



PLAYBOOK

AI PLAYBOOK FOR YOUTH SPORTS

A practical guide for clubs, teams, leagues, schools, facilities, and youth sports organizations.

HOW TO USE THIS PLAYBOOK

Youth sports organizations are under pressure. Families expect more. Technology is changing everything. The opportunity is not to replace the people who make youth sports work. It is to give them better tools.

This playbook is for the people doing the work: directors, board members, coaches, team managers, facility operators, volunteers, marketers, and administrators. You do not need to be technical. You do not need to build software. You do not need an “AI strategy” before you begin.

You need one repetitive problem, one clear outcome, and a better way to get the work done.

The goal of this guide is simple: show you where AI can be useful right now, give you workflows you can actually use, and help you avoid the mistakes that create more work instead of less.

You can read this front to back, or jump directly to the section that matches the problem you are trying to solve.

WHAT AI SHOULD DO FOR YOUTH SPORTS

- ✓ Reduce repetitive administrative work.
- ✓ Turn rough notes into clear communication.
- ✓ Help small teams create more consistent marketing and content.
- ✓ Make registration and recruitment campaigns easier to plan.
- ✓ Organize information that is scattered across documents, emails, forms, and spreadsheets.
- ✓ Create first drafts of sponsor outreach, event plans, policies, FAQs, reports, and updates.
- ✓ Help leaders spot patterns in feedback and operational data.

WHAT AI SHOULD NOT DO

- ✗ Make final decisions about athlete safety, discipline, eligibility, medical issues, or legal matters.
- ✗ Replace judgment, empathy, coaching, or relationships.
- ✗ Receive sensitive information about minors unless your organization has explicitly approved the tool and workflow.
- ✗ Publish information you have not reviewed for accuracy.
- ✗ Pretend to know facts that have not been provided or verified.

START WITH THE WORK, NOT THE TOOL

The easiest way to waste time with AI is to start by asking, “What can AI do?” Start with a different question: “What work do we repeat every week that takes too long?”

The best first AI projects usually have four traits:

- The task happens repeatedly.
- The inputs are mostly text, notes, forms, schedules, or structured information.
- A human already knows what a good result should look like.
- The output can be reviewed before it is sent, published, or acted on.

A SIMPLE AI OPPORTUNITY AUDIT

Write down the work your organization repeats every week or every season. Do not overthink it. Start with the annoying stuff.

- Emails to parents
- Schedule changes
- Registration reminders
- Social posts
- Sponsor prospecting
- Board meeting notes
- Volunteer instructions
- Tournament communications
- Tryout FAQs
- Website updates
- Customer feedback review
- Facility announcements
- Incident or issue summaries
- End-of-season surveys

Then score each task from 1 to 5 on three questions:

1. How often do we do this?
2. How much time does it consume?
3. How easy is it for a person to review the result?

Start with the tasks that score highest. That is where AI is most likely to create immediate value.



THE GAME PROMPT FRAMEWORK

You do not need to become a “prompt engineer.” You do need to give AI enough context to understand the assignment. Use the GAME framework.

G**GOAL**

What do you want the AI to accomplish? Be specific about the result, not just the task.

A**AUDIENCE**

Who is this for? Parents, coaches, prospective families, sponsors, board members, athletes, facility customers, or the general public?

M**MATERIAL**

What information should the AI use? Paste the schedule, notes, registration details, policy, survey responses, or other source material it should work from.

E**EXPECTATIONS**

Define length, tone, format, required details, what to avoid, and whether it should ask questions when something is missing.

COPY / PASTE GAME TEMPLATE

GOAL: [What I need created or solved]

AUDIENCE: [Who this is for]

MATERIAL: [Paste the facts, notes, data, schedule, or source content]

EXPECTATIONS: [Tone, length, format, must-include details, things to avoid]

Do not invent missing facts. If something important is missing, flag it clearly before producing the final output.

Weak prompt:

“Write an email about tryouts.”

