



The Power to Change Sports

ABBY MCDANIEL
SPORTS MARKETING MANAGER
FOX CITIES CONVENTION & VISITORS BUREAU

For parents and coaches of athletes in the Fox Cities, we are familiar with the positive impacts that sports have on our athletes and our community as a whole. Conversely, we also know that the culture of sports today has been negatively impacted by poor sports behavior by both parents and athletes, leading to a growing official's shortage, and even in some cases decreasing the number of sports opportunities available. As a volleyball coach myself, I see these struggles first hand with my team and our program, but I know that the opportunity for sportsmanship education and change is greater than ever. Coaches, parents, and local club leaders have the power, opportunity, and reach to create a positive sports culture and environment here in our community.

Here are some resources and organizations working towards positive sportsmanship culture and combating referee shortage in our community.

Know Your Role – The Know Your Role marketing and media campaign draws attention to the problem of poor participant behavior around athletics, but also aims to change that culture for the better. The campaign also addresses the epidemic of poor behavior toward sports officials and aims to correct said problem through a series of positive messages and continued reminders that participant safety, enjoyment, growth, and development are the most important aspects of sports. Know Your Role shares the message that 'You can only be one: A Parent, An Athlete, An Official, or a Coach. You can only be one, so Know Your Role.' The goal of this campaign is to remind everyone involved in youth sports of the importance of appropriate behavior to better the culture and love of sports in our community.

WON80: A Return to Sportsmanship – WON80 is a grassroots movement in Wisconsin led by Mark Horbinski with a mission to lead the return of sportsmanship through awareness, education, and inspiration. Through Mark's experience teaching, coaching, and officiating in Wisconsin for 30 years, he created the WON80 program to focus on behaviors and actions both in and out of the world of sports to positively impact teammates, teams, programs, schools, and communities. Mark conducts workshops, summits, and presentations to parents, booster clubs, and schools on the topic of sportsmanship throughout the state.

Soccer Parenting – Soccer Parenting is an online resource and program designed to inspire players and empower parents and coaches in the world of soccer. The program values active health and soccer knowledge initiatives along with coach integrity, life lessons, and playing sports for the love of the game. The program provides messaging for parents to not only prepare themselves as a spectator but also pillars to support their child both on and off the field.

My role at the Fox Cities CVB, consists of supporting and offering resources to sport programs and event directors to help make sports better in our Fox Cities community. If you want to learn more information about Know Your Role, WON80, Soccer Parenting and officiating opportunities, please contact amcdaniel@foxcities.org.