

# CASE STUDY



Managed the annual event, Opening Day, resulting in a record breaking participant attendance for the **Sycamore Youth Baseball League**.

## ORGANIZATION OVERVIEW

Sycamore Youth Baseball League is a volunteer-run youth sports organization. Every May the organization has their Opening Day event which traditionally consisted of a game for the oldest players and a parade of players on the baseball field.

## SPECIFIC CHALLENGES

### Low attendance

Parents were reluctant to attend due to mandatory volunteer requirements and minimal event activities.

### Limited activities

Limited engagement opportunities and a single game format for older athletes made attendance feel less valuable for families.

### Volunteer organization

There were no dedicated staff, requiring extensive volunteer coordination to execute a larger scale event successfully.

## SOLUTION

Managed and enhanced Opening Day by designing engaging activities, coordinating volunteers, and implementing strategies that increased attendance and improved the overall participant experience.

## DELIVERY

- Planned and designed an Opening Day with family friendly activities and free food for families
- Coordinated a Vendor Village with community resources
- Recruited and trained volunteers for parents to enjoy the event
- Managed the Opening Day from planning to execution

## IMPACT

By providing strategic planning and hands-on management, Opening Day 2018 became a record breaking event with 600 participants. Families and players enjoyed an enhanced, engaging experience with Board Members praising the smooth execution and organization. The strategies and operational support provided increased attendance and elevated the overall quality and impact of the event.