



# District Sports Commission

**WMI Students:** Caitlin, Ellyse, Joe, Katey, Brea, Sara & Reed

# Written Web Content



Goal: To refresh the District Sports website content by cleaning up grammatical errors in the text and creating a clear online persona for the organization.

# Example Content



## Reasons to Volunteer

Here's a quick break-down of why you should volunteer, not only for the betterment of the community but also for the betterment of yourself.

1. It teaches you new skills and can fill empty spaces on your resumé.
2. It helps you stay active. (Research demonstrates that volunteering leads to better health)
3. It can be therapeutic.

4. It expands your professional network and can lead to work opportunities. (According to a United Way study, volunteers have a better chance of finding a job after being out of work than non-volunteers.)
5. It improves social skills and helps you make new friends.

# Written Web Content



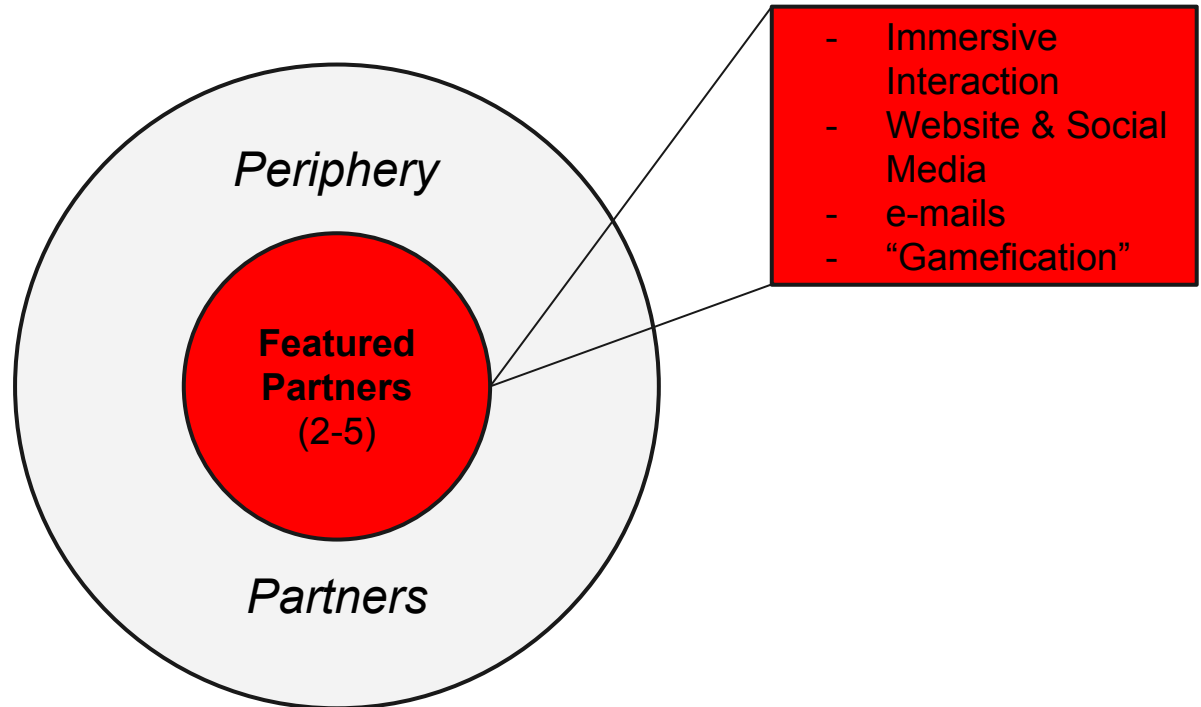
Additional improved website content includes:

- Employee bios
- Blurbs about current partner organizations
- A prompt for new partnerships
- Summary of District Sports as a whole

# Partnerships



Prioritizing  
Partners:  
two-tiered  
system



# Partnerships



## Engagement Portal

- General Information
- Partner Profiles
- Champions
- Volunteer Resources
- Impact Report
- Partner Information

The screenshot shows the District Sports Engagement Portal website. At the top left is the District Sports logo. The main heading is "District Sports Engagement Portal" with the tagline "Goals in the field, results in the community." Below this is a navigation menu with the following items: "District Sports In the Community", "Our Partners", "Tournament of Champions", "Volunteer", "Impact Report", and "Partner with Us". The main content area features a photograph of a group of people holding a banner. Below the photo is a paragraph of text: "District Sports is a non-profit that seeks to utilize its 5,000+ members and 232 teams to cultivate social growth in the community. For the last ten years, we have partnered with local, national and international organizations to provide support for their good works in sports, education, and community enrichment. District Sports donates a large portion of its budget to these groups that are affecting change. We believe that by scoring goals on the field our teams are helping others attain results in their community as well as our own. Our impact is felt across the District and around the world through service projects and donations to outreach organizations. Through targeted fundraising and use of proceeds from league fees, District Sports is proud to provide tens of thousands of dollars in support to other service-minded nonprofits who are dedicated to making our city a better place to live, play and grow." At the bottom of the page are five links: "Our Partners", "Become a Champion", "Get Involved", "Our Impact", and "Partner with Us".

# Partnerships





## District Sports Engagement Portal

*"Goals in the field, results in the community."*

**District Sports In the Community**

- Our Partners
- Tournament of Champions
- Volunteer
- Impact Report
- Partner with Us



District Sports is a non-profit that seeks to utilize its 5,000+ members and 232 teams to cultivate social growth in the community.

