

PLAY

SPORTS COALITION

PLAYS in Youth Sports Act Toolkit

**Thank you for being a member of the
PLAY Sports Coalition!**

THE PLAY SPORTS COALITION MISSION

Formed in April 2020 to bring together a fragmented industry, PLAYS is a unique coalition of thousands of stakeholders across the national and community youth sports industry.

It continues to be an active advocate of support for youth development programs, young athletes, working families, coaches and volunteers across all 50 states, particularly those in under-resourced areas.

PLAYS is guided by a Board of Directors on its mission to ensure youth sports thrives as part of a vital movement to help repair a society that needs community, connectivity, and joy.

It is through this opportunity that we will unleash the power of this Coalition's united front to drive a movement to new heights and elevate the value of youth sports.

[Visit our new website](#) for the latest Coalition information & resources.

PLAYS in Youth Sports Act, HR 8552

WHO: Introduced into **Congress by Congressman Colin Allred (TX)** on July 28, 2022.

WHAT: The PLAYS in Youth Sports Act calls on the Secretary of Health and Human Services, acting through the Center for Disease Control and Prevention, to establish a \$75 million annual grant program to support nonprofit organizations working to improve health and positive youth development through youth sports participation.

LINKS:

- [REP. ALLRED PRESS RELEASE](#)
- [COALITION PRESS RELEASE](#)

BILL CO-SPONSORS (1):

- [Rep. Debbie Wasserman Schultz \(FL\)](#)

HOW TO TAKE ACTION

Introducing a bill into Congress is a **BIG WIN**. Yet, it's only the first step in a legislative process. The PLAYS in Youth Sports Act needs **your help and your support** to get it passed.

Next, it needs legislative cosponsors. They need to hear from you and your program that the PLAYS Act will provide critical help for youth development, making your community a safe and healthy place for all.

Here is a checklist with a few ways your voice will make a difference:

- Social Media
 - Post your support of the bill.
 - Thank Rep. Colin Allred for introducing the bill.
 - Encourage your local Representative to cosponsor the bill.
 - Thank your local Representative when they cosponsor the bill.
- Email
 - Send an email of support to your local Representative.
 - Send an email to your program's community to help drive support.
- Call
 - Place a call to your local Representative's office telling them to cosponsor the bill. Leave a voice mail if you don't reach someone directly.
- Share
 - Send this toolkit with other leaders in your program, your network of youth development professionals, and your community.

Below you will find resources to help make it easy and efficient to take action in support of the PLAYS in Youth Sports Act. Thank you for your continued commitment to the Coalition and its mission for the youth sports industry.

CONGRESSIONAL RESOURCES

Find Your Congressional Representative

1. Go to the online House of Representatives database - [LINK](#)
2. Enter your zip code
3. Click on the envelope to send an email (template below)

PLAYS in Youth Sports Act

- Official Bill Text - [LINK](#)

SOCIAL MEDIA & MESSAGING

WHERE: Twitter, Facebook, and LinkedIn

WHY: Encourage your local Congressional Representative to cosponsor the PLAYS in Youth Sports Act

COALITION TAGS:

Twitter - <https://twitter.com/coalitionplay>

Facebook - <https://www.facebook.com/PLaySportsCoalition/>

LinkedIn - <https://www.linkedin.com/company/play-sports-coalition/>

HASHTAG: #Unite2Play

LINK: <https://playsportscoalition.org/>



**WE SUPPORT THE PLAYS
IN YOUTH SPORTS ACT**



Suggested copy:

We're proud to support the PLAYS Act and its potential to bring much-needed support to youth development programs. Please join us in supporting this first-of-its-kind grant program and help us bring sports to more kids! [Learn more.](#) **#Unite2Play**



Suggested copy:

Help bring youth sports to more kids! The PLAYS Act will provide a national grant program to youth development programs and help get more kids in the game. [Learn more.](#) **#Unite2Play**

SAMPLE EMAIL

Dear

Along with more than 4,000 leaders across the youth sports industry as part of the PLAY Sports Coalition, I am writing to you for your support as a cosponsor of H.R. 8552, the PLAYS in Youth Sports Act introduced by your fellow

Congressman Colin Allred.

The PLAYS in Youth Sports Act is critical, community-focused legislation that will establish a platform for nonprofit organizations to attain the resources necessary to improve health and positive youth development through fair access to youth sports participation.

It will create an annual grant program run by the CDC that will support efforts like ours at _____ and others around _____ to ensure our programs have the proper support to meet ever-increasing challenges we face - including promotion and efforts to increase participation, training and certification for coaches, and activities to promote safety and health, including abuse prevention.

One of the PLAY Sports Coalition Board Members, Katie Adamson from the YMCA of the USA, reflected on the bill's importance: "It will have a profound impact on our ability to advance positive youth development and put a caring adult in the life of a child. The bill aims to make sports accessible to all in terms of enabling children and youth in under-resource communities and those living with disabilities more opportunities to play through youth sports programs and sports in after-school and camps."

Like Katie, I believe the PLAYS in Youth Sports Act will make a huge difference for youth sports programs and the young kids in _____ we serve every day.

I stand ready to work with you on this important issue for the kids in our community right now and create a sustained future of opportunity for those coming in the generations behind them.

Please join your fellow Congressmen and Congresswomen in cosponsoring H.R. 8552.

Thank you for your support.

SAMPLE PHONE MESSAGE

Hi _____ . My name is _____
and I am _____ with the _____
in _____ .

As your constituent, I'm calling today to ask for your support as a cosponsor of H.R. 8552, the PLAYS in Youth Sports Act.

I believe it will make a huge difference for youth sports programs and the young kids in _____ we serve every day. This bill is critical. It will have a lasting positive outcome for generations of kids, today and tomorrow, to improve health and positive youth development through fair access to youth sports participation.

I stand ready to work with you on the PLAYS in Youth Sports Act. Please join your fellow Congressmen and Congresswomen in cosponsoring H.R. 8552 - the PLAYS in Youth Sports Act.

Thank you for your support of the bill and the kids in our community.

LOGOS & GRAPHICS

Download the official PLAY Sports Coalition logos to visually supplement your support for the PLAYS in Youth Sports Act introduction across your website, social media, and other available communications channels.

PLAY

SPORTS COALITION

ADDITIONAL COALITION RESOURCES

PLAY Sports Coalition on Medium

<https://playsportscoalition.medium.com>

PLAY Sports Coalition Board of Directors

<https://playsportscoalition.org/board/>