Team Kit for Coaches

GETTING STARTED

THE Sideline PROJECT — Team Kit —

WELCOME TO THE SIDELINE PROJECT TEAM KIT FOR OUR CLUB PARTNERS

This Team Kit is designed to help coaches from VYSA to quickly establish a more positive, supportive game-day environment.

You do not need to change every parent overnight to improve your sideline.
You simply need to create alignment.

The goal is simple:

Create a shared understanding of how adults should show up on the sidelines.

RESOURCES IN THIS TEAM KIT

- Overview of The Sideline Project
- Seven-Day Launch Plan
- Coach Introductory Email Template
- Team Meeting Outline
- Pre-Game Huddle Overview
- Team Meeting Handout (print these if you want to hand them out)
- Parent Champion (find one!) Introductory Email Language
- Team Manager Email Language
- Social Messaging Templates
- Frequently Asked Questions
- Reminders and Suggestions

Join our WhatsApp Group for Team Kit Coaches

Team Kit for Coaches

Overview

WHAT IS SIDELINE PROJECT CERTIFIED?

Sideline Project Certified is a short, impactful educational experience designed to help all adults better understand:

- How sideline behavior impacts players
- The pressure many athletes feel from adults
- What supportive game-day behavior actually looks like
- How parents and coaches can work together more effectively
- How adults can help protect joy, confidence, and love of the game

The certification process takes approximately 15 minutes and is $7.49 per parent (unless your club has bought in bulk).

Parents on your team go to Leader.TheSidelineProject.com/VYSA to complete The Sideline Project course.

Upon completion, parents download and email their certificate to the coach or team manager.

YOUR GOAL

- Introduce the idea clearly
- Get early momentum
- Create visible leadership
- Allow the culture to shift naturally

Once 3–5 parents complete the course and begin talking about it, most teams experience meaningful change.

SUGGESTED TEAM GOAL

A great initial goal:
"Let's get 90% of our parents Sideline Project Certified in the next two weeks."

You can also celebrate:

- First 5 certified parents
- First 10 certified parents
- Full-team participation

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Seven Day Launch Plan

SUGGESTED 7-DAY LAUNCH PLAN

DAY 1

Coach sends the Team Introduction Email and/or Hosts a Team Meeting.

Goal: Introduce the certification positively and clearly, including team completion goal.

DAY 2

Parent Champion sends the Parent-to-Parent Message.

Goal: Normalize participation through peer leadership.

DAY 3

Share the Team Graphic in the team chat.

Goal: Increase visibility and awareness.

DAY 4 - 5

Celebrate early parents who complete certification.

Examples:
- *"Thanks to the families who took the course already."*
- *"Excited to see our team leading the way."*

Goal: Create momentum.

DAY 6 - 7

Coach and team manager sends short reminder.

Goal: Keep the message visible without overcommunicating.

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Coach Introductory Email

SUBJECT LINE OPTIONS

- Let's Build a Better Sideline Together
- New Team Initiative: Sideline Project Certified
- Helping Create a More Supportive Game-Day Environment
- One Team. One Standard.

COACH EMAIL TEMPLATE

Hi Everyone,

As we begin the season, I want to share something important that I believe can help create a better experience for our players, families, and coaching staff.

This season, our team will be encouraging all parents to become Sideline Project Certified. The Sideline Project is a short 15-minute course designed to help adults better understand how sideline behavior impacts players and how we can create a more supportive, positive game-day environment.

This is not about calling anyone out. It is about creating alignment.

In youth sports, everyone has a different idea of what "supportive" looks like. This course gives us a shared understanding and helps us establish a clear team standard.

The certification process is simple, thoughtful, and practical - and I truly believe it can help improve the experience for everyone involved.

The course takes approximately 15 minutes to complete and is discounted to $7.49 with the support of the Virginia Youth Soccer Association.

Go to Leader.TheSidelineProject.com/VYSA to take the course.

My hope is that all adults connected to our team will participate.

When even a few parents lead differently on the sidelines, the environment changes quickly.

Thank you for being part of creating a positive experience for our players this season.

Coach

Sideline Behavior

Parent Meeting Template

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1. **Extra focus for the season on improving sideline behavior – leading the league as far as sideline behavior by eliminating distracting and hostile behavior from the sideline.**

2. **WHY?**

a. Distracting and Hostile Sideline behavior can hamper the development of the players!
b. Sideline behavior can cause stress for the player leading to a lack of enjoyment.
c. We have a shortage of referees due to the sideline behavior of parents.
d. Sideline behavior is often a sign of stress for parents.
e. Game days should be fun!

3. **TYPES OF BEHAVIOR:**

Supportive, Distracting and Hostile

SUPPORTIVE

- Good try
- Nice pass
- Good work!

