



## **AYSA COMMUNICATION POLICY AND STRATEGY**

**The objectives of Arizona Youth Soccer Association (AYSA) Corporate Communication Policy and Strategy derive directly from the mission, purpose and function of the organization:**

- Foster physical, mental and emotional growth and development of the state of Arizona's youth through the sport of soccer
- Promote and further develop the game of soccer
- Organize and govern the game of soccer in the state of Arizona for all youth under the age of nineteen
- Provide programs for the membership as required
- Represent this State in all matters of organized youth soccer with regard to US Youth Soccer, US Soccer, and interested parties
- Shall not discriminate against any individual on the basis of race, color, religion, age, sex or national origin
- Adhere to the laws of the game and comply with the authority of US Youth Soccer and US Soccer

**With reference to particular audiences that seek information from AYSA, the objectives are as follows:**

- To build support for AYSA, particularly among its primary stakeholders: the individual and club members, member families and various community enclaves throughout the state
- To enhance awareness and appreciation for AYSA among influential media, both as a source of authoritative information on topics related to its mandate and as a guide to important and interesting issues related to youth soccer and its development
- To strengthen the recognition of AYSA as a focal point for information and ideas among members, families, and technical training experts working in youth soccer
- To promote the perception of AYSA as an open, responsive partner in dialogue and discussion about youth soccer

**With reference to AYSA's response to political, economic and social issues in the community and media:**

- As a 501c(3) charitable, non-profit entity, and per guidelines established in the charter, AYSA shall take no position on political issues facing the state of Arizona, its counties or municipalities unless such an issue directly affects the mission, purpose or function of AYSA. This includes municipal, county, state and federal ballot measures, propositions, legislative bills, candidate elections or appointments, petitions and any other device used to determine political action or outcome.

- On a case by case basis, and after Board of Directors review and unanimous approval, AYSA may display factual information regarding other municipal, county, state and federal legislative/ballot measures on its communication resources such as the website and newsletter. Factual information is defined as actual language in a city, county, state or federal bill or proposition without opinion on either side of the issue. Information about political candidates and their elections shall not be communicated by AYSA.
- The organization may develop and issue a non-political statement about social and political issues provided the statement is consistent with the mission, purpose and function of the organization and keeps AYSA harmless of any legal action or legitimate public scrutiny.

**With reference to the program priorities of the organization, the main objective is:**

- To increase understanding, particularly among relevant target audiences, of the conditions and analyses that shape AYSA's priority programs and of actions taken to implement them

**Fulfilling these objectives implies commitment to one other fundamental aim of AYSA:**

- To build on AYSA's strength in delivering the best services to its members and extend it to new media and technologies