

This document reflects the activities, initiatives and implementations from January 2014 to December 2014. Also, it reflects new activities, initiatives and implementations for 2014.

Day-to-Day

- Capturing and presenting the most relevant news that relates to Indiana Soccer Association through current and new communication vehicles.
- Maintaining the website and other communication channels up to date.
- Managing contracts with current partners and search for future ones that would benefit both, Indiana Soccer Association and partners.
- Securing and managing the Indiana Soccer and partners' corporate image.
- Securing and managing advertising opportunities through the communication platform offered by Indiana Soccer
- Creating and managing implemented strategies and tactics that relate to marketing, public relations and communication that benefit the association as a whole.
- Creating and maintaining budget for Indiana Soccer's marketing department
- Proposing and / or supporting the Indiana Soccer staff on tasks that require marketing, public relations or communication arrangements
- Leveraging relationships to create opportunities to enhance the outreach program for youth (SCORE)
- Developing and managing the logistics of the outreach program for youth (SCORE)
- Manage fundraising initiatives to generate more income to Indiana Soccer and member clubs
- Work closely with the Indianapolis professional soccer team Indy Eleven to create and implement initiatives that will benefit mutual interests.

Following up on existing initiatives

- Managing advertising opportunities for e-newsletter INtheNET and The Reminder, website, email, mailing and social media.
- Coordinating, developing and promoting Youth Soccer Month and other Indiana Soccer and US Youth Soccer events among clubs and / or universities and partners.
- Managing marketing, sponsorship, partnership, advertising, outreach, media and public relations for Indiana Soccer.
- Managing Indiana Soccer event signage and branding.
- Integration of more interns that can serve the needs of the Marketing and Communication department
 - Katie Califano - Butler
 - Guillermo Perales - IUPUI
- **soccerindiana.org** - In accordance with new website advertising policy, offered website advertising space in different formats to member clubs and leagues on interior pages, and reserved homepage advertising space in different formats for non-member, soccer-related businesses and camps.

New activities, initiatives and implementations

- Proposed an initiative that will give Indiana Soccer an opportunity to develop and increase business through Futsal. Indiana Soccer will be able to run and carry with the responsibility of creating a Futsal league similar to ISL.
- Enhanced the way Indiana Soccer presents its programs, events and activities through its communication channels
- Purchased totally new branding and signage material to reflect the new image of Indiana Soccer
- Implemented branding pieces for each department to use when communicating to its members
- Indiana Soccer enhanced its partnership with SCORE to give inner city and underserved children the opportunity to get involved in the Indiana Soccer League and Cups as well as receive the rest of the membership benefits at a more affordable cost
- Implemented branding and marketing plan to position the new look of Indiana Soccer and its programs
- Recruited new interns to support the different departments in Indiana Soccer
- Modified the Indiana Soccer website to make the navigation easy and friendly
- Created the new E-Newsletter “The Reminder” with the purpose of keeping people posted with relevant events and activities’ deadlines
- Integrated contests in the Indiana Soccer’s website and social media for:
 - Halloween Contest
 - Youth Soccer Month Contest
- Identified, secured, and activated marketing partnership opportunities.
 - Sport Pins International
 - HD Athletes
 - Julie Foudy Leadership
 - TextAlertz
- Secured a sponsorship by NABISCO – Meijer
- Completed Indiana Soccer collateral material that will help to market and promote Indiana Soccer and its programs
 - Brochures
 - Flyers
 - Posters
 - Post Cards
- Completed a series of informational webinars to educate members in regards the “how” and “what” of Indiana Soccer

Focus in 2015 will be as follows:

- Create international relations with entities that support the development of children in areas such as sports and culture.
- Creation of another E-Newsletter called “The Club” with the intent to expose what clubs are accomplishing in different areas.
- Continue enhancing the relationship with Indy Eleven to help position each other throughout the state
- Creation of the “Community Fest” initiative with the intent of helping the clubs to grow their membership, continue positioning Indiana Soccer new image and educate families of the opportunities that exist being members of Indiana Soccer.

- Enhance the relationship with current partners and continue bringing new partners that can benefit members of Indiana Soccer.
- Creation of Adult league in Indianapolis and potentially across Indiana in collaboration with a Spanish media partner and Indy Eleven
- Enhance the relationship with Indy Eleven’s Community Relations Director to reach out to members that can potentially join Indiana Soccer through our member clubs or SCORE and Adult League
- Create different and new marketing and public relations / communication strategies to improve the growth, image and reputation of Indiana Soccer Association
- Bring new and more sponsors that can help to improve the Indiana Soccer events
- Enhance internal communication at Indiana Soccer Association.
- Integrate a system for members to have quick access to Q&A with the Indiana Soccer staff
- Explore ways to include content video in the website portal showing relevant stories of our membership

Public Relations/Communication/Outreach

- Support member clubs in their outreach efforts to bring more and new members
- Establish relationship with Spanish media partners and corporate partners to enhance communication and involvement with the Hispanic community.
- Identify opportunities from the Indiana Soccer programs / events / stories to attract the media to cover the stories.
- Continue serving as an active Committee member of different organizations to better position Indiana Soccer in the market.
- Continue implementing strategies and tactics hat can satisfy the objectives and goals for Indiana Soccer, its programs and events.
- Provide more benefits to SCORE so more children can become members of Indiana Soccer.

