



Playbook November 2025

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

***"Every girl is valued"***

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

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## BE HER REASON

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



# MODULE OF THE MONTH



This module explores key aspects of girls' identities—such as race, gender expression, body image, and more—and how identities shape girls' experiences in sport. Learn how to create an environment where all girls feel seen, valued, and supported. (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.

1

### LISTEN TO **HER** STORY

**Ask the girls** you coach or support about their experiences in sport. Listening opens the door to understanding her unique story and identity.



- ✓ what they love
- ✓ what challenges them
- ✓ what helps them feel like they belong

2

### CREATE SPACE FOR **INCLUSION**

**Start a conversation** in your next team meeting, class, or group discussion about how you can better recognize or celebrate the identities of your athletes and students. Try small actions like:

- ✓ Inviting input on uniforms
- ✓ Offering culturally inclusive team meals
- ✓ Rotating leadership roles so every girl has a chance to lead

3

## USE WELCOMING WORDS

Language shapes belonging. Choose words that make every athlete feel included, for example, **swap**.

*Power  
OF  
Words*

“ladies”  
“hey guys”



“team”  
“athletes”  
“players”

When every girl hears herself reflected, she knows she’s part of something, and someone, that values her.

## CHAMPIONS CORNER



### ***NICA – Every Girl Belongs on the Bike***

This month, we celebrate the **National Interscholastic Cycling Association (NICA)** for its commitment to building inclusive spaces where every girl can ride, lead, and thrive. Through its **GRiT (Girls Riding Together)** program, NICA is intentionally growing opportunities for girls and women in mountain biking — ensuring riders feel seen, supported, and valued for who they are. In his article, [\*“Male Coaches’ Role in Supporting Female Athletes and Coaches”\*](#), NICA’s Mike McGarry reminds us that inclusion starts with intentional action — using respectful language, mentoring women coaches, and knowing when to step back so others can lead. NICA’s approach exemplifies this month’s theme, **Every Girl in Sport**, and aligns with our **Coaching HER® Recognizing Girls’**

**Identities module.** We applaud NICA for showing how sport can honor individuality while strengthening community.

Read more about NICA's inclusive approach to coaching and the [GRiT program](#).



**GIRLS RIDING TOGETHER**

## EVENTS



### **USA Hockey 2025 Game On: Leadership Summit**

**In Person | Nov 8-9 | Buffalo, NY**

Alicia Pelton, Program Director of Coaching HER®, delivered the keynote activation session on ways to commit to building inclusive environments.



**WeCOACH**

### **WeCOACH Women Coaches Academy**

**In Person | Nov 16-18 | Indianapolis, IN**

Dr. Nicole M. LaVoi, will be at the Indianapolis WeCOACH Women Coaches Academy WCA).

## **MONTHLY REFLECTION QUESTION**

What steps can I take to ensure that every girl feels seen, heard, and included in sport?

*Tag US or #CoachingHER*

## CONNECT & SUPPORT

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

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[Invest in Coaching HER](#): Help us change  
the game.



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