



NATIONAL RECREATION
AND PARK ASSOCIATION

Get Her in the Game

Activation Kit

Research Overview

To better understand the hurdles and opportunities for increasing the number of girls involved in youth sports through parks and recreation, the National Recreation and Park Association (NRPA) partnered with Nike to launch extensive research into how to help bridge existing gaps. [\[Click here for the report!\]](#)

The research identified an alarming trend: girls are not playing or staying involved in sports at the same rate as boys. We know that when young girls engage in sports, they gain greater confidence and build skills that can carry them through life. To rise above these hurdles and provide girls with these benefits, we're empowering park and recreation professionals to take action to Get Her in the Game.

This research identified common hurdles that keep girls from sports, including:

- Fewer opportunities than boys.
- A lack of women in coaching and volunteer roles.
- Navigating adolescence.
- A lack of access to equipment and space.
- Competing responsibilities.

Parks and recreation has the power to bridge these gaps. As a park and recreation leader, we challenge you to read the research, utilize this Activation Kit, and consider ways your agency can take action to get more girls involved in sports programs.

Activation Kit Overview

Community connection and activation are essential to the Get Her in the Game campaign. To move the needle on girls' involvement in sports, we need to lean on and elevate our community members, starting with park and recreation professionals.

This Get Her in the Game Activation Kit is your ready-to-use playbook for promoting the campaign within your community.

Inside, you'll find sample social media posts, graphics, email and newsletter copy, WhatsApp messages, and more — plus direct links to download everything you need to bring this content to life. These assets are designed to be plug and play, but they will be most effective if you make them your own, applying specifics and nuances pertinent to your community.

Whether you use these assets as-is or adapt them for your local community, this kit gives you the tools to spark engagement, raise awareness and get more girls in the game.

Social Media

Social Media

This section includes ready-to-use social media posts and downloadable graphics to help you share the Get Her in the Game message with your community.

Each post is designed for quick copy-and-paste use, but feel free to add your own voice, local details and photos to make them resonate even more. Whether you post them as we've written here or tailor them to your audience, these assets make it easy to inspire action and amplify the Get Her in the Game campaign.

If you create your own assets or make edits, consider the following tips:

- Use the Get Her in the Game logo.
- Retain key message points and priorities listed in the original copy.
- Keep in mind platform character limits and post requirements.
- Link to the [Youth Sports Page](#) and use the #GetHerInTheGame hashtag.

Posts for Park and Recreation Agencies

We encourage park and recreation agencies to amplify this campaign on social media.

On the next few slides, you'll find sample copy to share on your personal and organizational social media channels. We encourage you to find ways to tag NRPA, use the hashtag **#GetHerInTheGame**, and accompany the posts with [these graphics](#).

Posts for Park and Recreation Professionals

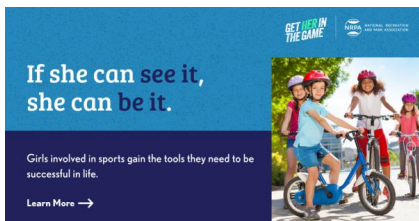


[Download Here](#)

LinkedIn 1 - Park and Recreation Audience

We're doing our part to get her in the game. Will you?

Park and recreation agencies, parents and coaches all play a role in getting more girls involved in sports, setting them up for success later in life. Learn more with the Get Her in the Game Playbook: bit.ly/45j9huB



[Download Here](#)

LinkedIn 2 - Parents Audience

While we've come a long way, girls still have fewer opportunities to play sports than boys. Parents can change that.

Parents, coaches, and park and recreation agencies all play a role in getting her in the game. Learn how you can help by becoming a coach or volunteer: [\[ADD YOUR LINK TO LOCAL OPPORTUNITIES\]](#)



[Download Here](#)

LinkedIn 3 - Potential Partners Audience

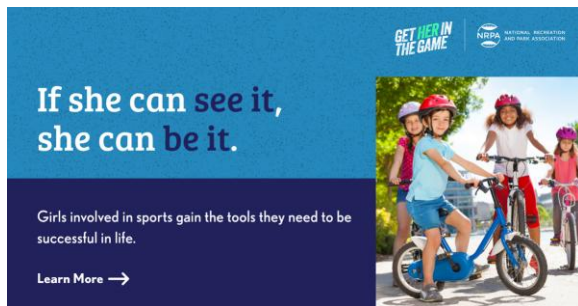
Leaders are taking action to encourage more girls to play sports, setting them up for success in life. Will you join us?

Learn how you can help us get her in the game: [\[ADD YOUR LINK TO LOCAL OPPORTUNITIES\]](#)

Posts for Park and Recreation Professionals



[Download Here](#)



[Download Here](#)

Facebook 1 - Parents Audience

We're doing our part to get her in the game. Parents, will you?

