

The logo features the NFL shield on the left, containing a football and the letters 'NFL' in red. To the right of the shield, the word 'FLAG' is written in a large, bold, white, italicized sans-serif font. Further to the right, the word 'SUMMIT' is written in a smaller, bold, white, italicized sans-serif font. The background is dark blue with various football-related icons and patterns in lighter shades of blue and orange.

# NFL **FLAG** SUMMIT

**GIRLS IN FLAG FOOTBALL**

Tuesday, April 14

5:00 pm - 6:30 pm CST





# GIRLS IN FLAG FOOTBALL

AUSTIN BRADSHAW  
NEFFL LEAGUE PRESIDENT





# Girls in Flag Football

- ✓ **NEFFL History**
- ✓ **Types of Leagues**
- ✓ **Flag Football Growth**
- ✓ **Player Experiences**
- ✓ **Promotion**
- ✓ **Financing**
- ✓ **Scheduling**
- ✓ **Player Retention**





# About New England Flag Football

- ✓ League started in 2004 under NFL FLAG with just 34 kids on 4 teams & 2 girls (Catarina, Kenia)
- ✓ 2005 formed our first girls all-star team and qualified for Nationals
- ✓ By 2006 the league grew to ~600 players and ~20 girls & 2 female coaches
- ✓ 2009 we became a 501(c)3 non-profit organization
- ✓ Today ~10,000+ kids participating in all our leagues, which continues to grow every season.
- ✓ We also run 5 large tournaments a year, with ~8,000+ participants.
- ✓ In 2019 we had over 600 girls participating in our leagues with 20+ female coaches (co-ed, all-girls team, all-girls league)
- ✓ 22 all-girls teams at our last tournament, ages 10U-17U





# Flag Football Growth

## Girl Participation Totals

- ✓ 2017 - 280
- ✓ 2018 - 395
- ✓ 2019 - 738

	U8	U11	U15
2017	124	72	84
2018	172	106	117
2019	316	201	221





# Type of Leagues

## Girls Teams

- ✓ Coaches form all-girl teams that play against the boys in the regular leagues.
- ✓ We offer this in ALL age groups
- ✓ Mixed results from not winning a game to winning multiple league Championships (Lynn)



## Co-ed

- ✓ Majority of the girls in our leagues play co-ed flag football
- ✓ Sign up as individuals and play with and against the boys
- ✓ We pair up girls when possible
- ✓ Playing time is paramount
- ✓ Feel like part of the TEAM

## All-Girls League

- ✓ 2 years ago we started an all-girls league, grew to 18 teams last season
- ✓ Neutral site, varied age groups (6-8, 9-11, 12-15)
- ✓ Made it an event (music, stats, stadium)
- ✓ Play Spring, Fall and Winter
- ✓ Recruit from other sports





# Player Experiences

**Create an experience!!**

**Be more than just cones on a field.**

**Make it an experience that they will never forget!!**



- ✓ **Leagues** – Regardless of which route you take, make it a big deal, coaches/parents will help a lot with this!!
- ✓ **Tournaments** – Attend tournaments, find your level, set expectations, PRACTICE, talk to other coaches at the tournaments, we're in this together.
- ✓ **Camps/Clinics** – Run co-ed and or all-girl camps and clinics, it's a great way to introduce girls to the game!
- ✓ **Events** – Attend events with your team, women's tackle games, college games, arena football games, Punt, Pass and Kick.
- ✓ **Recruit** – Nearly every female flag football player we've had plays another sport, talk to the players/parents/coaches to see if their friends want to come out and try flag football
- ✓ **Try-outs** – Hold a try out every spring and fall, you'll get new players coming in





# Promotion

## Social Media

- ✓ Share your story and photos
- ✓ Its free, easy and most people are on it in
- ✓ Facebook for the parents, Instagram for kids 13+, Twitter, etc.

## Let **EVERYONE** know what you're doing!

- ✓ Contact your local newspaper/patch/TV station!! They love human interest stories especially ones like these with girls teams participating in leagues and **WINNING**, traveling to tournaments, regionals/nationals.
- ✓ Contact your local high school, college and NFL team (half time game)





# Financing

- ✓ **League fees:** Every market is different but set a competitive price, don't offer free registration, you need a commitment from the player and parent and the registration fee is the commitment.
- ✓ **Scholarships:** You can still offer scholarships to those who need it, create an application form, offer donations during registration. Limit # of scholarships, per season and per person.
- ✓ **Fundraising:** Try to limit fundraising to once or twice a year. (Parents get burned out)
- ✓ **Donations:** Reach out to local businesses, start with the parents of the players in your league or on your team
- ✓ **Travel costs:** Keep to a minimum when possible, will ensure everyone on the team can make it, as a league we always cover the entry fee, transport and provide jerseys, parents are responsible for accommodations. Where there's a will there's a way!!





# Player Retention

After you start to grow your girls league, how do you keep the players coming back???

What we've done for player retention:

- Camps
- Clinics
- Tournaments
- Travel
- All-star teams
- NFL experience
- Stats
- Awards
- Championship rings
- Venues
- Player appearances
- Free registration competitions
- Player of the week





# Scheduling

VERY IMPORTANT – Whether its your league, your practice schedule or camp, make sure you have the least conflicts possible. Reach out to other league directors/presidents, check their schedules, the last thing we want to do is make the player choose one sport over another.

Be as accommodating as possible with regards to team placement, scheduling, financing, parent requests.





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# Contact Information



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# Girls in Flag Football

**DR. JEN WELTER**  
**GRRRRIDIRON GIRLS**  
**FIRST FEMALE TO COACH IN THE NFL**







## Reasons girls quit sports

feel they don't  
belong in sports

▶ feel that society  
does not encourage  
them to play sports

say there aren't enough  
female role models  
in sports today



# She needs us.

Approximately 50% of girls quit sports around puberty

Girls aged 18-24 who played sports regularly were twice as likely to identify as confident as girls who did not play sports.



## FLAG SUMMIT



**GRASSROOTS  
GIRLS**

**WE DON'T JUST  
MOVE THE CHAINS,  
WE BREAK THEM**



**Football suffers from  
sins of omission.**

**You don't have to tell girls  
they can't play football,  
They see there is it clearly,  
that girls aren't there.**

**We have to be  
PROACTIVE.**

**Let's Show that girls in  
football are not  
exceptions to the rule,  
the rules are changing.**

 **FLAG SUMMIT**





**BIGGER. BOLDER. BETTER THAN EVER.**



**THANK YOU!**