For the last ten years, we have partnered with local, national and international organizations to provide support for their good works in sports, education, and community enrichment.

District Sports donates a large portion of its budget to these groups that are affecting change. We believe that by setting goals on the field our teams are helping others attain results in their community as well as our own.

Our impact is felt across the District and around the world through service projects and donations to outreach organizations. Through targeted fundraising and use of proceeds from league fees, District Sports is proud to provide tens of thousands of dollars in support to other service-minded nonprofits who are dedicated to making our city a better place to live, play and grow.

[Our Partners](#) [Become a Champion](#) [Get Involved](#) [Our Impact](#) [Partner with Us](#)



## District Sports Engagement Portal

*"Goals in the field, results in the community."*

**District Sports In the Community**

- Our Partners
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District Sport is a nonprofit community soccer organization that provides recreational leagues and tournaments to 5,000 plus soccer players in Washington, DC. Our impact is felt across the District, with games played in a majority of the city's wards. Through targeted fundraising and proceeds from league fees, each year, District Sports is proud to provide tens of thousands of dollars in support to other service-minded nonprofits (e.g. DC SCORES, United for DC and We are Family DC), all of whom are dedicated to making our city a better place to live, play and grow.

District Sports believes that by scoring Goals on the field it can help effect results in the community.

[Partner with Us](#) [Volunteer with our Partners](#)

**2016 Featured Partners:**





**Our Other Partners:**









## District Sports Engagement Portal

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**2016 Tournament of Champions**

Champion a Community Cause!

The District Sports Tournament of Champions is a competition for teams that support our community partners through donations and volunteering. Teams that opt in to support an organization during registration are automatically eligible for the tournament. Points are gained not only on the field, but also through volunteer work with our community partners.

**2016 Champion Teams:**

Team A
Team B
Team C

Team D
Team E
Team F

Team G
Team H
Team I



## District Sports Engagement Portal

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**Upcoming Community Days:**

Date 1

Volunteer Day

[Sign up](#)

Date 2

Fundraiser

[Sign up](#)

[View all upcoming days and sign up for updates:](#)





## District Sports Engagement Portal


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**Results in the Community**

**2014 Impact Report**



**2014 Highlights:**

- \$399,500 in Field Rentals
- \$33,000 in support for DC community organizations.



## District Sports Engagement Portal

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**District Sports In the Community**

- Our Partners
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District Sports prides itself on partnering with organizations that promote community enrichment in the District, in the United States and around the world.

Organizations seeking to work with District Sports should have similar values, including an emphasis on volunteer action through service projects, development of community bonds, and encouragement of a healthy lifestyle.

Interested in partnering with us? Please contact Executive Director Alex Bearman at [alex@districtsports.com](mailto:alex@districtsports.com).

# Gamification



## Tournament of Champions

- Opt-in \$10
- Scoring system
- Winner of Tournament of Champion - Get free T-Shirt



# Gamification



## Goals for Good

- Place sign signifying “Goals for Good” for game
- Each goal during week - \$5 donation
- Great for social media marketing

# Gamification



- Small signs placed as substitution markers
- Next years jerseys incorporate organizations
- Big “checks” awarded at final tournament

# Marketing



Social Media Strategy: Request help from the team captains

- See letter

# Marketing



Internal Marketing: Newsletter  
Goal: To increase number of volunteers & to spread awareness of community involvement within the league.

**DISTRICT SPORTS**

Goals on the field. Results in the community.

**COMMUNITY REPORT** **APRIL, 2015**

**DISTRICT SPORTS PROVIDES FUNDS FOR FREE PHYSICALS**  
On March 18th, 2015, District Sports was able to provide 22 students at Columbia Heights Educational Campus with free athletic physicals; they are now eligible to participate in spring sports. Thank to your participation we are able to support our local youth!

**DISTRICT SPORTS PARTNERS WITH LADIES TURN FOR SPRING 2015 SEASON**  
Everyone knows that soccer is the world's game. Both here in Washington, DC and as far a field as Dakar, Senegal, footballers take to the fields on teams of their peers. At District Sports we are pleased to be able to create opportunities for soccer play and we believe in expanding those opportunities for all.  
Over the past year, we have worked with Jennie Browning, former District Sports player and current Ladies Turn program director, to support the expansion of her program. Founded in 2009, Ladies Turn works with local communities organize soccer tournaments on neighborhood fields neighborhood fields. Since then, thousands of women, both young and old, have benefited from the ambitious program – helping to dispel gender stereotypes along the way opportunities to become leaders and mentors on the field and off.  
As part of District Sports' commitment to this ambitious project, we are asking players to donate \$10 when registering for your soccer team this season.

**DISTRICT SPORTS**  
Given our size and the vast talents of our participants it would be a missed opportunity if we weren't actively trying to make DC a better place  
-Alex Bearman  
Executive Director, District Sports

As part of District Sports' commitment to this ambitious project, we are asking players to donate \$10 when registering for your soccer team this season.

# Videos: 4 Areas



- 1) Sponsor Video
- 2) Volunteering Video
- 3) Social Media Videos
- 4) Soccer Action Videos

# Videos: Volunteering Video



**Brooke Shephard**  
District Sports Player

# Videos: For Social Media



# Videos: Soccer Action

