

BUILDING ALLYSHIP INTO RUNNING SPORTS



RUNNING GROUPS + CLUBS

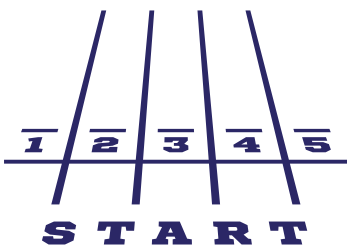
- Most people join running clubs for community, motivation, and social input as much as they do for competition. Having a **clearly defined mission** for your group can help people determine if they feel comfortable joining.
- **Using inclusive language** in group communications, mission statements, and promotions opens doors for new participants to join! Gender neutral terms, individual expectations, level of commitment, and logistics about your group should be publicly available and easy to access.

MARATHONS + RACES



- Creating a safe locker room culture seems daunting enough, especially when the facility venue varies! Marathons and races present unique challenges for the LGBTQ+ community. This is why we suggest **training volunteers on accommodations** for runners of all backgrounds and abilities.
- **Safe spaces mean inclusive, well-marked, accessible spaces.** Make sure your runners know what they can request and ensure volunteers can accommodate those requests!

TRACK + FIELD



- Whether you're on the track or in the locker room, speaking up as an ally is the key to being a good sport. When we can all **show up authentically**, we all perform our best.
- Remember that our **words matter**. Rooting for our team, our favorite players, and each other with inclusive language makes sure the court stays a fun place for everyone to play.



YOU CAN PLAY

“
THE WAY A TEAM PLAYS AS A
WHOLE DETERMINES ITS
SUCCESS.

- BABE RUTH

You Can Play has been working in sports inclusivity training and advocacy for almost 12 years, exponentially multiplying the impact of sports organization's inclusion work and focus. We are calling upon organizations, players, coaches and fans for their visibility. Commitment to the LGBTQ+ community tells generations of participants that running welcomes everyone.

If you can play, you can play.

84%



North Americans
witnessed or experienced
homophobia in sport

24%



LGBTQ+ youth that
participate in sport vs
65% of straight youth

20%



North American Gen Z &
Millennial that identify
as LGBTQ+ community



3 EASY WAYS TO SUPPORT INCLUSION IN RUNNING

I. SIGNALS + SYMBOLS

Nothing is too small: a pin, a patch, a roll of pride tape in your duffel bag--anything can be a signal to those searching for support, understanding, or simply a safe place to play.

If you can play, you can play.

2. HIT THE BOOKS

Learning how to play a game includes **learning how to be on the same team as our peers**. When we get better at communicating about what we're doing, we all perform better! Educating yourself on inclusive terms is the best way to make sure we're open to learning how we can better show up for each other -- on and off the track.

3. SPEAK UP

When we know something hurtful has been said, or if we ourselves have said something hurtful, showing up as our best means taking accountability for it, and saying something about it. Encouraging ourselves and our teammates to do their best by each other is the winning move. Apologizing, learning, and trying to **do better is key to being a good sport**.

CONNECT WITH YOU CAN PLAY



mandy@youcanplayproject.org

kurt@youcanplayproject.org



647-206-6426



@youcanplayteam



@youcanplayproject

You Can Play, Inc. is a registered non-profit organization. All donations are tax-deductible.



OUR APPROACH TO INCLUSIVITY TRAINING



ALLYSHIP IOI

- LGBTQIA+ terminology and identities
- Language and verbiage workshop
- Intersectionality, intent, and impact
- Inclusive spaces over



ALLYSHIP IN YOUR SPORT

- Creating inclusive sports culture: locker room conduct
- Barriers and challenges to basketball players, fans, and leaders
- Support systems for players, coaches, and fans
- Addressing homophobia and trans phobia in the court



ALLYSHIP IN YOUR ROLE

- Understanding role-specific influence
- Creating a safe and respectful environment
- A deep dive in supporting peers relative to your role
- Active listening and effective communication strategies



ADVOCACY IOI

- Understanding the difference between allyship, advocacy, and activism
- Amplifying marginalized voices
- Shifting mindsets from individual change to systemic action
- Navigating pushbacks and challenges to inclusivity efforts in athletics
- Localized activation and next steps equitable involvement



PRIDE 365 - OUR APPROACH TO AUTHENTIC INCLUSION



Club & Community Education



Social Media & Communications



Pre-Incident Prep & Issue Management



Pride Nights & Events

Our comprehensive support of your programs ensure you have a You Can Play contact at the ready, at all times to work with your organization.

We work with ticketing, marketing, education and communications teams to appropriately access new communities. We help organizations bring visibility front and center for Pride Nights; your community outreach to bring your brand to local coaches and teams through inclusive education and programs; and your executive and HR teams to ensure your policies and crisis processes are on point.

MULTIPLYING YOUR IMPACT THIS SEASON

1.5m raised for LGBTQ+ Charity

5.8M social media reach from 1 game

4 Front Offices Educated

Sold out pride ticket packages