Better prompt:

“Write a 200-word email to parents of 12U players announcing tryout registration. Registration closes September 8. Tryouts are September 14 and 15 at North Rink. Players must attend at least one session. The tone should be clear, positive, and direct. Put the deadline near the top. End with a short call to action. Do not add any details I did not provide.”

EIGHT HIGH-VALUE AI PLAYBOOKS

These are the areas where most youth sports organizations can start creating value without rebuilding their entire operation.

PLAYBOOK 1 PARENT & TEAM COMMUNICATION

Use AI for:

- Weekly team updates
- Schedule-change notices
- Tryout and registration reminders
- Weather or facility closure messages
- Tournament information
- FAQs
- Turning a long policy into plain language

Simple workflow:

1. Paste the facts or rough notes.
2. Tell AI who the message is for.
3. Ask for a short draft with the most important action first.
4. Check names, dates, locations, links, fees, and deadlines.
5. Send it through your normal communication channel.

Prompt: Weekly parent update

Create a weekly parent update for [TEAM/PROGRAM].

Audience: parents and guardians.

Use only the information below. Put schedule changes and required actions first. Then include reminders and optional information. Keep it under 300 words. Use short headings and bullets where helpful.

Tone: organized, calm, and friendly. Do not invent dates, locations, or requirements.

INFORMATION:

[PASTE IN YOUR NOTES]

EIGHT HIGH-VALUE AI PLAYBOOKS, CONT'D

These are the areas where most youth sports organizations can start creating value without rebuilding their entire operation.

PLAYBOOK 2 REGISTRATION & PARTICIPATION GROWTH

AI can help turn one registration offer into a complete campaign instead of a single social post.

Use AI for:

- Audience and message ideas
- Email sequences
- Social posts
- Landing-page copy
- School or community partner outreach
- Referral campaigns
- Deadline reminders
- Re-engagement of past participants

A better approach is to give AI the real barriers families face: price, schedule, equipment, experience level, travel, uncertainty, or lack of awareness. Then ask it to build messaging around those barriers.

Prompt: Registration campaign

Build a 4-week registration campaign for [PROGRAM].

Our goal is [NUMBER] registrations by [DATE].

The audience is [AUDIENCE]. The program costs [PRICE], runs [DATES/TIMES], and is designed for [EXPERIENCE LEVEL].

The biggest barriers we hear are [BARRIERS].

Create: 1) the core campaign message, 2) four weekly email themes, 3) eight social post ideas, 4) three community outreach ideas, and 5) a final 72-hour registration push.

Keep the messaging specific and avoid generic sports clichés.

EIGHT HIGH-VALUE AI PLAYBOOKS, CONT'D

These are the areas where most youth sports organizations can start creating value without rebuilding their entire operation.

PLAYBOOK 3 MARKETING & CONTENT

Small organizations often do not have a full-time marketing team. AI can help one person turn a few source materials into a consistent content system.

Start with real material: scores, quotes, photos, registration details, coach notes, athlete milestones, facility news, event information, or community stories.

Use AI for:

- Content calendars
- Social captions
- Email newsletters
- Website copy
- Game or event recaps
- Story ideas
- Short video scripts
- Sponsor-integrated content concepts

Prompt: Turn one story into multiple assets

Use the source material below to create a small content package for [ORGANIZATION]. Create: 1) a 250-word website story, 2) a 100-word email blurb, 3) three social captions with different angles, and 4) a 20-second short-video script.

Audience: [AUDIENCE]. Tone: confident, local, and human. Do not exaggerate or add facts that are not in the source.

SOURCE MATERIAL:
[PASTE NOTES/QUOTES/RESULTS]

EIGHT HIGH-VALUE AI PLAYBOOKS, CONT'D

These are the areas where most youth sports organizations can start creating value without rebuilding their entire operation.

PLAYBOOK 4 SPONSORSHIPS & LOCAL PARTNERSHIPS

AI is especially useful before outreach. It can help organize prospects, develop partnership concepts, and tailor the message so every email does not look like the same sponsorship request.

