



KELLER YOUTH ASSOCIATION

Football

Team Mom Handbook

WRITTEN AND PROVIDED BY

KYA FOOTBALL MOMS

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Team Mom Handbook

So you have been selected as the team mom – congrats!

NOW WHAT? The following information will get you on the right track so do not worry. You will find the time you put in for volunteering as Team Mom rewarding and fun. Generally speaking, the Team Mom's duties and responsibilities are to do the administrative tasks for the team, which will allow the coach to concentrate on coaching, the player and team development.

The job of Team Mom can be as elaborate or as simple as you make it. The key is communicating with the coach on how he wants his team to be perceived. You might be surprised at how much “control” the coach will give you in this arena. Just make sure you keep him apprised of all decision and directions you take.

Team Mom Qualities¹

Don't be alarmed. If you have read this far – someone thinks you're up for the task!



- Excellent social/people skills
- Organized
- Over communicates
- Understands and uses social networking (i.e. Facebook);
- Capable of posting pictures to photo page (i.e. Shutterfly)
- Not afraid of email or texting
- Assertive but not aggressive
- Willing to learn new things
- Skilled at fundraising
- Head coach and team's biggest fan
- Party queen but also passes a background check
- Honest and accurate with \$\$
- Fun and have a calming effect on parents
- Attends every team event and practice

¹ “Choosing a Team Mom in Youth Football” January 9, 2011 – Coach Steve Parker – coachparker.org

Team Mom Responsibilities



There are many responsibilities of a team mom. Each team mom works out the details of duty with the team's head coach based upon his requests and requirements. However, the basic premise is to do the administrative/organizing for the team to allow the coach to stick to coaching duties. Generally the team mom has the following responsibilities. Don't take all of these upon yourself. Delegation is key and most parents want an opportunity to help.

- Team/Coach/League Communication to parents
- Uniforms
- Ordering T-Shirts
- Spirit Leader /Run through signs/ noise makers
- Team parties – beginning and end of season
- Fundraising

Communication

Keeping the team informed is a key responsibility of the team mom. Occasionally, practice schedules and/or locations may change. Games or practices may be postponed or cancelled due to inclement weather. Other important information is often communicated by the KYA Football commissioners and must be relayed to the teams in timely manner. Most of your information will come from the Head Coach. It is imperative that you have a good line of communication with him.

Head Coach

Confirm with the Head Coach that you will indeed be the go to Team mom – it is not advisable to have co-team moms – one point of contact for the coach and parents is best – that being said, have as many helpers as you want!

Ask the Coach his preferred method of communication (text, email, phone). Also get an understanding of the volume of communication. You can expect more communication (and work for that matter) at the beginning and end of the season.

Review the communication (emails, parent letters, etc.) with the Coach and get his approval prior to the parent meeting.

Throughout the season, try to limit discussions on team issues and questions to after practice – and preferably on days other than practice. Practice days/times are just that – and when a coach has only 2 hours to practice, respect that time and allow him to be with the players.

Parents/Guardians

Be clear in your communication. The best form of communication is email. Always bcc email addresses in order to keep parent/guardian information private.

Be sure to gather both parents' information and include them in all correspondence. You never know if Mom or Dad is best at checking email – best to over communicate than not at all. Consider a player information sheet.

Prepare a team letter. Give the letter to the parents at the first practice/meeting and include it in a follow up email with any changes made at the first practice/meeting.

A letter to the parents should include:

- Coaches and Team Mom name, email and phone #s
- Practice times and locations (note some coaches like to determine this after the first meeting you should include in this in the letter – but update it as necessary after first practice/team meeting)
- Practice times and locations (note some coaches like to determine this after the first meeting –
- Player list – include player #s
- Snack/drink list – determine from coach what their preference is at halftime and after game (for example, many senior coaches don't think snacks are necessary, just drinks – and some don't want the interruption at half time)
- Other items to include in letter but noting further information to come:
 - Team Photo date – this will probably not be available at first team – but keep it on your list to follow up; tell parents that they can expect to pay around \$50 or less for pictures depending on what they want
 - Fundraisers – team bucket, restaurants? Let parents know this will help pay for end of season celebration and coaches gifts and ask for input
 - Game video links – coach should get an email on this

Get Social! A web page such as shutterfly.com or teamzonesports.com is a great place to centralize team information. Facebook also offers an invitation only group page. These sites can track the team practice calendar, game schedule and results, contacts, pictures and videos, as well as snack and other volunteer sign-ups. Easily communicate by sending updates directly from the sites. (See more about photographs and videos below).

