RETENTION

Ensuring league stability and sustainability is focused on retention of current members, and providing high quality services and programs.

RETENTION STRATEGIES

› Improve member relations and strengthen relationships with current teams.
› Expand competitive opportunities for all members.
› Develop resources and guidance materials for members.
› Make USQ-hosted events more meaningful to participants.
› Increase safety of all participants in quidditch.

RECRUITMENT

Growing the number of official members in the league and overall size of the sport in the United States involves recruitment of new players and teams.

RECRUITMENT STRATEGIES

› Foster organized and sustainable youth play throughout the season.
› Promote opportunities for experienced teams to mentor new teams.
› Broaden fundraising efforts to support growth and expansion of the league.
› Expand base of volunteers and officials.
› Implement ongoing adaptive measures to address future barriers to entry.

REACH

Improving communication and marketing will expand the reach of the organization within our community and of the sport in general.

REACH STRATEGIES

› Ensure accessibility of the sport and all information and content shared by the league.
› Improve quantity and quality of communication and feedback opportunities provided to members and other internal stakeholders.
› Increase interactions of non-players with the league through marketing and public outreach efforts.
› Collaborate to expand exposure and coverage of the sport through external communications efforts.
› Expand engagement on social media.