Park and recreation facilities, parents and coaches all play a role in getting more girls involved in sports, setting them up for success later in life. Learn about actions you can take to get her in the game: **[ADD YOUR LINK TO LOCAL OPPORTUNITIES]**

Facebook 2 - Parents/Potential Coaches Audience

While we've come a long way, girls still have fewer opportunities to play sports than boys. You could be the role model who breaks through that barrier.

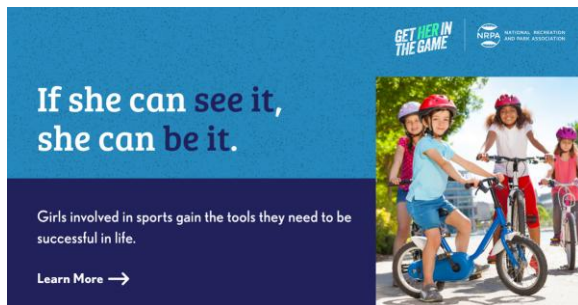
Learn how you can help by becoming a coach or volunteer: **[ADD YOUR LINK TO LOCAL OPPORTUNITIES]**

**Note: Please link to [NRPA resources](#) if no agency resources are available.*

Posts for Park and Recreation Professionals



[Download Here](#)



[Download Here](#)

Instagram 1 - Parents Audience

If she can see it, she can be it. Will you help get her in the game?

Park and recreation facilities, parents and coaches all play a role in getting more girls involved in sports, setting them up for success later in life.

Learn more at [\[ADD YOUR LINK TO LOCAL OPPORTUNITIES\]](#)

Instagram 2 - Parents/Potential Coaches Audience

While we've come a long way, girls still have fewer opportunities to play sports than boys. You could be the role model who breaks this barrier.

Learn how you can help by becoming a coach or volunteer at [\[ADD YOUR LINK TO LOCAL OPPORTUNITIES\]](#)

**Note: Please link to [NRPA resources](#) if no agency resources are available.*

Newsletter/ Email Content

Newsletter/Email Content

Email and newsletter communications are an excellent way to spread the word about the Get Her in the Game Campaign. On the next slide, you'll find sample copy to be used in a newsletter or email from park agency professionals to their staff and community.

Agencies are encouraged to make tweaks and edits to this copy to customize for each park and recreation agency. Still, it's important to retain core message and campaign priorities.

Dear [INSERT PARK AGENCY] Team,

As park and recreation professionals, we are uniquely positioned to make a difference in the lives of youth in our community.

Research conducted by the National Park and Recreation Association (NRPA) [HYPERLINK REPORT] noted an alarming trend: girls are not playing sports, or staying involved in sports, at the same rate as boys. We know that when young girls engage in sports, they gain greater confidence and build skills that can carry them through life. To rise above these hurdles and provide girls with these benefits, we're taking action to Get Her in the Game.

This research identified common obstacles that keep girls from sports, including:

- Fewer opportunities than boys.
- A lack of women in coaching and volunteer roles.
- Navigating adolescence.
- A lack of access to equipment and space.
- Competing responsibilities.

Parks and recreation has the power to bridge these gaps. As a park and recreation leader, I challenge you to read the research and consider ways our agency can take action to get more girls involved in sports programs. Read the full report here: [LINK]

We're grateful for your help in paving the way for girls to get involved in sports and driving long-term impacts that lead to measurable improvement outcomes. Let's Get Her in the Game.

Please reach out if you have any questions, or visit the NRPA Youth Sports Framework to [learn more](#).

Sincerely,
[NAME]

WhatsApp Message

Newsletter/Email Content

The following content is a version of the Newsletter/Email content that can be used on these apps to spread the word about the campaign.

Agencies are encouraged to make tweaks and edits to this copy to customize for each park agency and the platform being used. Still, it's important to retain core message and campaign priorities.

We've included a version for staff and a version for caregivers and parents.

For Park Professionals and Coach/Volunteers

Hi team,

New research from the National Recreation and Park Association (NRPA) shows that girls are dropping out of sports at much higher rates than boys. That means fewer chances to build confidence, skills and lifelong habits.

This is the result of obstacles like fewer opportunities, a lack of women coaches, access issues and competing responsibilities.

We can do something about it and Get Her in the Game. Please take a look at the resources available here from NRPA: bit.ly/3LU9aPh

Thanks for all you do, and let's lead the way in creating belonging for girls in sports.

Let me know if you have any questions about how you can help!

For Parents/Role Models

Hello all,

New research from the National Recreation and Park Association (NRPA) shows that girls are dropping out of sports at much higher rates than boys. That means fewer chances to build confidence, skills and lifelong habits.

This is the result of obstacles like fewer opportunities, a lack of women coaches, access issues and competing responsibilities. The good news is you can help!

