club officer and committee chair plans and proposals for attainment of Club fiscal year goals and objectives associated with the office/committee to which the officer committee chair is responsible.
- (2) The President's fiscal plan and budget for the fiscal year.
- (3) The President's proposed schedule for Regular Meetings for the fiscal year.

c. Special Meetings of the Board of Directors may be called by the President or at the request of two or more members of the Board of Directors. Not less than 48 hours prior notice of time, place and purpose of any Special Meeting shall be given to all members of the Board of Directors by telephone. Special Meetings may be held without such notice if all members of the Board of Directors either before or after such meeting have waved such notice or if the Board members are present at such meeting.

## 6.2 Conduct of Meetings.

a. All meetings may be attended by any and all of the general membership. The general membership may participate in discussions with the Board of Directors but shall have no vote in deliberations of the Board of Directors except as otherwise provided herein.

b. The Board of Directors may adjourn for executive session at the discretion of the Board. Club business conducted during executive session shall have the same weight and effect as business conducted during any meeting provided for herein.

c. All meetings will be conducted in accordance with Roberts' Rules of Order.

## **ARTICLE VII** **DIRECTORS**

7.1 Directors' Duties and Powers. The affairs and property of the Club, except as otherwise provided by law, shall be conducted and managed by the Club board of Directors. The Board of Directors may adopt such rules and regulations for the Club or for the management of the Club affairs for the conduct of Club meetings as the Board may deem necessary.

## 7.2 Number of Directors.

a. There shall be three members of the Club Board of Directors for each year. The representative must be a US Lacrosse member in accordance with Article V of the Bylaws. At the date of ratification of these Bylaws, 5/16/03, the Board of Directors consisted of the following team representatives:

Women's Team:

- (1) Team Manager
- (2) Team Captain
- (3) Team Treasurer

- b. The General membership may elect as many as two members at large to the Board of Directors by a majority vote of the general membership in attendance at the Annual Meeting. Election of members at large to the Board of Directors will occur prior to election of Club officers.

### 7.3 Term of Office.

a. Directors shall have a two-year term of office, adjusted to accommodate the rotation of President and Vice-President. In the initial year of Bylaw's adoption, Director terms of office will be adjusted to provide for staggered tenure (in parentheses). Director initial terms of office upon ratification of these Bylaws shall be:

(1) Tournament Chair (2)

(2) Officials Coordinator (2)

(3) Scheduler (1)

(4) Publicity Manager (1)

(5) Field Manager (1)

b. A Director's term of office shall coincide with the Club fiscal year. As additional teams are established, board membership will be established and provided for these entities.

### 7.4 Election of Club Officers.

a. Two Club officers shall be elected annually by the Board of Directors at the Club Annual Meeting. Club officers shall be:

(1) President

(2) Vice-President

(3) Secretary

(4) Treasurer

b. In the first Club election a President and Vice-President shall be elected from the general membership.

c. The President will submit to the general membership a list of Club officer vacancies, including prospective at large members, and a proposed slate 30 days prior to the conduct of the election.

d. The Board of Directors shall elect the Club officers at the Club Annual Meeting by majority vote of the Board of Directors in attendance at that meeting. Each Director shall have one vote for each officer vacancy.

e. Officers elected to office from the Board of Directors may choose to vacate the Board of Directors' seat that provided eligibility for election. If so vacated, the organization represented may fill the vacated seat with another Board member. The organization represented may require that an elected officer vacate the Board of Directors' seat so that a new representative may replace the elected officer.

