

Online Partnership Best Practices for Successful Implementation

1 Marketing/Communication:

Get the word out

- > [Post a link to the PCA online course](#) (with coupon code, if applicable) on your website.
- > [Send an email blast](#) (*template on PCA partner website*) with a link to the PCA online course (with coupon code, if applicable).
- > [Create a flyer](#) (*template on PCA partner website*) to distribute at your coach/parent meetings with instructions/URL for online course login (with coupon code, if applicable).
- > [Include instructions/URL for online course login](#) (with coupon code, if applicable) on that Coach Applications stating 'Must be Double-Goal Coach certified to be considered for coaching position.'
- > [Include instructions/URL for online course login](#) (with coupon code, if applicable) on Team Contact sheet – you can be sure coaches won't lose/ignore that sheet!

Encourage participation

- > **Be sure to set completion dates!** This creates urgency with your coaches and parents and makes the expectation clear!

COACH

- > First 10 coaches to complete the training get first choice of practices times/fields.
- > To gain all-star eligibility for their players, coaches must complete the online course.
- > Send out a 'Parent/Guardian Letter' telling parents that their child's coaches are required to be Double-Goal Coach certified. The parents will most likely hold the coaches accountable for this!

PARENT

- > In order for a player to be eligible for all-stars, one of his/her parents must complete the online parent course.
- > Make a portion of registration fees refundable for parents who complete the online course by the specified date.

2 Verification/Enforcement Plan:

Tracking certification

- > Designated a Board Member to be the Certification Coordinator.
- > Certification Coordinator maintains database/spreadsheet of certifications for coaches/parents.
- > Instruct coaches/parents to email certification card to the Certification Coordinator.

Enforcing the mandate

- > Coach isn't allowed on sidelines if they haven't completed the online course.
- > Coach can't get uniforms for your team without completing the online course.
- > If your coaches are paid, withhold pay until the online certification is complete.

See the "Online Partnership Game Plan" sheet to plan your successful Online PCA Partnership!