Following up prior initiatives

- Continued cultivating more friendly and cooperative arrangements with members of the Hispanic Community.
- Continued cultivating and mature relationships with current marketing partners.
- Created new programs and services; adding membership value in Indiana Soccer.
- Created and distributed creative news releases about Indiana Soccer and its membership. Reach out the media to place releases in their “run downs”
 - Media exposure in 2014:
 - FOX59 interview about the growth of soccer in the U.S. (June 2014)
 - Exposure on WNDY TV station during commercials paid by Indy Eleven
 - Several Telemundo Indy (En Contexto) interviews to Paco Espinosa about Indiana Soccer opportunities for children, referee courses opportunities and Indy Eleven ticket sales and player recruitment
 - Couple of interviews by the City of Indianapolis program ran by Carlos May to talk about Indiana Soccer and its benefits

New activities, initiatives and implementations

- Implement the new mobile base communication tool to communicate with members.
- Build a stronger relationship with Indy Eleven to serve mutual interests.
- Build a closer relationship with member clubs to collaborate on cross-promotional activities to reach players' families more effectively.
- Build more relationships with both English and Spanish media outlets.
- Assist staff in creating/distributing public relations initiatives, as needed, throughout the year.
- Create a new e-newsletter called The Club that will reflect relevant and interesting stories from member clubs
- Exposed member clubs in a more constant basis through the Indiana Soccer Communication channels

Marketing/Branding/Fundraising/Advertising

Following up prior initiatives

- Generated income through advertising through website and e-newsletters
- Met with leaders from the Hispanic community to understand their needs in order to more effectively develop and implement an effective strategy to attract the Hispanic community.
- Secured the sales of nearly 1500 license plates to retain the Indiana Soccer specialty plate privilege for 2015 and generated over \$20,000 in revenue.
- Marketed the new image of Indiana Soccer with the collaboration of Indy Eleven utilizing the Youth Soccer Month as the mechanism.
- Created collateral and signage material to market and brand Indiana Soccer / programs

New activities, initiatives and implementations

- Have a better data base of members, including Presidents, Executive Directors, DOC's and Registrars
- Leverage social media and other methods of advertising to promote Indiana Soccer
- Look for to host an international event in Indiana
- Leverage relationship with member clubs to implement the "Community Fest" to market the clubs and educate members about what Indiana Soccer offers
- Focus for 2015 will be to identify and cultivate potential marketing partnerships and sponsors with a goal of generating non fee-based revenues.
- Create and promote a plan to integrate Hispanic members (adults and youth) in the different clubs and leagues around Indiana.
- Attract club members to participate with Indiana Soccer in implementing plans to attract the Hispanic community through SCORE.
- Create a new promotional campaign to maintain and increase the sales of specialty license plate

Youth Soccer Month

Following up with prior initiatives

- Promoted Youth Soccer Month in cooperation with US Youth Soccer, cities, universities and other organizations in Indiana such as Indy Eleven and member clubs
- Secured the participation of 9 universities around the state of Indiana to conduct youth soccer activities around their communities. Universities offered discounts, promotions and giveaways to members of Indiana Soccer.

New activities, initiatives and implementations

- Increase the number of universities that can support the Youth Soccer Month
- Connect the clubs with the participating universities to make the activities and events much better
- Enhance relationship with Indy Eleven and member clubs to offer a more comprehensive experience to members
- Bring new partners to be advocates and supporters of this program

Indiana Soccer Internal Information Technology

New activities, initiatives and implementations

- Create HTML emails and other marketing pieces to communicate and promote Indiana Soccer initiatives in a more attractive and effective manner
- Create an advertising platform utilizing our communication channels, mainly the website to generate more non-fees related revenues.

Other

- Attending several webinars about marketing to be able to implement more strategies and techniques to secure partnerships and sponsorships.
- Create a relationship with VW Mexico to create an international event that will benefit our members athletically and culturally.
- Consolidate the relationship with Indy Parks, Indy Parks Foundation, Indy Eleven and other entities for the growth of soccer in Indiana.
- Enhancing relationship with different organizations to create opportunities that can benefit Indiana Soccer Association
 - The Children Museum
 - Indianapolis Zoo
 - YPCI - Young Professionals of Central Indiana
 - ALPFA – Association of Latino Professionals in Finance and Accounting
 - Chamber of Commerce
 - Indiana Youth Institute
 - Indy Eleven
 - Latino Expo
 - Colts
 - Pacers
 - Fever
 - Hockey teams
 - Speedway
 - Other