***Remember to protect the information of minors – consider using the last name initial on all internet based information (i.e. John D). Additionally, respect a parent/guardian's wishes if they do not want their information on the site.

KYA Bobcats

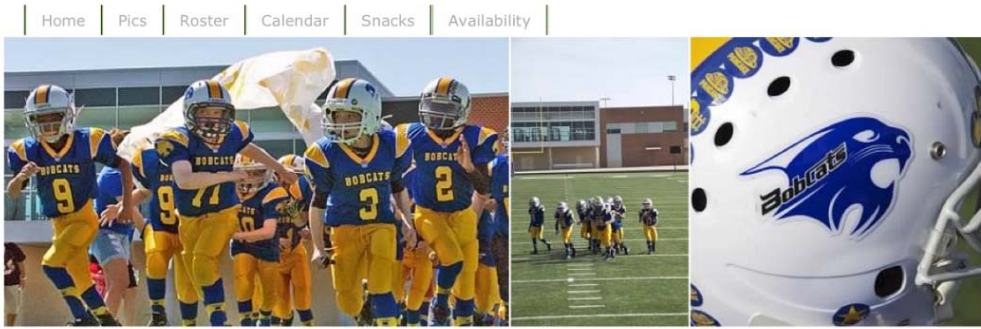


FIGURE 1 An example of the header page of a team site on shutterfly.com.



Communication check list – before the first game

- Ask Head Coach for a team roster w/players names, parents names, emails, and telephone – you can also create and print a player information form that the parents will fill out the first night of practice (see Appendix A)
- Prepare a team letter - get approval from Coach to distribute - email to the team prior to the first practice (see Appendix B for content and example)
- Introduce yourself to parents at first practice
- Obtain birth certificates as required and provide to Head Coach²
- Hand out t-shirt order forms at first practice - establish deadline for ordering t-shirts and collecting \$ – communicate delivery date (see Appendix C)
- Communicate weigh-in dates to parents³ if required by the Coach, take team roster to the official weigh in and help line the players up in order for a faster weigh in
- Determine who is interested in game video link⁴ – assess quantity desired and finalize cost with Head Coach (the more that buy, the cheaper per person) – Order game video links from Game Tape Productions
- Set up team texting blast before first game – ensure parents have your cell phone in case they cannot find the game location or remember the time

² KYA has a strict policy of players playing in their appropriate age group. All new players must provide a copy of their birth certificate to prove their age. Returning players do not normally need to provide another one since the league has a record of it from prior season(s).

³ KYA has designated dates for their official weigh-in. Most times this occurs at the field house or sometimes the scale may be brought to practices. Coaches must accompany players to their weigh-in.

⁴ Video links for downloads are purchased as a team, the more participation, the less the cost. Game Tape Productions is the videographer for KYA Football.



Communication check list – during the season

- Update share site with game results, pictures, and videos
- Send weekly reminders of practices
- Set share sites to send reminders of practices and games
- Send reminders to parents/volunteers for upcoming games
- League information – i.e. team photo dates, October pink-out day
- Fundraisers
- End of season party
- Field questions/complaints from parents, if it's something you think the coach needs to know then tell him, if not just handle it

Uniforms

KYA provides a game jersey and pants for each player. Other equipment (helmet, pads, practice gear, etc.) is provided by the player.

To ensure that a uniform fits well, has the correct number, and correct spelling of the name requires a village at best!

KYA and the KYA Football Moms organize uniform fittings prior to the beginning of the season. Prior to the first practice all the players should have been fitted.

Teams will be notified in September of the designated dates and times to pick up their team's uniforms. The delivery date should be one week prior to the first game.

The coach should have a list of players' names and sizes. He may request the team mom to help to pick up the items. If possible, take this list and compare the items prior to leaving with the uniforms.

Plan to deliver the uniforms at the very next practice. Request all players to try on their uniforms and make note of any issues.

Communicate any issues (fit, number, name) to the KYA Football Mom Assistant Director – Uniforms, as soon as possible. She will direct you on how to resolve the issues.

Some Coaches like to order special socks or other items – try to determine this before the first practice and include in the team letter. Facilitate the ordering, \$ collection, and delivery of these items. The Coach may have a preferred online or local vendor to use.

