

## **T-Mobile Little League® Call Up Grant Community Outreach Best Practices**

The T-Mobile Little League Call Up Grant may be an opportunity to bring families into your league that would have never considered registering their children because of their financial situation. So, when reaching out to promote the Call Up Grant in your community, it is important to remember that some of your league's traditional registration promotions may not reach those families.

When communicating to new community groups or individuals, be sure that your league immediately creates a foundation of who you are and what your intentions will be, even if you are well known. Be prepared and be creative; every community is unique. Found below is a list of best practices to encourage new families to join your local league. Additional tips for leagues on how to promote registration and increase awareness can be found on [LittleLeagueUniversity.org](http://LittleLeagueUniversity.org).

- Print and post flyers around the community
  - Pre-built flyers are included in the local league toolkit
  - Examples:
    - Local Parks
    - Cork/Message Boards
    - Community/Support Centers and Facilities
  - NOTE: Be sure to obtain permission, if needed, before posting
- Work with local media outlets
  - Reach out to your local newspaper, TV, and/or radio stations with all relevant materials included in the local league toolkit to allow the media outlet to tell the story easily
  - Be prepared with to provide a quote and/or have someone available to participate in an interview. Stress the importance of the Call Up Grant in supporting families in financial need.
- Connect with other local organizations, businesses, and schools in your area
  - Research to find who the best contact person is and provide the pre-built flyer or letter to the community included in the local league toolkit for them to distribute to their email lists, display in their office, or post as a resource on their website/social media platforms. Another good resource may be the school guidance counselors in your league's boundaries.
  - Non-profits and Charity Examples:
    - Salvation Army
    - Goodwill
    - Court Appointed Special Advocate (CASA)
    - Big Brothers Big Sisters
    - Title 1 Schools
    - Religious Institutions
    - Food banks
    - Homeless shelters

- Other Business Examples:
  - Recreation Centers
  - Senior Centers
  - SNAP/WIC Resource Office
  - Libraries
  - Foster Care facilities
- Make an announcement on your local league's social media pages
  - Social media graphics and caption examples are included in the local league toolkit. Leagues are encouraged to customize these examples to fit the families in need in your communities.
  - Encourage your members to like, share, and comment on the post to increase the viewers of your post