Use AI for:

- Prospect categories
- Partnership concepts
- Sponsor package language
- Personalized outreach drafts
- Follow-up messages
- Activation ideas
- Post-season sponsor reports

Do not ask AI to invent a contact name, email address, audience number, or business fact. Give it verified facts and use it to create the pitch.

Prompt: Sponsor concept builder

We are [ORGANIZATION], serving [AUDIENCE/COMMUNITY]. We are approaching [COMPANY] about a partnership. Our verified assets include [ASSETS: games, events, email list, social, signage, naming rights, clinics, etc.]. Our goal is a partnership worth approximately [AMOUNT OR RANGE]. Give me five partnership concepts that create a real business or community benefit for the sponsor. For each, include a name, what the sponsor receives, why it fits, and how we could measure the result. Avoid simply putting a logo on something.

EIGHT HIGH-VALUE AI PLAYBOOKS, CONT'D

These are the areas where most youth sports organizations can start creating value without rebuilding their entire operation.

PLAYBOOK 5 OPERATIONS & ADMINISTRATION

This is where AI often creates the fastest time savings.

Use AI for:

- Meeting summaries
- Action-item lists
- SOP drafts
- Checklists
- Policy summaries
- Board update drafts
- Role descriptions
- Season planning documents
- Organizing scattered notes

Prompt: Turn notes into an operating plan

Turn the notes below into an operating plan. Organize them into: Objective, Decisions Made, Open Questions, Action Items, Owner, Due Date, and Risks. Do not assume an owner or due date if one is not stated; mark it TBD. At the end, list the five most important next actions.

NOTES:
[PASTE NOTES]

EIGHT HIGH-VALUE AI PLAYBOOKS, CONT'D

These are the areas where most youth sports organizations can start creating value without rebuilding their entire operation.

PLAYBOOK 6 VOLUNTEERS, COACHES & STAFF

Volunteer-heavy organizations lose time because knowledge lives in people instead of systems. AI can help turn that knowledge into reusable instructions.

Use AI for:

- Volunteer role descriptions
- Game-day checklists
- New-coach onboarding
- Tournament staffing plans
- Concession or front-desk procedures
- Frequently asked questions
- Training outlines

Prompt: Create a volunteer playbook

Create a simple one-page volunteer guide for the role of [ROLE]. The volunteer is likely doing this for the first time. Use the process below. Organize it into: Before You Arrive, What To Bring, Step-by-Step Responsibilities, What To Do If Something Goes Wrong, and Who To Contact. Use plain language and short bullets. Do not add policies that were not provided.

PROCESS/NOTES:
[PASTE]

EIGHT HIGH-VALUE AI PLAYBOOKS, CONT'D

These are the areas where most youth sports organizations can start creating value without rebuilding their entire operation.

PLAYBOOK 7 EVENTS, TOURNAMENTS & EXPERIENCES

AI is useful when an event has dozens of moving pieces but the plan starts as a pile of notes.

Use AI for:

- Run-of-show drafts
- Staffing plans
- Participant communication
- Vendor checklists
- Sponsor activation ideas
- Contingency planning
- Post-event surveys
- Debrief summaries

Prompt: Event planning assistant

Act as an event operations assistant. Build a working plan for [EVENT] on [DATE] at [LOCATION]. Expected attendance: [NUMBER]. Known elements: [LIST]. Create a timeline from setup through teardown, a staffing checklist, participant communications needed, vendor/sponsor needs, and a list of risks or missing decisions. Separate confirmed facts from assumptions. Do not make final safety decisions for us.

EIGHT HIGH-VALUE AI PLAYBOOKS, CONT'D

These are the areas where most youth sports organizations can start creating value without rebuilding their entire operation.

PLAYBOOK 8 FACILITY OPERATIONS & CUSTOMER EXPERIENCE

Rinks, fields, gyms, training centers, and multi-sport facilities generate a constant stream of feedback, questions, scheduling issues, and customer communication. AI can help turn that noise into patterns.