After the first game, most if not all, uniform issues should be resolved. But be aware that there may be issues that come up during the season. The Team Mom should be available to facilitate these issues if any.

T-shirts

There is quite a selection of T-shirt vendors in Keller. Most will need at least one week after the order is turned in to get the order complete. This will also depend on any customization (i.e. numbers, names). Some will also design a fun logo for your team. Some teams put the roster on the back of their shirts and some prefer names/numbers of their player.

Plan to meet with the vendor in person to view the preferred item and get pricing. Get specifics on delivery turn around. You want to make sure they are delivered to the parents by the first game.

For pricing, you may want to round up the price when charging for t-shirts to ensure you collect enough from the parents. Discounts are usually given for a certain number of shirts but can be tricky to guess. You will also need to take into consideration any sales tax. Plan ahead to make sure the cost you tell the parents will be accurate.

Some vendors in the Keller area:

- All Star Screen Printing 433 Keller Pkwy, Keller TX 76248 817-431-8057
- Embroidme 800 S Main St #236 Keller TX 76248 817-503-7200
- Kim's Kloset 127 Keller Hicks Rd Keller TX 76248 817-337-7777
- Keller Shirts and promos 200 Cindy St Keller TX 76248 817-875-4560
- Keller Trophy and Awards 425 N Main St Keller TX 76244 817-741-4313
- MVP Athletics 817-431-8777
- Royola Screen Printing 423 N Main St Keller TX 76248 817-337-8373
- Star Sports 901 Keller Pkwy, Keller TX 76248 817-431-6110
- TeamWorks Screen Printing & Embroidery 891 Keller Pkwy Keller TX 76248 817-337-3557
- Southwest Screen Printing 5860 Park Vista Cir Ft Worth TX 76244 817-755-0620



T-Shirt check list

- Get pricing for shirts and parent jerseys for the season.
- Gather all t-shirt/jersey orders/money.
- Take shirt orders to vendor of your choice.
- Pick up shirts when ready and distribute at practice before the first game of the season.

Game Day

Volunteers

Hopefully you were able to get volunteers prior to the first game. Send an email or text and remind your them the day before the game. (i.e. 7 play sheet, chains, etc.) Consider a backup plan.

Game Day (or the night before if it's an early game), send out a text blast to all parents cell phones with the following:

- Pre-Game Time
- Game Time
- Location
- Whether Home or Visitors
- Who has snacks
- Who is recording 7 plays
- Who's doing Clock/Score Board or Chains (Always check with the coach before sending this out in regards to who he wants on chains.)
- Confirm Pregame time (sometimes 1 hour sometimes 1 ½ hours before of the game)

Team Spirit

Every Saturday the fields are alive with kids. Parents line up in folding chairs or squeeze on bleachers, cheering for their team! There's a lot of ways to pump up the volume on your side of the field and show your team spirit!

Noisemakers

Cheer bottles – Collect employ water bottles. Fill them with plastic beads of your team's colors. Print a list of the players including their name and jersey number and tape or glue to each bottle. This will help the fans identify who they are cheering for on each play.

Cow bells - Buy cowbells and add ribbon, or paint them – the sky is the limit on decorating these.

Run through signs - you can make run through banners for game day ask parents if they would be interested in taking turns making a banner. (Many stores will donate paper or other supplies).

Touchdown bucket (see also Fundraising)

Team parties

Consider having at least one team gathering early in the season shortly after draft. This is really important so the players can really get to know each other off the field. It is also a good time for parents to meet the coaches. It can be at a party place or as simple as gathering at a park or someone's house with a bunch of pizza.

Organize an end of season party to celebrate the season, players and coaches. Some things to consider:

- Recruit a couple parents to start thinking of ideas for the end of the season party.
- Gather money from parents for coach gifts or consider fundraising.
- Reserve the party venue.
- Order food/cake
- Gather input and decide on coach gifts.
- Discuss with the Coach his idea for player gifts.
- Purchase gifts (consider wrapping in fun, team colors)
- Create a highlight video to show at the party
- Write an agenda planning the time between activities, food, and awards presentation
- Plan to arrive 30 minutes early to set up
- Set a nice table up with table cloth, team logos everywhere for decoration
- Print several pictures of the season for take away gifts
- Put coaches gifts, trophies and nicely decorated cake on table

Fundraising

Raise money and boost team spirit!

