



GREATER CATHOLIC Youth League

Below is a list of best practices each program could use to reach the parents for football sign ups and fall sports in general. Parishes have different methods of sending the message to the parents and the challenge for programs with multiple school affiliations are even more difficult. Please consider the options below.

Email Blasts and direct communications to the parish families

If you use a website your booster program you should be able to allow you to access to emails or booster listing to blast emails. This is the only way to control your communications directly to the families if not the entire parish member directory. If you have no luck with that call your school for help in getting it. We use blue sombrero for all sports sign ups and it has functionality to email to the masses

Parish Bulletins

Layup for you - Reach the families that attend church and incoming families (new to Parish). Email your rectory administrator and they will add to your weekly bulletin. Follow this direction for your affiliated parishes as well.

Football Rosters

Start with emailing your current families from the rosters less the 8th graders. This is information you already have in place and can be accessed quickly to start your communications on Dates, Times and locations for sign ups

Weekly School News Letter and ONE call

Every school has a newsletter that goes out typically midweek via email or hard copy to the kids. Call your school secretary and have them add in a comment or line regarding your sign up period. Some schools have the one call service that allows you to send pre-recorded voice messages.

School Marquee or Sign

Some schools have a marquee or sign in front of church or on the grounds. If you call the parish office and ask, they may consider letting you send a message over a 4 day period with sign up information. Call the rectory or parish office.

Booster Newsletter

It's not uncommon for a school or booster group to have a newsletter. This is another easy way to reach your parents.

Coaches and Volunteers

Reach out to your coaches ASAP at all levels directly from the coordinator down through the organization and emphasize the importance of getting the work out to the families. Include your helpers and other sports coordinators like basketball and baseball. They can help send your message if you only ask.

Social Media

Twitter and Facebook have become the norm for sharing data. Review options with your booster and school leaders to determine if your sports programs can facilitate communications through these channels. Tag the GCYL on your posts so we can like your announcements on FB and Twitter.

The GCYL is committed to providing the highest support needed to increase our sports participation. As leaders in the youth booster programs, please exhaust every effort to improve on your practices to reach our families the best way possible. We are here to help. Thank You for all you do for our kids.