- 7.5 Uncompleted Terms and Unfilled Office. A representative from the organization responsible for that directorship may fill uncompleted Director terms of office. Directorships unfilled by an organization may be filled by election and vote of the Board of Directors.
- 7.6 Quorum. A majority of Directors shall constitute a quorum at all meetings of the Board of Directors in all three categories of meetings as discussed in Article VI. Directors may be substituted for at any meeting, by letter to the President from the organization represented. A majority of the general membership at any of the three categories of meetings shall constitute a quorum of the general membership, general membership to be determined by the current membership rolls provided by the Club, except as stipulated in Article IV 4.1 herein.
- 7.7 Removal.
- a. Any Director may be removed for cause by the affirmative vote of 2/3 of all of the members of the Board. The vote shall be taken at meeting for which notice has been given with specified the proposed removal. Removal for cause may include three or more absences from Board meetings during that Director's term of office.
  - b. Any Director may be recalled and replaced by the organization represented by written notice to the Board.
  - c. The General Membership may remove a member of the Board of Directors by 2/3 vote of the general membership, the general membership to be determined by the current membership roll provided by the Club.
- 7.8 Compensation. No Director, officer of the Club and/or member of the Club shall receive, directly or indirectly, any salary, compensation, payment in kind and/or any remuneration of any type or sort for services provided as a Director, officer or member of the Club. Directors and officers who receive remuneration from lacrosse related activities and/or may be in conflict with the interests of the Club, may be required to disclose in writing to the Board of Directors, such activities, remuneration received and circumstances under which such remuneration is received or conflict exists. The Board of Directors shall review such activities and endorse the disclosure as to the separate nature of such activities from the conduct of business by the Club. Directors, officers, and members of the Club may contract with the Club as Coaches and receive monetary compensation as a contracted employee of the Club, and as agreed upon by both parties.

## **ARTICLE VIII** **COMMITTEES**

- 8.1 Purpose. Committees shall be established to effect Club goals and objectives enumerated in these Bylaws. The Board of Directors, by resolution adopted by the majority of the Directors in office, may establish committees, as they deem appropriate.
- 8.2 Structure. Committees shall be comprised of individuals who volunteer and/or are elected by the general membership and/or appointed by the Board of Directors and/or asked to serve by the committee chair. The Board of Directors may appoint the committee chair or if not so appointed shall be elected from among the members of that committee.
- 8.3 Removal.
- a. Any committee chair may be removed by the affirmative vote of a majority of the Board. The vote shall be taken at a meeting for which notice has been given which specified the proposed removal.

b. The General Membership may remove a committee chair by 2/3 vote of the general membership, the general membership to be determined by the current membership roll provided by the Club.

c. A committee member may be removed by the committee chair by requesting such removal by letter to the Board of Directors and by affirmative vote by a majority of the Board of Directors.

8.4 Ad Hoc Committees. The President may establish any committee and appoint a committee chair for the purpose of fostering Club goals and objectives and/or other purposes deemed necessary for Club operation. Such establishment and appointment shall be effective for the fiscal year in which instituted and shall expire at the end of the fiscal year. Such committees may not exist for more than two years without establishment in the Bylaws as a Standing Committee.

## **ARTICLE IX**

### **DUTIES AND RESPONSIBILITIES**

9.1 Board of Directors. Individuals serving on the Board of Directors shall have such duties and responsibilities as enumerated herein. Directors shall be elected to and serve in Club offices as follows:

a. The President shall be the Chief Executive Officer of the Club and shall preside at all meetings and shall act as a member ex officio of all committees and perform any and all such duties as may fall within the scope of office. The President's appointed representative, as approved by the Board of Directors, may represent the Club in all dealings on behalf of the President. In addition, the President or an appointed representative shall attend the San Diego Chapter of US Lacrosse annual meeting.

b. The Vice-President shall, in the absence of or incapacity of the President, perform the duties of that office, and when so acting shall have the powers of the President. In addition, the Vice-President shall plan, organize and execute all Chapter responsibilities having to do with administration.

c. The Secretary shall in the absence of or incapacity of the President and the Vice-President, perform the duties of those offices, and when so acting shall have the powers of the President.

d. The secretary shall keep the minutes of all meetings of the Board of Directors and shall be the custodian of all documents and correspondence, and shall issue such notices of meetings and conduct such official correspondence as required.

e. The Treasurer shall maintain custody and have responsibility for all funds and securities of the Club in such bank or banks as the Board of Directors may designate. The Treasurer shall, along with such other officers or officers as the Board of Directors may designate, sign all checks, draft notes and orders. The treasurer shall make regular financial statements and reports and shall, at all reasonable hours, exhibit the books and accounts to any Director upon application. The Treasurer may be required, at Club expense, to give bond or bonds for the faithful performance of duties in such amount and with surety or sureties as shall be determined by the Board of Directors at or before the first Regular Meeting of the Board of Directors. The Treasurer may be the chair of the Fund Raising Committee and shall be responsible along with the President for the development of the fiscal year budget.