Have you considered signing up the girls in your life for sports, or serving as a coach or volunteer? Your presence can make a major difference.

Help us do our part to Get Her in the Game. Take a look at the resources available here from NRPA to see how you can get involved: [LINK TO AGENCY RESOURCES]

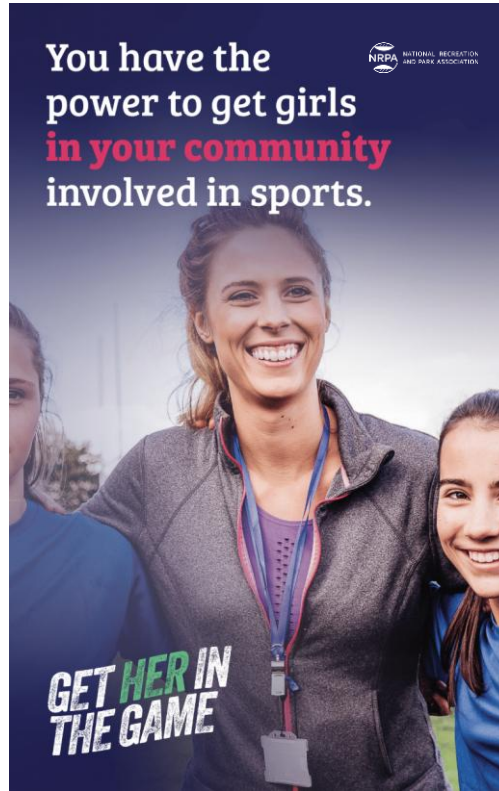
Let me know if you have any questions about how you can help!

**Note: Please link to [NRPA resources](#) if no agency resources are available.*

Posters

The following posters were created for you to easily print out and hang around your park and park and recreation facilities and in your communities!

[Download/Print All Posters Here.](#)



[Download Here](#)



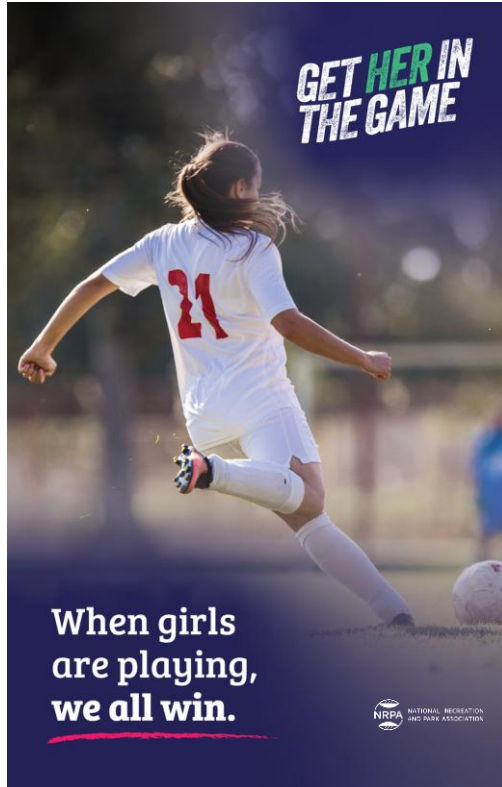
[Download Here](#)



