



**HELPING KIDS  
WANT  
TO COME BACK  
NEXT SEASON.**

Research consistently shows that athletes are more likely to **stay involved in sport** when they feel:

- CONNECTED
- ENCOURAGED
- INCLUDED
- CHALLENGED APPROPRIATELY
- AND ABLE TO HAVE FUN WITH TEAMMATES.

**GREAT EXPERIENCES TODAY LEAD TO LIFELONG PLAYERS TOMORROW.**

It's a great time to reflect on one of the biggest goals of youth sport:

Helping kids WANT to come back next season.

Research consistently shows that athletes are more likely to stay involved in sport when they feel:

- connected,
- encouraged,
- included,
- challenged appropriately,
- and able to have fun with teammates.

For many players, especially at younger ages, their experience with their coach has a huge impact on whether they continue in sport long-term.

A few small things can make a big difference:

- learning players' names quickly,
- acknowledging improvement,
- rotating opportunities,
- celebrating effort,
- and creating an environment where players feel comfortable trying new things.

A great short article/resource:

Changing the Game Project – [Why Kids Quit Sports](#)

**One thing to think about:**

What is one thing you can do at your next session to make every player feel noticed and included?