Before you begin a fundraising activity, be prepared to identify where the funds will be used – coaches' gifts and end of season parties are some of the more popular reasons to raise money at KYA. Some coaches will "add" to their uniforms with special socks or decals that could be purchased with money raised.

KYA has a strict policy of not allowing the coaches to directly ask for money from the parents.

Ask the parents for ideas as well. You never know who might own a business that would be willing to sponsor the team.

Fundraising ideas:

Touchdown Bucket – every time your team makes a touchdown, pass a decorated bucket around for the fans to donate; many times a child likes to be in "charge" of the bucket and will gladly run up and down the bleachers and sidelines for you. This is a great way to get grandparents and other friends and family feel involved! (Plus they love to support!) Be sure the bucket has a lid and a small hole to put the money into.

Local Restaurants – many restaurants have established fundraising programs whereby your team can receive a % of food and sometimes drink sales on a given day. This can be great for an after game get together. BUT - make sure you understand the terms. Restaurants have different guidelines and rules for fundraisers. For example, some might require a coupon, and others might not. Be sure to advertise and get the word out! Make sure everyone knows about the event and encourage them to invite their friends, too.

Mini snack bar/refreshment – purchase or have parents donate snacks and bottled drinks and set up a mini snack bar. You and/or your volunteers won't want to miss any of the game, so considering selling before the game (during warm ups) and at half time.

FAQs

- How much time does it take to be a Team Mom?

There are more responsibilities at the start of the season, and again at the end. A Team Mom handles a variety to be a Team Mom correlates to how much you do yourself and how much you delegate. Delegating is a good thing and the team (to include the parents) feels more like a “family” when more people are involved!!

- How do I find out about various team activities?

Your main source of information will come from your Coach. Additional information may come from the Division Commissioner (i.e. Sophomore commissioner) or KYA Football Moms. Check the following websites for updated information or any changes to game schedules – Kyafotball.com or kyafotballmoms.webs.com.

The VP or President of KYA may also send out or e-mails or text blasts with urgent information. You can recognize these from the SLG in the sender's name. Be sure to add these addresses so they don't end up in junk.

- When and where are games played?

Games are played on Saturdays at the Keller Sports Complex, and also at various KISD facilities.

- When/where are practices?

Practices are set by the Coaches and will vary from team to team. The practices do have to be within the KISD school district boundaries. KYA has a three event rule so during the week there can be no more than two practices and one game in a week.

Appendix A – Player Information Form

PLAYER INFORMATION SHEET	
Player's Name	
Jersey # [returning/frozen players get first pick]	
Main Address where <u>player</u> resides	
Player T-Shirt Size [circle one]	Youth: SM / MED / LG / XL; Adult: SM / MED
Shoe Size [for socks] [circle one]	Youth 3 4 / 5 6 7 / Adult 8 9 10 11
Parent Name #1	Parent Name #2
Cell:	Cell:
Home:	Home:
Parent #1 Email	Parent #2 Email
May we add your cell number to our Game Day Text Blast?	May we add your cell number to our Game Day Text Blast?
Are You Interested In:	
Being Team Mom/Team Dad?	Yes / No
Being Water Parent for the Season?	Yes / No
Making Cheer Bottles?	Yes / No
Purchasing Game video link for the Season?	Yes / No
Keeping track of 7 Plays Sheet Each Game?	Yes / No
Running Chains during the game	Yes / No
Running the scoreboard/clock during the game	Yes / No
Providing snacks / drinks	
Things To Do Tonight:	
1) Turn in <i>this</i> completed form	
2) Sign up for Shirts/Parent Jerseys, if you'd like them.	
3) Turn in Player's Birth Certificate	

Appendix B –

Example of Team Letter to Parents

GO (Team)!!

Welcome (Team name) parents! My name is (Your name) and I will be the team mom for the upcoming football season. I wanted to send an initial email to introduce myself and let you know what to expect throughout the season.

Team Shirts

We will be ordering team shirts for the parents, coaches and siblings. The shirts are NOT required to purchase. The shirts will be (color) with the (Team) logo on the front and roster on the back. They are \$13 each. Extended sizes - XXL and XXXL are \$2 more. He does have ladies cut with V-neck. They go up to an XXL and he said they run a little small so order 1-2 sizes up. These are \$16. If you would like a shirt, please let me know the sizes and quantities. Feel free to order for your player and siblings, as well.