Use AI for:

- Review and survey analysis
- Recurring complaint themes
- Customer FAQ drafts
- Program description rewrites
- Front-desk scripts
- Membership or rental communication
- Facility improvement summaries
- Internal issue logs

Prompt: Analyze customer feedback

Analyze the customer feedback below. Group comments into themes. For each theme, show: what customers are saying, how often it appears, the likely operational impact, and a practical response. Separate quick wins from larger investments. Do not treat one comment as a trend. Include a section called "What We Still Need To Learn."

FEEDBACK:

[PASTE REVIEWS/SURVEY RESPONSES]

BUILD AN AI OPERATING SYSTEM, NOT RANDOM CHATS

The biggest difference between occasional AI use and real operational value is repeatability. If a prompt works, save it. If a process repeats, document it. If the same information is needed every time, create a reusable source document.

LEVEL 1: SAVED PROMPTS

Create a shared document called "AI Prompts." Save the prompts your organization uses repeatedly. Label each one by task: parent update, sponsor outreach, board summary, event plan, social package, and so on.

LEVEL 2: ORGANIZATION CONTEXT

Create a short approved reference document containing information AI may safely use, such as:

- Organization description
- Programs offered
- General audience
- Brand tone
- Frequently used terminology
- Public facility information
- Standard communication structure
- Approved sponsor assets
- Public policies and FAQs

Do not include private athlete records, medical information, passwords, financial account data, or other sensitive information.

LEVEL 3: REPEATABLE WORKFLOWS

Once the process is proven manually, you can connect steps with automation. For example:

- Form response → summarize responses → create weekly report.
- Meeting transcript → decisions and action items → send draft recap to the organizer.
- Registration data export → segment by status → draft reminder messages for review.
- Customer survey → theme analysis → monthly improvement report.
- Game/event notes → recap → social captions → newsletter blurb.

The rule: automate only after you understand the process. A bad process automated is still a bad process, just faster.

THE YOUTH SPORTS AI SAFETY RULES

Youth sports involves minors. That changes the standard. Convenience is never a good reason to be careless with personal information.

Use these rules as your default operating policy unless your organization has a stronger one.

RULE 1: DO NOT UPLOAD SENSITIVE ATHLETE INFORMATION

- Medical information
- Injury details tied to an identifiable athlete
- Birth certificates or identity documents
- Home addresses
- Private phone numbers or email addresses
- Passwords or account credentials
- Payment-card or bank information
- Disciplinary records
- Private school records
- Anything you would not want exposed outside your organization

RULE 2: MINIMIZE PERSONAL DATA

If AI can complete the task using “Player A,” an age group, a role, or anonymous survey responses, use that instead of a real name.

RULE 3: KEEP A HUMAN IN THE LOOP

A person should review anything that affects a player, family, coach, employee, volunteer, sponsor, or customer before it is sent or used to make a decision.

RULE 4: VERIFY FACTS

AI can produce confident-sounding errors. Always verify dates, fees, names, policies, rules, contact information, statistics, quotes, and eligibility requirements.

RULE 5: KNOW YOUR ORGANIZATION’S REQUIREMENTS

Schools, leagues, governing bodies, insurers, and organizations may have their own technology, privacy, records, and communication requirements. Follow those requirements. When in doubt, use AI on non-sensitive, public, or anonymized information until the workflow has been approved.

THE COPY/PASTE PROMPT LIBRARY

Use these as starting points. Replace the brackets and paste your real source material. The more specific the source material, the more useful the result.

1. Make this parent email clearer

Rewrite the message below for parents and guardians. Keep every factual detail unchanged. Put required actions and deadlines first. Remove repetition. Keep the tone calm, direct, and respectful. Do not add information.

