



## League Planning Checklist

There are many components to organizing and managing a successful program of league darts. You must begin your planning early, especially if you are starting a completely new league. Following is a checklist on which you will see many of the components and details that must be addressed for your league to be successful. The rest of this section will provide you with additional guidance and materials necessary for you to create and run a professional-level program of league darts.

### 8 Weeks Ahead

- Firm up league locations with owners.

### 7 Weeks Ahead

- Plan promotional activities:
  - Advertising.
  - Public relations.
  - Location signage, fliers and promotions.
  - Prepare media list of publications, radio, TV, including names of reporters who cover sports recreation and community events.

### 6 Weeks Ahead

- Publish final list of locations for league play.
- Familiarize yourself with the qualifications of international, national, regional, and state tournaments that your players might be interesting in attending so that the league is structured to ensure the players' eligibility for these events.
- Make decision on whether to offer an incentive to increase participation at players' meeting. If yes, make arrangements for the incentive.
- Begin promotional activities.
- Install posters, table tent cards and provide fliers to bars.
- Mail league sign-up announcement/invitations to last year's players.

### 5 Weeks Ahead

- Continue recruiting.
- Check all location owners for signage and sign ups. Offer your help with more tents, signage, etc.

### 4 Weeks Ahead

- Continue recruiting.
- Check all locations for recruiting progress and replenish supply of promotional materials.

### 3 Weeks Ahead

- Continue recruiting.
- Check all locations for recruiting progress and replenish supply of promotional materials.

- Announce players' meeting.
- Mail notice to all sign ups.
- Post a meeting announcement in each league location.
- Send news release to media announcing the players' meeting.
- Contact sports reporters and community events reporters about covering darts with a feature-type story on the opening of the new league season.

## 2 Weeks Ahead

- Continue recruiting.
- Mail meeting announcements to last-minute recruits.
- Invoice establishments for sponsor fees.
- Install "league start" posters and tent cards in league play establishments.

## 1 Week Ahead

- Continue recruiting.
- Conduct Team Captains'/Players' meeting(s).
- Prepare and distribute Team and Captains' kits.
- Supply score sheets and procedures to team captains.
- Re-contact sports and community relations' reporters, send a pitch letter and a news release.
- Post schedules at locations; inform owners.
- Review scoring procedures with league staff.
- Arrange photographer for league opening.

## Opening Week

- Final contact to identified media, pitch story as dart leagues annual opener.
- Visit the location(s) where your league is playing, be available to answer players' questions.
- Retrieve the score sheets and weekly fees, and enter the information into your ledger or software program.
- Prepare a statistical report and distribute it to show the players how well they fared in their first week of league play.
- Begin planning the season ending banquet/awards presentation. Although it is many weeks away, you will need to make arrangements with the host and order your awards in advance.

## 1 Week After Opening

- Request feedback from locations and team leaders; solve problems.
- Post scores/standings weekly.
- Enter the information into your ledger or software program.
- Issue news release to local media.
- Plan ongoing follow-up activities to ensure long-term league enthusiasm.

## Ongoing during season

- Visit the location(s) where your league is playing, be available to answer players questions.