Socks

We will be ordering socks for the boys. They are (color) crew socks and are \$7.00/pair. The sizes are below. Please let me know your child's size ASAP so I can get them ordered and we have them before the first game.

Touchdown Bucket

We will have a touchdown bucket at each game. This is a bucket that we pass around each time our team makes a touchdown. The funds will be used for the end of year party and coaches gifts. This allows grandparents and other relatives to contribute. If you would like to volunteer to be responsible for the touchdown bucket, let me know. This involves bringing it to each game and passing around after a touchdown. Usually, if you have a cute kid that isn't shy, you can delegate to them they get a lot of money carrying it around after the touchdown!

Snacks/Drinks

There will be a drink/snack schedule posted on Shutterfly for each game. You will either be responsible for drinks or snacks for each game. I will send out an email each week prior to the game reminding if you are responsible for that week. The coaches like to have drinks for halftime and post-game. For drinks, please try to bring Gatorade for halftime and water or Gatorade for post-game. If you are unable to bring snacks or drinks, let me know and we can make other arrangements.

Chains/Clock/7 Play

We will need volunteers to run the clock and/or chains and also track the 7 plays. If we are visiting team, we are responsible for the chains. If we are home team, we are responsible for the clock. If you would like to do any of these three tasks, etc., let myself or any of the coaches know and we will sign you up.

Fundraiser

We have gotten permission from _____ to do a fundraiser after each game. They will give us a percentage of all FOOD purchases that we make. I will need an approximate head count after each game and will call them and they will put tables together for us. If you are unfamiliar with _____, you can go to their website: _____ They are located at _____ in Keller...just a short drive from the ball fields. They have burgers, hot dogs, sandwiches, etc. This is a great time for the parents and kids to get to know each other better and make money for the team at the same time!

Run Through Signs

We will be painting run through signs for each game. If anyone wants to help with this, let me know. We will have all the supplies ready. (or ask for supply donations) We can meet up on a Thursday or Friday night in my garage. (or at practice is fun! – whatever is convenient). They typically do not take too long and are a lot of fun to do. The boys also love running through them.

Football Stickers

If you would like a football sticker for your car with your child's name and number, I have a vendor that can do these for me for \$2.50, which is a great deal. Picture is below of what they look like. They are white. Just send me the name and number and quantity you would like and I will place an order. (include a picture)

Please email or fill out the forms for any items desired. Once you order the items, I will collect money at the practices. You can make checks payable to me if you need to write a check.

This is A LOT of information – thank you for reading! I look forward to a great season with each of you and your kids. If you ever have any questions or need anything you can email, call or text me. My cell phone is _____ and my email is _____.

Go (Team Name)
Your name

Appendix C

SAMPLE - T-Shirt Order Form

T-SHIRT/JERSEY ORDER FORM											
NAME	Player's Jersey # _____										
CELL:	_____										
Form of Payment <small>(circle one)</small>	Cash	Check		Coard						Exp. Date	_____
Total Payment	\$ _____										
If paying by check, please write driver's license number on your check. Payable to _____ (vendor)											
T-SHIRTS	Youth SM	Youth MED	Youth LG	Youth XL	Adult SM	Adult MED	Adult LG	Adult XL	Adult 2XL	Adult 3XL	Adult 4XL
	\$18	\$18	\$18	\$18	\$18	\$18	\$18	\$18	\$20	\$21	\$22.50
QTY											
JERSEYS	Youth SM-Med	Youth LG-XL	Adult SM	Adult MED	Adult LG	Adult XL	Adult 2XL	Adult 3XL	Adult 4XL		
	\$30	\$30	\$30	\$30	\$30	\$30	\$35	\$40	\$45		
QTY											
CAR DECALS	\$5										
QTY											

Appendix D – Sample Party Venues

- Altitude Trampoline Park - 5950 Park Vista Circle Ste 100, Fort Worth TX 76244 817-562-4494
20% Discount off the price of party
- Double Dave’s – 800 S Main St, Ste 248, Keller TX 76248 817-745-3283 **call for discounts available**
- Bosses’ Pizza – 201 N Main St Keller TX 76248 817-337-9988 **call for discounts available**
- Google “Team parties” Ft Worth area

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For suggestions of additional tshirt or party venues, please contact
kyafotballmom@gmail.com