

Parent & Athlete Marketing Handbook

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.

Marketing isn't complicated. It's consistency + clarity + community. This handbook keeps it simple.

1) Your Core Message (the one sentence)

Write a simple message you can repeat every week:

- "Support my season and my goals — every purchase helps me build my brand and learn entrepreneurship."
- "I'm raising funds for training/travel while learning how to run a small business."
- "If you like my gear, grab something — it means a lot."

2) Launch Week (7 Days)

- Day 1: Announce storefront + your story (1 photo).
- Day 2: Show top 3 products (carousel/reel).
- Day 3: Thank first supporters (story).
- Day 4: "Why I play" (short video).
- Day 5: Game-day post + link reminder.
- Day 6: Community shoutout (coach, teammate, local shop).
- Day 7: Recap + next goal ("help me hit 25 orders").

3) Ongoing Weekly Plan

- 2–4 posts/week is plenty.
- One post should be personal (story). One should be product (offer).
- One should be gratitude/community.
- Pin the storefront link to bio and keep it there.

4) Real-World Marketing (works fast)

- QR codes on: water bottles, gear bags, notebooks, flyers, and parent tailgate tables.
- Ask local businesses for a small shoutout exchange (no pressure).
- Family network: text message blasts outperform social algorithms.
- Team moms/dads: a single supportive group share can drive early orders.

5) How to Ask Without Feeling Weird

Use this script:

“No pressure at all — but if you’d like to support [Athlete Name], here’s the link. Every order helps and we truly appreciate it.”

6) Sponsor Outreach (simple version)

- Pick 10 local businesses you already know.
- Offer: 1 post/month + logo on a ‘Supporters’ highlight + thank-you shoutouts.
- Keep rates modest. Always use written agreement.
- Avoid anything that conflicts with school rules.