DISTRACTING

- Shoot
- Pass to “name”
- Go to the ball!

HOSTILE

- That’s not good enough
- Come on Ref!
- Get in the game!

4. **WHAT YOU NEED TO DO:**

Get Sideline Project Certified by taking the 15-minute The Sideline Project course. You can take the course for a discounted price of $7.49 thanks to Virginia Youth Soccer Association.

Leader.TheSidelineProject.com/VYSA

5. **I’D LIKE TO HAVE YOUR BUY IN FOR THESE TEAM GOALS FOR THE YEAR:**

a. Eliminate hostile behavior from the sidelines – ALL OF IT – (Coach discusses policies on talking to referees/other players/hostile communication and for reporting the hostile communication of other parents).
b. Parents being aware of the difference between supportive and distracting behavior.
c. Eliminate distracting behavior.

Sideline Behavior

Parent Meeting Template, page 2

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6 QUESTIONS

7 COACH EXPLAINS HIS/HER GENERAL COMMUNICATION STYLE DURING A GAME AND THAT YOU ARE WORKING ON IMPROVING YOUR BEHAVIORS TOO!

8 DISCUSS/EXPLAIN PRE-GAME HUDDLE OR PRE-GAME EMAIL PROCESS IF YOU ARE GOING TO DO THAT. (SEE PRE-GAME HUDDLE OVERVIEW)

9 CHALLENGES WE WILL FACE:

a. Referees are not going to be perfect.
b. Your children will not be perfect (this can be stressful).
c. We will lose games.
d. Other parents from other teams will be poorly behaved.
e. Some of you will have a hard time eliminating the distracting behavior.

10 NEXT STEPS (RE-CAP)

Get Sideline Project Certified by taking the 15-minute The Sideline Project course. You can take the course at

Leader.TheSidelineProject.com/VYSA

11 THANK YOU FOR YOUR SUPPORT!

I believe if we all get Sideline Project Certified, the players will have a more enjoyable experience.

Pre-Game Huddle

Overview

The pre-game huddle is a quick parent meeting that happens just prior to a game. Try it and see how it goes! Or, you could send a pre-game email.

PURPOSE OF THE PRE-GAME HUDDLE IS TO

1. Quickly bring parents together so they feel a sense of community and some solidarity with the other parents.
2. Communicate with parents just before the game in a moment this is generally a stressful time for a parent.
3. Remind parents about the expected behavior and team goal: Eliminate distracting and hostile behavior.

IDEAS FOR TOPICS TO COVER ARE

1. What you've been working on in training recently, moments they can look for in the game.
2. Style or system of play you are going to be focusing on.
3. An update on the game...for instance if you know the referee a novice, or if there is something notable about the other team or your players.
4. Reminder about eliminating hostile and distracting behavior.

STRUCTURE

Set a predetermined place and time for the Pre-Game Huddle that you can commit to for the season. For instance, 10 minutes before the game at midfield.

It should be fast – 2-3 minutes maximum.

No time for questions or comments from parents, just a quick pre-game message from you.

You can learn more about a Pre-Game Huddle in the Resources section at **TheSidelineProject.com**

PARENT HANDOUT

Sideline Project Certified

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OUR TEAM GOAL

We want to improve the game day experience for players, referees, coaches, and spectators by eliminating sideline behavior that is either distracting or hostile in nature. We want to have a parent completion rate of....

WHAT DO I NEED TO DO?

Your next step is to get Sideline Project Certified by taking a 15-minute course.

DOES THIS MEAN I CAN'T COMMUNICATE AT ALL FROM THE SIDELINES?

You ABSOLUTELY CAN communicate from the sidelines. The objective of The Sideline Project is to help you protect the game day environment for all kids and provide information about the 3 types of sideline behavior. The course will give you perspective and help use reach our goal of eliminating Distracting and Hostile behavior from the sidelines.

SUPPORTIVE

- Good try
- Nice pass
- Good work!

DISTRACTING

- Shoot
- Pass to "name"
- Go to the ball!

HOSTILE

- That's not good enough
- Come on Ref!
- Get in the game!

HOW DO I TAKE THE SIDELINE PROJECT COURSE?

You can find the 15-minute course at a discounted price of $7.49 thanks to Virginia Youth Soccer Association. The Registration URL you need to use is below.

DO I TURN IN MY CERTIFICATE TO SHOW I AM CERTIFIED?

Share your certificate on social media channels (you can add it to your LinkedIn bio even!), and the plan for our team when it comes to reporting you have completed the course is to ....

Leader.TheSidelineProject.com/VYSA

Team Kit for Coaches

Parent Champion Message

PARENT-TO-PARENT TEAM MESSAGE

Hi everyone,

I wanted to encourage families to check out the Sideline Project Certified course our team is sharing.

