

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 athletics 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
68% of straight youth

22%



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



3 easy ways to **support inclusion** in sports

1. 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. When we get better at communicating about what we're doing, we all play 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 -- in athletic spaces and elsewhere.

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



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



YOUCANPLAY.ORG



OUR APPROACH TO INCLUSIVITY TRAINING



ALLYSHIP IOI

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



ROLE-SPECIFIC INCLUSION

- 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



SPORT-SPECIFIC INCLUSION

- Creating inclusive sports culture
- Barriers and challenges to inclusivity initiatives in specific sports
- Support systems for players, coaches, and fans
- Addressing homophobia and trans phobia in the sports space



ADVOCACY IOI WORKSHOP

- 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

We help organizations bring visibility front and center. We work in organizational education, ticketing, marketing, and communications for organizations to help appropriately access and include marginalized communities in their scope of work. We consult with partners for optimized community outreach to bring brands to local coaches, teams, and fans through inclusive educational programs. We work with executive and HR teams to ensure policies and crisis processes prioritize LGBTQ+ safety. We also help inspire, educate, and empower LGBTQ+ youth in our inclusion efforts to know that if you can play--you can play!

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



Training Options

You Can Play's team of education experts will work with your organization to build an education and engagement program tailored to your unique needs



Keynote Speakers

- LGBTQ+ athletes, educators, leaders
- Storytelling + live speeches



Panel Discussions

- Panels with LGBTQ+ leaders and sports professionals
- Guided discussions and facilitated conversations



In-Person Live Training

- In-Person trainings, presentation + activities
- On court, on ice, or on the field training



Virtual Live Training

- Online training over Zoom
- Presentations, discussions, scalable



Online Courses + Certifications

- Go-at-your-own-pace online courses
- Inclusivity certificates, multimedia activities



Resources + Guides

- FAQs, One-Pagers, Discussion Guides
- Playbooks + Handbooks



Policy Consultation

- Code of Conduct overview, LGBTQ+ focused policy development
- Trans athlete policy consultation, situational understanding



Incident Response Management

- Disciplinary action, response consultation
- Personalized training options