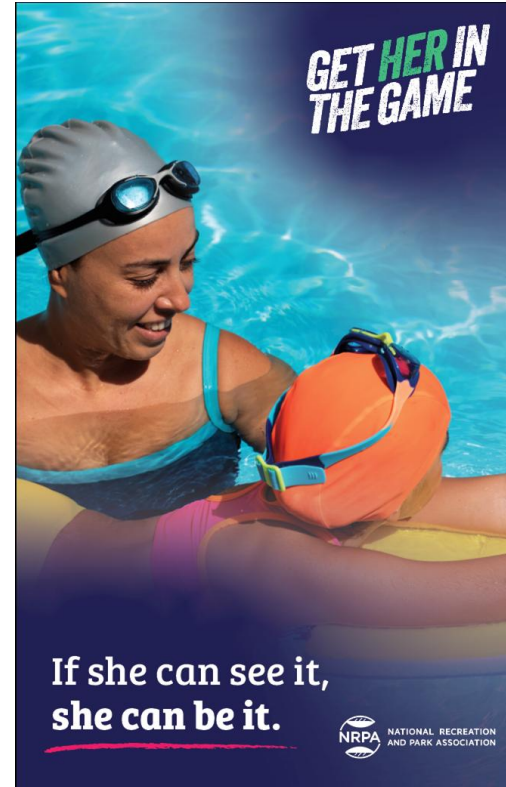
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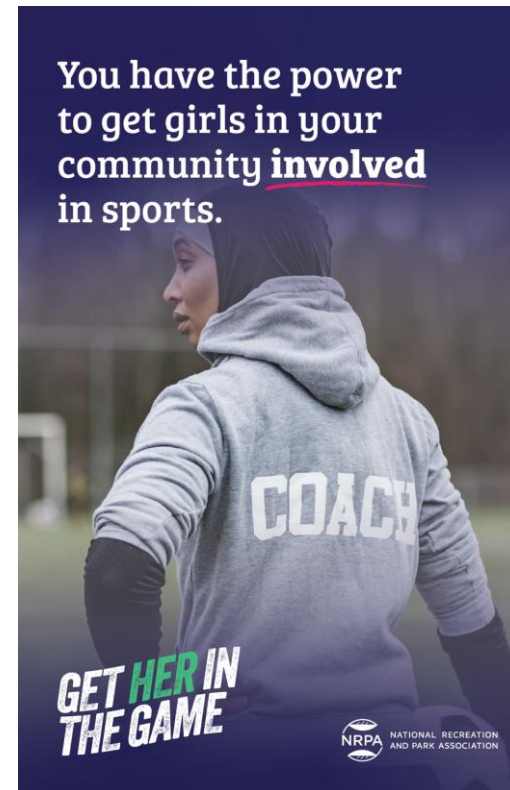
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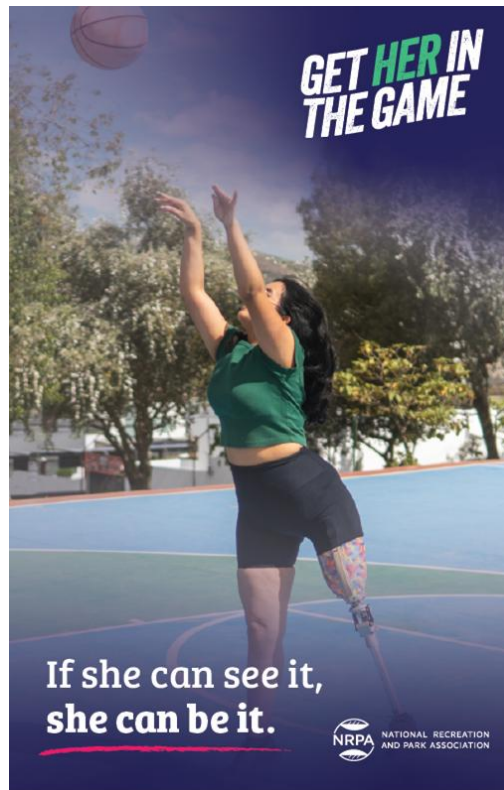
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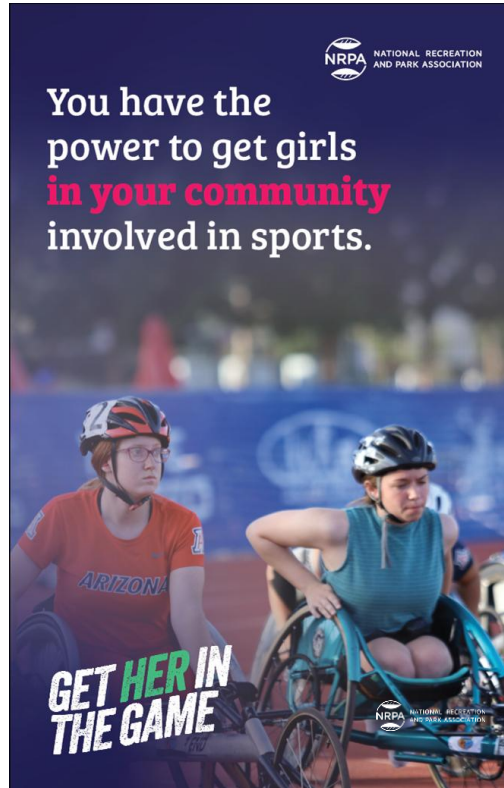
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Canva Templates

Spread the campaign's message and imagery with these templates that can be customized on Canva!
A few key steps for making updates on the templates:

- ALWAYS make a copy before making any changes!
- Make changes on the *copied* versions of the templates.
- You can “lock” and “unlock” elements of the templates so that they can be moved or edited — this is particularly helpful with icons, symbols and logos.
- Please do not remove, distort or re-color the NRPA or Get Her in the Game logo in anyway.
- Have fun! Canva has a large range of capabilities, so make these designs your own and share the message of NRPA's Get Her in the Game campaign.

Access the templates

Canva Templates



Additional Assets

Stickers

The following designs can be printed as stickers for in-person events at park and recreation agencies. They feature a Get Her in the Game version for park professionals, and a When I Play, We Win version for girls.

[Download All Stickers Here](#)



Temporary Tattoos

The following designs can be used as temporary tattoos for in-person events at park and recreation agencies.

[Download All Temporary Tattoos Here](#)

