

Iowa Region's Best Practices for Youth Growth



Our secret?

Our Youth Focus

- **Grassroots programs**
- **Elite programs**

How often should you ask:
*Are the membership
numbers growing?*

Investment in Junior Leagues

- **Low cost**
- **Player Development**
- **Low pressure**
- **Adjusted rules=success!**
- **Run by passionate staff**



**OUR
“BEST PRACTICES”:
INVESTMENT
IN OUR FUTURE**

Investment in HP/Elite Programs

- **Balance to our grassroots options**
- **Showcase**
- **Resurgence in HP Programming**
- **Investment worth taking**
- **Building for our future**
- **Repeat customers**

Iowa HP Teams



Over 300 Iowa Region members tried out last season!

Other Iowa Youth Programs?

- **Beach/Outdoor**
- **Boys development programs**

Investments + Patience = Growth

What we've learned?

- **Patience**
- **No magic**
- **All growth is good**
- **Investments before revenue**