MESSAGE:
[PASTE]

2. Create a tryout FAQ

Using only the information below, create a tryout FAQ for families. Organize questions by registration, eligibility, schedule, equipment, evaluation, team selection, and next steps. If the source does not answer a likely question, include the question and write "Answer needed from organization."

SOURCE:
[PASTE]

3. Build a registration reminder sequence

Create a three-email reminder sequence for [PROGRAM]. Email 1: value and fit. Email 2: answer common objections. Email 3: deadline urgency. Audience: [AUDIENCE]. Deadline: [DATE]. Use only the facts I provide. Keep each email under 200 words.

FACTS:
[PASTE]

THE COPY/PASTE PROMPT LIBRARY, CONT'D

4. Create a 30-day content calendar

Create a 30-day content calendar for [ORGANIZATION]. Our goals are [GOALS]. Our audiences are [AUDIENCES]. Available content sources include [SOURCES]. Mix registration, education, community, athlete stories, behind-the-scenes, sponsor value, and calls to action. Avoid posting for the sake of posting. For each idea, include format, topic, audience, and purpose.

5. Write five social posts from one event

Create five distinct social posts from the event notes below. Each should use a different angle: result, human story, community, behind-the-scenes, and next action. Keep them concise and do not invent quotes or statistics.

EVENT NOTES:
[PASTE]

6. Create a sponsor outreach email

Write a short sponsor outreach email to [COMPANY/ROLE]. We are [ORGANIZATION]. The reason we think there is a fit is [REASON]. The partnership concept is [CONCEPT]. The audience/community benefit is [BENEFIT]. Ask for a 15-minute conversation. Keep it specific and under 180 words. Do not use phrases like “exciting opportunity” or “win-win.”

7. Summarize board meeting notes

Turn these board meeting notes into a concise summary with: decisions made, action items, owners, due dates, unresolved questions, and items to revisit next meeting. Do not assign owners or dates that are not in the notes.

NOTES:
[PASTE]

THE COPY/PASTE PROMPT LIBRARY, CONT'D

8. Improve a sponsorship package

Review the sponsorship package text below. Identify where it is too focused on logo exposure instead of sponsor value. Rewrite the package so each asset connects to a business, community, employee, or customer benefit. Do not invent audience metrics. Flag any missing proof points we should collect.

PACKAGE:
[PASTE]

9. Draft an SOP

Turn the process below into a simple SOP for a new staff member or volunteer. Include purpose, when to use it, required inputs, step-by-step process, exceptions, and final quality check. Keep it practical.

PROCESS:
[PASTE]

10. Create a game-day checklist

Create a game-day operations checklist for [EVENT/TEAM] using the information below. Organize it by 24 hours before, arrival/setup, pregame, during event, postgame, and closeout. Include only steps supported by the source.

SOURCE:
[PASTE]

THE COPY/PASTE PROMPT LIBRARY, CONT'D

11. Turn survey responses into action items

Analyze the survey responses below. Identify recurring themes, positive signals, pain points, and outliers. Then recommend five practical actions ranked by impact and effort. Quote only short representative phrases and do not expose personal information.

RESPONSES:
[PASTE]

12. Create a volunteer recruitment message

Write a volunteer recruitment message for [ROLE]. Explain what the person will do, the time commitment, why it matters, what support they will receive, and exactly how to sign up. Tone: appreciative but not guilt-driven. Keep it under 200 words.

13. Build a coach onboarding outline

Create a coach onboarding outline from the source material below. Organize it into: before the season, communication expectations, safety/escalation, scheduling, parent interaction, game-day responsibilities, and end-of-season closeout. Flag missing information instead of guessing.

SOURCE:
[PASTE]

14. Create a community outreach plan

We need to reach more [AGE/TYPE] participants for [PROGRAM]. Create a local outreach plan using schools, community groups, partner organizations, events, and referral channels. We have a budget of [BUDGET] and a timeline of [TIMELINE]. Prioritize direct access to families over broad awareness tactics.

