

ORGANIZATIONAL CHAMPIONS

A CHAMPION IS:

A Coaching HER® Champion is any organization—club, school, association, NGB, or community program—that takes a proactive step toward building inclusive, girl-centered sport environments.

Champions commit to:

- Sharing Coaching HER® modules with coaches, parents, and leaders
- Integrating gender-responsive education into their coach development
- Making intentional choices that help girls stay, succeed, and lead in sport

WHAT CHAMPIONS RECEIVE

- ✓ **Organizational Champion Badge**
for website, social media, proposals, newsletters, recruiting materials.
- ✓ **Full Access to Coaching HER® Modules & SCORM Files**
 - Upload directly into your LMS **or**
 - Direct your community to CoachingHER.com
- ✓ **Monthly Organizational Champion Emails**
 - Fresh data points & insights
 - Quick facts for newsletters & coach meetings
 - Monthly themes
 - Shareable graphics & messaging
 - Articles for coaches, parents, and leaders
 - “Take Action” steps for you and your community
- ✓ **Branding & Asset Toolkit**
 - Templates
 - Graphics
 - Messaging language
 - Social media tools
 - Evergreen content
- ✓ **Community & Support**
 - Be recognized & promoted in our community
 - Access to peer organizations
 - Optional add-ons (consulting, coach clinics, custom program development, speakers)
- ✓ **Coming 2026!!**
 - Invitations to webinars & leadership conversations
 - Leadership Huddles
 - Coaching HER® in Ten Podcast
 - New Content
 - Creating a Caring Sports Environment
 - Sports Bras
 - Girls Mental Health in Sport



HOW TO GET STARTED

1. Choose your access to modules
 - Upload SCORM files to your LMS
 - or**
 - Use CoachingHER.com platform
2. Sign the **free** license
Confirms you won't modify or sell the content.
3. Coaching HER® staff will connect with you to answer questions and support your rollout.

HOW TO USE THE RESOURCES

We encourage a gradual release approach that meets organizations where they are, knowing every community is different.

You'll start with our **10 Awareness Steps** to build early understanding. From there, use as many of the ready-made resources as you'd like—your Champion badge, assets, monthly themes, and evergreen content all help strengthen environments where girls in sport can thrive.

Our Best Practices Guide includes:

- 10 steps for awareness
- 10 ideas for activation
- 10 steps for deeper integration

NOTE: We also offer flexible pathways for governing bodies, state associations, clubs, community programs, and schools so you can grow at your own pace.

BENEFITS OF BEING AN ORGANIZATIONAL CHAMPION

ENHANCED COACHING EFFECTIVENESS

Evidence-Based Practices: Coaching HER® is developed using research and evidence-based best practices. We rigorously tested our content to ensure it helps coaches coach girls more effectively.

Skill Development: Coaches will be better equipped with skills and knowledge to improve the experience, development and performance of girls in sport.



80% of girls say a positive relationship with their coach is a top reason they keep playing.
(Aspen Institute Project Play, 2020)

COMMUNITY & PARENTAL SUPPORT

Positive Reputation: Demonstrating a commitment to the development of girls in sports can enhance the organization's reputation within the community and among parents.

Increased Participation: Parents are more likely to enroll their daughters in programs they perceive as supportive and dedicated to the well-being and development of their children.



97% of parents say sports are just as important for girls as for boys.
(Women's Sports Foundation, 2019)

Parents value brands and organizations that act on equity, not just post about it.
(Lough et al, 2022)

PROMOTION OF GENDER EQUITY

Development: By prioritizing the development of girls, your organization acknowledges that different genders may need different resources or support to achieve and thrive, which is the core principle of gender equity.

Impact: Addressing and overcoming gender-specific barriers in sports can help create a more equitable and inclusive environment for all athletes so they stay in sport and increase the likelihood of accruing positive development, health, social and academic benefits.



Girls who play sports develop self-esteem, confidence, resilience, & learn to work in teams.
(UN Women, 2024)

IMPROVED ATHLETE EXPERIENCE

Gender-Responsive Coaching: The courses focus on understanding and addressing the specific challenges girls face in sports, because they are girls.

Positive Environment: By fostering an inclusive and supportive environment, it increases the likelihood girls will enter and stay in sport!



Girls who feel heard by coaches are 2.5x more likely to stay in sport.
(Aspen Institute Project Play, 2020)

CREDIBILITY & EXPERTISE

Credibility: Coaching HER® was developed by The Tucker Center for Research on Girls & Women in Sport, a thought leader and catalyst of systems change for girls and women in sport and physical activity. Adopting Coaching HER® demonstrates your commitment to evidence-based practices.

Access to Expertise: Your organization can benefit from the expertise and all the resources of the Tucker Center, including access to the latest research and best practices in the field.



Organizations with trained coaches see a 40% higher athlete retention among girls.
(Aspen Institute Project Play, 2020)

LONG-TERM SUCCESS

Retention & Growth: Providing a positive and supportive environment for girls can lead to higher retention rates and attract more participants, contributing to the long-term success and growth of the organization.

Best Practices: Implementing research-based and tested practices ensures everyone in your organization is learning and adapting to new developments in the field.



Coaches trained in girl-centered practices strengthen girls' confidence, well-being, and sense of belonging, all critical for keeping them in sport.
(Tucker Center Research Report, 2018)

- Educational resources to help coaches implement evidence-informed strategies
- Groundbreaking research on gender bias and coaching practices
- Outreach partnerships with organizations worldwide to influence policy