



Playbook December 2025

**Be *HER* Reason to Stay in Sport**

***"Engage girls in sport."***

Read and watch below to learn about how to change girls' lives through sport.

## BE HER REASON

Watch this short video with Coaching HER® Alicia Pelton, Program Director, discussing this month's theme and module of the month.

A video thumbnail with a dark orange background. In the top left corner is the Coaching HER logo. In the top right, the text "Empowering Girls' Engagement" is written in a large, blue, serif font. Below this is a video frame showing a woman with long brown hair and glasses, smiling. A large red YouTube play button icon is overlaid on the bottom right of the video frame. At the very bottom of the frame, the word "engagement?" is visible in a small, white, sans-serif font.

# MODULE OF THE MONTH



# Empowering Girls' Engagement

FOUNDATIONAL  
4  
MODULE

START LEARNING

COACHING HER

Discover how to meaningfully engage and empower girls in sport by identifying and addressing the barriers girls commonly face. This Foundational Module offers practical strategies to create more inclusive, supportive environments that help girls participate—and stay—in sport. (Approximately 20 minutes to complete)

# HER GAMEPLAN

Below are **three simple, actionable steps** you can take to help get and keep girls in sport. Small actions add up to big change.

**Girls stay in sport when they feel heard, supported, and part of something bigger.**

Yet 68% say a *fear of being judged* keeps them from participating (Women in Sport, 2022). Coaches can change that by creating spaces where every girl feels safe to try, fail, and grow. Simple shifts like **asking for player input, celebrating effort, and correcting in private** help build trust and confidence. Empowered girls stay engaged longer, perform better, and see themselves as leaders beyond the game.

1

# Learn **ONE NEW THING** About **EACH** Athlete

ask

**“What motivates you?”**

***“What do you love about being here?”***

**“What’s your favorite hobby?”**

# 2

**CORRECT in PRIVATE**  
**CELEBRATE in PUBLIC**



Girls tell us they stay when they **feel safe** to try, fail, learn, and try again.



# 3

## Rotate Leadership Roles

Let different girls lead warm-ups, choose drills, run stretch circles, or start team huddles.



## What Works: Evidence-Driven Strategies for Coaching Girls

[Listening to Girls: Turning Feedback into Engagement](#)

[Inclusion Starts with Listening: Meeting Girls Where They Are](#)

## CHAMPIONS CORNER



**RUSH Soccer / RUSH Wisconsin**

This month, we're recognizing **RUSH Soccer & RUSH Wisconsin** and **Jessica Nash**, Executive Director and Rush Women's Alliance Coordinator, for their powerful work in empowering girls' engagement in sport.

Jessica's story reflects this month's Coaching HER® theme — Empowering Girls' Engagement in Sport — reminding us that impact begins with small, intentional actions. Through initiatives like the **Emerging Coach Program** and the **Rush Women's Alliance**, she's building pathways for girls to lead, coach, and stay engaged in the game.

Read her article, “[Empowering Girls’ Engagement: Doing What We Can, Where We Are](#),” to learn how everyday actions from mentorship to representation can create lasting change.



## EVENTS

### **USTA Women in Coaching Cohort**

**In Person | Jan 9-11, Orlando, FL**

Nicole M. LaVoi, PhD, Director of the Tucker Center will deliver a session to women coaches on navigating, thriving and surviving the tennis workplace

### MONTHLY REFLECTION QUESTION

How can I intentionally create space on my team where girls have opportunities for voice, choice, and leadership?

*Tag US or #CoachingHER*

## CONNECT & SUPPORT

Stay connected and take action to help get and keep girls in sport!

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info@coachinher.com

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