THE COPY/PASTE PROMPT LIBRARY, CONT'D

15. Diagnose a registration problem

Our registration performance is below goal. Here is what we know: [DATA/OBSERVATIONS]. Give me 10 possible causes grouped into awareness, offer, price, timing, trust, friction, competition, and follow-up. For each cause, suggest one way to test whether it is actually true before we spend money fixing it.

16. Review our website copy

Review the website copy below as if you are a parent deciding whether to register a child. Identify unanswered questions, confusing language, weak calls to action, and unnecessary organization-first language. Then rewrite the most important sections in plain language.

COPY:
[PASTE]

17. Create a facility FAQ

Create a customer FAQ for [FACILITY] using the information below. Group it into hours/access, parking, rentals, programming, equipment, food, spectator policies, cancellations, and contact. Do not invent policies. Mark missing answers clearly.

SOURCE:
[PASTE]

18. Analyze facility reviews

Analyze the reviews below for operational patterns. Group into cleanliness, staff, scheduling, parking, concessions, amenities, communication, value, and other. Show repeated positives and repeated negatives. Suggest quick wins and larger opportunities. Do not over-weight isolated complaints.

REVIEWS:
[PASTE]

THE COPY/PASTE PROMPT LIBRARY, CONT'D

19. Create an incident communication draft

Using only the approved facts below, draft a neutral communication to [AUDIENCE] about [INCIDENT]. Do not speculate, assign blame, or include private details. Explain what is known, what action is being taken, what recipients need to do, and when the next update will come.

APPROVED FACTS:
[PASTE]

20. Build an end-of-season report

Turn the season information below into an end-of-season report. Include participation, major accomplishments, operational wins, challenges, community impact, sponsor value delivered, lessons learned, and priorities for next season. Do not invent numbers. Mark missing metrics we should begin tracking.

SEASON INFORMATION:
[PASTE]

21. Create a sponsor recap

Create a sponsor recap for [SPONSOR] using the verified results below. Organize it into partnership objective, activations delivered, audience/community touchpoints, measurable results, photos/assets to include, and ideas for next season. Keep the tone factual and value-focused.

RESULTS:
[PASTE]

THE COPY/PASTE PROMPT LIBRARY, CONT'D

22. Turn a policy into plain language

Explain the policy below in plain language for [AUDIENCE]. Preserve the meaning and requirements. Organize it into: What This Means, What You Need To Do, What Is Not Allowed, Important Deadlines, and Questions To Ask. Do not provide legal interpretation beyond the text.

POLICY:
[PASTE]

23. Find missing steps in a process

Review the process below and identify where a new person could get stuck. Look for missing decisions, unclear ownership, missing inputs, exceptions, handoffs, and quality checks. Then propose questions we should answer before rewriting the process.

PROCESS:
[PASTE]

24. Create a weekly leadership brief

Create a one-page weekly leadership brief from the notes below. Sections: What Changed, Key Numbers, Wins, Problems, Decisions Needed, Upcoming Deadlines, and Top Five Priorities. Be concise. Separate facts from recommendations.

NOTES:
[PASTE]

25. Make AI challenge our plan

Act as a skeptical operations advisor. Review the plan below and identify assumptions, missing stakeholders, hidden costs, operational risks, communication gaps, and measures of success. Do not rewrite the plan yet. First give me the 10 most important questions we should answer.

PLAN:
[PASTE]

THE 7-DAY AI STARTER SPRINT

Do not attempt to transform the whole organization in a week. Prove value on a few real tasks.

DAY 1 — FIND THE REPETITIVE WORK

List 10 tasks your organization repeats. Choose one that is frequent, time-consuming, and easy to review. **Target outcome:** one task selected.

DAY 2 — BUILD ONE GREAT PROMPT

Use the GAME framework. Run the prompt on a real example. Compare the AI draft to what you would normally create. **Target outcome:** one saved prompt.

DAY 3 — CREATE A COMMUNICATION WORKFLOW

Use AI to draft a real parent, team, customer, or volunteer communication. Review every fact before sending. **Target outcome:** one communication completed faster.