9.2 Committee Chairs. Individuals serving on the Board of Directors and other individuals who volunteer are elected and/or appointed may serve as committee chair to organize and manage the business of the committee. Each committee chair shall work closely with Club Board of Directors and other committee chairs to

ensure that all Club goals and objectives are achieved. Committee chair so established shall submit to the Board of Directors the following reports:

- a. The committee fiscal year plan to execute the goals and objectives of that committee, including a budget request and proposed activities, at the first Regular Meeting.
- b. Status reports of committee business and progress in the execution of the fiscal year plan at subsequent Regular Meetings and any Special Meeting when so directed by the President.
- c. Final Report of attainment of committee goals and objectives at the Annual Meeting.

## **ARTICLE X AMENDMENTS**

10.1 These Bylaws may be amended or superseded and new Bylaws adopted at any Club meeting by a majority vote of the Board of Directors. Written notice of the vote must be mailed 20 days prior to such meeting.

# Resources

## US Lacrosse

113 W. University Parkway

Baltimore, MD 21210

T: (410) 235 – 6882

F: (410) 366 – 6735

Email: [membership@uslacrosse.org](mailto:membership@uslacrosse.org)

URL: [www.uslacrosse.org](http://www.uslacrosse.org)



## Women's Division Post-Collegiate Council

[www.uslacrosse.org/wdpcc](http://www.uslacrosse.org/wdpcc)

## Organizations

US Lacrosse Chapters

[www.uslacrosse.org/chapters](http://www.uslacrosse.org/chapters)

International Federation of Women's Lacrosse Associations

[www.womenslacrosse.org/IFWLA.shtml](http://www.womenslacrosse.org/IFWLA.shtml)

USLIA - US Lacrosse Intercollegiate Associates

[www.uslia.com](http://www.uslia.com)

Intercollegiate Women's Lacrosse Coaches Association

a non-profit corporation comprised of Division I, II, and III coaches from across the United States.

[www.iwlca.org](http://www.iwlca.org)

National Collegiate Athletic Association

administration, eligibility, and news

[www.ncaa.org](http://www.ncaa.org)

National College Lacrosse League

news, archives, and standings

[www.ncllax.org](http://www.ncllax.org)

Professional Lacrosse Player's Association

polls, pro quotes, and merchandise National

[www.plpa.com](http://www.plpa.com)

Women's Division Intercollegiate Lacrosse Officials Associations

[www.lacrosse.org/wdia/home.html](http://www.lacrosse.org/wdia/home.html)

Women's umpiring information, including assignors

[www.uslacrosse.org/wdoc](http://www.uslacrosse.org/wdoc)

## **Lacrosse News**

### Lacrosse Magazine

a publication of US Lacrosse, which is exclusively available to US Lacrosse members. There is also an online version that is publicly accessible. <http://laxmagazine.collegesports.com/>

### AllLacrosseAmerica.com

the nation's first web site devoted to men's and women's lacrosse, which serves as the clearinghouse for lacrosse news, scores and information.

[www.alllacrosseamerica.com](http://www.alllacrosseamerica.com)

### Inside Lacrosse

[www.insidelacrosse.com](http://www.insidelacrosse.com)

### Lax Power

power rankings, news, and contests

[www.laxpower.com](http://www.laxpower.com)

### Lax History

several articles detailing the history of the sport

[www.laxhistory.com](http://www.laxhistory.com)



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