

Parent Overview Guide

DSF & YNS Parent + Athlete Resource Guide

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Important: This document is educational and operational guidance for DSF & YNS families. It is not legal, tax, or financial advice. Always check your school/league rules and, when needed, consult qualified professionals.

1) The Big Picture

DSF & YNS helps youth athletes (with parents in control) create a small, safe brand presence — a storefront with athlete-branded items plus a simple marketing routine that families can manage without overwhelm.

2) How the Storefront Works

- Each athlete receives a dedicated storefront page with products, images, and shareable links.
- Products are created from athlete branding assets (logo/slogan/colors).
- Orders are produced and shipped through print-on-demand partners; DSF & YNS coordinates operations.
- Athletes earn a commission per sale (structure is transparent and shown in the Revenue & Payouts guide).

3) What Parents Should Expect

- A simple onboarding experience (one-time forms + a launch checklist).
- A weekly routine that fits real family life (15–30 minutes/day is enough).
- Clear do's/don'ts that protect eligibility (especially about school branding and athletic services).
- Support when questions come up (we prefer to review partnerships before they go live).

4) Safety, Privacy, and Communication

We strongly recommend a parent-managed setup:

- Parent owns the email account used for storefront + payouts.
- Parent controls DMs/messages on social accounts for younger athletes.
- Avoid posting real-time location details; avoid sharing schedules.
- Keep messages professional and brief; decline anything that feels “off.”

5) What Drives Sales (Realistically)

Most youth NIL storefronts don't need huge followings. They win through community momentum: friends/family, teammates, school community (within rules), local businesses, and consistent posting.

- Consistency > virality (2–4 posts/week can outperform random bursts).

- Clear “why” message: support the athlete, support the team, support the dream.
- Use QR codes in the real world (games, family events, local shops).
- Seasonal moments matter: tryouts, opening day, playoffs, camps, birthdays, holidays.

6) Parent Checklist

- Review the compliance summary for your state/association.
- Approve the athlete's brand assets (logo/slogan/colors).
- Help build a launch list (20–50 supportive people to notify).
- Set a weekly schedule (2 posting days + 1 follow-up day).
- Track earnings and set a savings rule (example: 50% save, 30% spend, 20% give).

7) Common Pitfalls to Avoid

- Using school logos/mascots/uniforms in paid posts (unless explicitly allowed).
- Doing “athletic service” promotions (lessons/coaching tied to the athlete's sport) without checking rules.
- Accepting offers that feel like recruiting, pay-for-play, or “we'll pay you if you transfer.”
- Overpromising (always use honest language and avoid fake scarcity).

8) Quick Start Script (Text You Can Copy)

“Hey friends! We just launched [Athlete Name]'s new DSF & YNS storefront. If you'd like to support them, check it out here: [link]. Every purchase helps them build their brand and learn entrepreneurship. Thank you!”