DAY 4 — CREATE A GROWTH ASSET

Use AI to build a registration email sequence, community outreach plan, landing-page draft, or sponsor concept. **Target outcome:** one asset tied to participation or revenue.

DAY 5 — TURN KNOWLEDGE INTO A SYSTEM

Take a process that currently lives in someone's head and turn it into a checklist, SOP, or volunteer guide. **Target outcome:** one reusable operating document.

DAY 6 — ANALYZE SOMETHING

Give AI anonymized reviews, survey responses, meeting notes, or non-sensitive operational information. Ask it to find patterns, not just summarize. **Target outcome:** three insights and three actions.

DAY 7 — DECIDE WHAT TO KEEP

Ask: Did this save time? Did it improve quality? Was it easy to review? Would we use it again? Save only the workflows that earned a yes. **Target outcome:** your first small AI operating system.



HOW TO MEASURE WHETHER AI IS ACTUALLY HELPING

Do not measure AI by how many tools you use. Measure it by whether the organization works better.

For each workflow, track one or two outcomes:

- Minutes saved per task
- Hours saved per week
- Faster response time
- Fewer missed details
- More consistent communication
- More registrations
- Higher email response rate
- More sponsor conversations
- More volunteer signups
- Faster turnaround on content
- Reduction in recurring customer questions
- Better visibility into recurring facility issues

A simple test: if a workflow does not save time, improve quality, increase revenue, reduce friction, or create useful insight, stop using it.

AI READINESS CHECKLIST

You are ready to move beyond basic experimentation when most of these are true:

- ☐ We know which repetitive tasks we want AI to improve.
- ☐ We have a few saved prompts that produce reliable results.
- ☐ Staff or volunteers understand that AI output must be reviewed.
- ☐ We have clear rules about sensitive athlete and family information.
- ☐ We can separate approved source material from private data.
- ☐ We know who owns each AI-assisted workflow.
- ☐ We have at least one way to measure whether the workflow is helping.
- ☐ We document the processes that work.
- ☐ We are not automating a broken process just because we can.
- ☐ We know when a human decision is required.

IF YOU CHECKED 0-3

Stay simple. Use AI for drafting, summarizing, organizing, and brainstorming with non-sensitive information.

IF YOU CHECKED 4-7

Start standardizing prompts, approved context, and repeatable workflows across the organization.

IF YOU CHECKED 8-10

You may be ready to explore controlled automation, integrations, and custom AI workflows tied to your actual operating systems.

TEN PRINCIPLES TO KEEP

1. Start with a real problem.
2. Give AI context, not just commands.
3. Use real source material.
4. Do not let AI invent facts.
5. Keep sensitive information about minors out of unapproved systems.
6. Review everything that matters.
7. Save prompts that work.
8. Document workflows before automating them.
9. Measure outcomes, not AI activity.
10. Use AI to make people better at the work, not to remove the human part of youth sports.

THE NEXT STEP

AI will not fix youth sports by itself. But it can remove a surprising amount of the repetitive work that keeps good people buried in email, spreadsheets, documents, follow-ups, and last-minute communication.

The organizations that benefit most will not be the ones using the most AI. They will be the ones that identify the right problems, build simple systems, protect their communities, and use technology to create more time for the work that actually matters.

That is the opportunity: better operations, stronger growth, clearer communication, better experiences, and more time spent serving athletes and families.



ABOUT NEW HEROIC

New Heroic is focused on building the future of youth sports through research, growth, technology, creative work, experiences, and athlete development. We help organizations, facilities, schools, athletes, families, brands, and communities solve practical problems and build better systems for what comes next.

WANT TO GO FURTHER?

Use this playbook to identify your first AI workflow. Then look for the next process that is repetitive, slow, inconsistent, or difficult to scale. One useful workflow at a time is how AI becomes an operating advantage instead of another tool nobody uses.