

GET HER IN  
THE GAME



NATIONAL RECREATION  
AND PARK ASSOCIATION



Amplify  
Communications



Marketing is more than promotion. The way programs are named, described and visually represented sends a message about who belongs in sports. When girls see themselves reflected in images, language and outreach materials, they're more likely to believe that a program is meant for them. Use the strategies below to expand marketing efforts and welcome more girls and women into your programs:

- ✓ Review marketing materials. Take a close look at program guides, flyers, social media and websites, and ask key questions:
  - Can girls see themselves reflected?
  - Do images depict active, sport-playing girls?
  - Are women coaches/officials visible?
  - Do images showcase a wide range of identities, body type, age and ability?
  - Do the images reflect the community?



Young flag football players prepare for kickoff with pre-game warm-up drills. Photo courtesy of Rockford (Illinois) Park District.

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- ✓ Audit not just visuals, but also language. Include descriptions of girls-specific programming and events in your program guide to elevate girls' sports.
- ✓ Ensure girls' leagues are positioned equally to boys' programs in materials.
- ✓ Highlight stories from participants – players, coaches, officials – to build authentic visibility. Ensure stories are highlighted consistently and shared through a variety of channels and platforms – feature them in program guides and invite participants to speak at community events.
- ✓ Seek input and feedback from girls and women in your community on messaging that resonates with them.
- ✓ Use messaging to frame sports as a fun, welcoming and social space – a place for newcomers and an opportunity for growth and personal development.
- ✓ Use multiple platforms (digital, printed and in-person), and provide materials in multiple languages when needed.
- ✓ Encourage girls and families to talk about what they enjoy most and spread the word to peers and neighbors.
- ✓ Partner with community organizations, schools, cultural centers, housing complexes and faith-based groups to spread the word using trusted messengers.
- ✓ Plan bold, welcoming campaigns around key dates like National Girls and Women in Sports Day or National Coaches Day. Use these moments to host community events, run spotlights on local women athletes and coaches, and/or to launch new programs. Don't stop at girls-only celebrations – use "coed" events as an opportunity to highlight girls in sport, too.
- ✓ Invite girls to help shape outreach campaigns, whether it's choosing photos, writing taglines or being featured in short videos.
- ✓ Target local leaders with your messaging to build long-term support for girls' sports.



When girls see themselves reflected in images, they're more likely to believe that a program is meant for them.  
Photo courtesy of Columbus (Ohio) Recreation and Parks.