



# Middleton Cardinal Youth Football

Parent Meeting

7/25/24



# Agenda

- CYF Overview
- Communications
- Season Overview
  - Registration Numbers/Teams
  - Important Dates/Events
- Player/Parent Expectations
- Volunteers
  - Coaching
  - Team Rep
  - Board
- Fundraising
- Looking to the Future
- Q&A



# CYF Overview

Our goal is to provide the youth Middleton Cross Plains Area School District with the opportunity to get started playing football.

We strive to create an environment that is supportive, structured, guided, competitive, safe, and disciplined while building character, good sportsmanship, and leadership skills.

Safely developing players and skills in preparation to one day join the high school teams.

We want to represent Middleton and the football community positively.



# Communications

- Email
  - SportsConnect/Blue Sombrero (mass emails)
  - cyfmiddleton@gmail.com
- Website
  - [www.cyfmiddleton.org](http://www.cyfmiddleton.org)
- Facebook
  - [www.facebook.com/middletoncardinalyouthfootball](http://www.facebook.com/middletoncardinalyouthfootball)
- Stack Team App (Managed by Coaches/Team Rep)
  - Practice and Game Schedules
  - Chat with coaches and broader team

# Season Overview



- Registration (as of 7/22/2024)
  - 6<sup>th</sup> Grade – 25 – 1 Team
  - 7<sup>th</sup> Grade – 52 – 2 Teams
  - 8<sup>th</sup> Grade – 42 – 2 Teams
- Registration Deadline 7/26/24
- Equipment Provided:
  - Helmet
  - Shoulder Pads
  - Pants (with pads)\*
  - Practice Jersey\*
  - Game Jerseys\*
  - Mouth Guard (Do not return)
- Not provided but recommended:
  - Cleats
  - Water Bottle
  - Athletic Cup
- Optional:
  - Gloves

\* Please wash on cold with like colors.



# Season Overview

- Important Dates/Events
  - [www.cyfmiddleton.org/important-dates](http://www.cyfmiddleton.org/important-dates)
  - 7/26 – Registration Ends
  - 8/3 – Equipment Handout & Weigh In (9am-10am)
  - 8/3 – Coupon Book Fundraiser Starts
  - 8/4 – Equipment Handout & Weigh In (5pm-6pm)
  - 8/5 – First Day of Practice
  - 8/9 – High School Family Fun Night (7-9p)
  - 8/14 – Apparel Sale Ends
  - 8/15 – Picture Night (Details will be shared via email)
  - 8/17 – Scrimmage
  - 8/19 – Picture Night Make Up
  - 8/26 – Coupon Book Fundraiser Ends
  - 9/6 – Youth Night at the High School Game
  - 9/11 – Linemen Event
  - 10/19 – Equipment Hand In (8a-9a)
  - 10/20 – Equipment Hand In (4p-5p)



# Season Overview

- Practice Details

- During practice coaches will work with players to learn safe tackling technique, position drills, and execution of plays.
- The first week will be shoulder pads and helmet only and no tackling.
- Held at Taylor Park – 5280 Bishops Bay Pkwy
- General Times/Days
  - August Monday-Thursday 5-7
  - September: 3 practices and 1 game

- Game Details

- 6<sup>th</sup> Grade – Saturday Mornings
- 7<sup>th</sup> & 8<sup>th</sup> Grades – Monday or Tuesday Evenings
- Home Games – High School Stadium



# Season Overview

- Scrimmage Details
  - Held at Otto Breitenbach Stadium – 2100 Bristol St, Middleton
  - 4 teams can be on the field at a time (2 on each end).
    - 6<sup>th</sup> Grade: 12pm – 2pm
    - 7<sup>th</sup> Grade: 2pm – 4pm
    - 8<sup>th</sup> Grade: 4pm – 6pm



# Player/Parent Expectations

- Attendance & Preparedness
  - On time for practices with appropriate gear
    - During practice coaches will work with players to learn safe tackling techniques and plays. For the players safety regular attendance is important and may impact playing time.
    - Communicate with coaches if player is unable to attend.
  - On time for games with appropriate gear
    - Usually 30-60 minutes ahead of the game start time. Watch Stack Team App for each game's detail.
    - Communicate with coaches if player is unable to attend.
- Good Sportsmanship
- Parent Home Game – Score Board, Announce Sponsors & Chains



# Volunteers

- Coaches
  - Thanks to all the coaches who have volunteered time!
  - If interested in coaching please contact Matt Vande Sande, Program Director ([cyfmiddleton@gmail.com](mailto:cyfmiddleton@gmail.com))
- Board Members
  - Our program is only as good as the volunteers who help support it. Currently only 3 members on the board and 1 member's child will be aging out of the program after this season.
  - Contact [cyfmiddleton@gmail.com](mailto:cyfmiddleton@gmail.com) if interested in volunteering
    - Treasurer
    - Communications/Social Media
    - Fundraising/Sponsorships
    - Equipment Manager
- Team Rep/Parent
  - Collect Coupon Book Fundraising
  - Coordinate team specific communication and any team events with coaches
  - Help cascade communication from the Board
  - Looking for reps for 6<sup>th</sup> and 7<sup>th</sup> grades. 8<sup>th</sup> grade has 2 identified.

# Fundraising



- Coupon Book Sales
  - Our biggest fundraiser each year
  - 8/3/24-8/26/24
  - Books handed out during equipment hand out
  - Each player will be provided 10 coupon books to sell (\$20 each)
  - Players who sell 10 will have the opportunity to pick a prize
- Lions Club Partnership (New)
  - August 23, 24, or 25 (Good Neighbor Fest)
  - Art Fair – Vendor Set Up (8/23 & 24)
  - Parade Street Control (8/25)
  - Sign Up Genius will be going out via email shortly.
- Sponsorship Requests (New)
  - Sent out 350+ sponsorship letters with three levels of sponsorship
  - As of 7/22/2024 we have received 10 responses

# Fundraising



- Apparel Orders (New)

- CYF will get a small amount back in fundraising from the apparel sale.
- 1<sup>st</sup> round of orders closed on 7/7/24 with anticipated delivery during the equipment hand out on 8/3 and 8/4
- 2<sup>nd</sup> round of apparel sale will close on 8/14/24
- <https://middletonyouthfootball-24.itemorder.com/shop/home/>

- Middleton Socks (New)

- CYF will get a small amount back from socks.
- 24 pairs (Adult Large) at equipment handout. \$15
- A link will be sent out to order other sizes.
  - Will be a short order window watch email/Facebook
  - 4 week turnaround once the order closes

- Night Out/Meal Fundraisers (New)

- Culvers
- Johnny's





# Looking to the Future

- Grow the Board
  - The program will only be as good as those who help keep it going.
- Grow the Sponsorship Program Program
  - Help offset increases in cost to the organization (cost to rent fields, ref cost, athletic trainer costs).
  - Allow the organization to invest in the program (equipment, uniforms/jerseys, practice equipment, coaching clinics).
- Building a Shed at Taylor Park



# Q&A