I completed it recently and honestly thought it was really well done.

It is short, practical, and gives parents a chance to reflect on how we can create the best possible experience for our kids during games.

I especially liked that it is not about blaming parents or making people feel bad. It is really about helping all of us align around what supportive sideline behavior actually looks like.

Youth sports can become emotional and stressful for everyone sometimes, and I think having more adults thinking intentionally about how we show up matters.

The course only takes about 15 minutes. Here's the link if you want to check it out - it's just $7.49.

Leader.TheSidelineProject.com/VYSA

Excited to help create a great environment for the kids this season.

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Team Manager Messages

If you have a Team Manager, enlist their help in reminding parents to get Sideline Project Certified.

Hi Team Families,

Just a quick reminder about our team's Sideline Project Certified initiative.

If you have not completed the course yet, we encourage you to take 15 minutes this week to participate.

The goal is simple:
To help create a more positive, supportive sideline environment for our players.

The feedback from families who have taken the course has been extremely positive, and we are excited to continue building momentum as a team.

Leader.TheSidelineProject.com/VYSA

Thank you for helping us create a strong team culture this season.

Hi everyone — this season we are encouraging our families to become Sideline Project Certified.

It's a short 15-minute course focused on creating a more positive, supportive game-day environment for players.

I believe it can really help us build strong alignment as a team and create a better sideline experience for everyone.

Here's the link:

Leader.TheSidelineProject.com/VYSA

Thanks for being part of building something positive together.

Team Kit for Coaches

Messaging Templates

Caption Option 1
We are proud to be building a more positive sideline culture this season.
Our team is encouraging families to become Sideline Project Certified and help create a better game-day experience for every player.
#SidelineProjectCertified

Caption Option 2
One team. One standard.
This season our families are joining The Sideline Project movement to help create more supportive sidelines for players.

Caption Option 3
Better sidelines start with adults willing to lead.
Proud of our families for stepping forward and becoming Sideline Project Certified.

Caption Option 4
When level-headed parents lead loudly enough, the culture changes.
Excited for our team to be part of The Sideline Project movement.

TEAM CELEBRATION MESSAGING

First 5 Parents Certified
Huge thank you to the first families on our team who became Sideline Project Certified. Small leadership actions create big culture shifts. Excited to keep building momentum together.

Team Milestone Post
Our team just reached [NUMBER] Sideline Project Certified adults.
Thank you to everyone helping create a more positive, supportive environment for our players.

Full Team Celebration
Proud of our entire team community for stepping forward and becoming Sideline Project Certified. This is how better sports environments are built: One adult at a time.

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Frequently Asked Questions

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FREQUENTLY ASKED QUESTIONS

Is this course mandatory?
That depends on your team or organization.
Some teams strongly encourage participation, while others may require it as part of their sideline standards.

How long does the course take?
Approximately 15 minutes.

Where do people take it, what's the cost?
You take the course for a discounted price of $7.49 at Leader.TheSidelineProject.com/VYSA

Who should take it?
Parents, guardians, grandparents, and any adults regularly attending games.

What is the purpose of the course?
The goal is to create healthier, more supportive game-day environments for players.
The course helps adults better understand the impact sideline behavior can have on athletes, coaches, referees, and the overall experience.

Is this about "bad parents"?
No.
The Sideline Project is not about shaming or blaming parents.
It is about creating alignment, reflection, and shared standards.
Most parents care deeply and want to do the right thing.
This course simply helps adults become more intentional about how they show up.

Why is our team doing this?
Because the sideline environment matters.
Players perform better, feel safer, and enjoy sports more when adults create a supportive atmosphere around the game.

What happens after certification?
Participants receive a certificate and become part of a growing movement focused on improving youth sports culture.

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Reminders and Suggestions

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IMPORTANT REMINDERS

- This is NOT about calling parents out.
- This is about calling level-headed parents up.
- This is about creating a shared standard for adult behavior in youth sports.

AVOID SHAME-BASED MESSAGING

Do not frame this as:
“We have a parent problem.”
“Parents are out of control.”
“This is mandatory because behavior is bad.”

Instead, frame it as:
A leadership opportunity
A team standard
A way to improve the environment for players

Instead say:
“We want to be proactive.”
“We want a shared standard.”
“We want to support the players well.”

KEEP THE FOCUS ON THE PLAYERS

The strongest messaging is always:

- “We want to create the best possible experience for the kids.”

SUGGESTED TALKING POINTS FOR COACHES AND TEAM LEADERS

- Keep it simple
- Do not overexplain the initiative.
- The clearer and calmer the message, the better

Remember...
Parents generally want to do the right thing.
Lead with respect.