

## TEAM MANAGEMENT HANDBOOK

# AXEMEN LACROSSE CLUB 2025

#### **Purpose of this Manual**

The purpose of this manual is to provide coaches and team managers with guidelines to assist them in creating an enjoyable sporting experience for everyone involved in Axemen Lacrosse, including themselves. This is simply a guideline which may be followed to help your year be a success.

Any information in this manual is subservient to the Constitution and Operating Policies of Axemen Lacrosse Club as well as policies laid down by its governing Lacrosse bodies, including the Calgary District Lacrosse Association (CD), the Alberta Lacrosse Association (ALA) and its directorates.

#### **Code of Conduct**

As a club, the Axemen consider the following as important elements a minor league coach can provide for his/her players:

- Respect for the game, its rules, officials, opponents, teammates, and oneself.
- Personal safety, fun, positive reinforcement.
- Organized, patient, player-centered teaching in all aspects of lacrosse.
- A fair amount of playing time, based on the specific level and circumstances, with the best interests of each individual and the team.

As a player, some specific conduct is required for everyone involved to get as much as possible out of the lacrosse experience:

- A respect for officials and a realization that they are there to protect the game and the players themselves.
- A positive and constructive relationship with their teammates.
- A certain level of commitment, recognizing that lacrosse is a team game, and as a player, they will only get as much from the game as they are willing to put in.

As parents, we must remember why our children play minor league sports and appreciate the responsibility we have as examples and teachers. Both parents and other spectators should encourage the players and foster an environment conducive to athletic and personal growth:

- Establish healthy communication with the coaches.
- Be a positive role model when relating to coaches, officials, other players or others involved in the game.
- Exhibit a respect for the rules of the game.
- Emphasize athletic and personal growth that results from full commitment to the sport.

The Axemen Association holds deep respect for the game of lacrosse. Consequently, the Board of Directors is committed to enhancing the experience for everyone within our community. The Code of Conduct serves as an initial declaration outlining the standards expected of all Axemen members.

We trust that all involved will do everything they can to make this a reality.

Respect, responsibility, sportsmanship, fairness, commitment, and the spirit of friendly competition are all foundational to lacrosse.

Those involved at all levels should strive to uphold these principles. For Axemen players, we believe these qualities are essential for success, enjoyment, and athletic growth. When we look back on the time in our club, we were part of the Axemen community, whether as a player or in a supporting role, we want to remember an environment of enjoyment and encouragement, conducive to growth both as an athlete and as a person.

#### Rule of Two

The Rule of Two states that there should be at least two adults and two children present at all times, in every situation, including:

- Closed-door meetings
- Watching tape with teams or athletes
- Travel
- Training environments (on the field, locker room, etc.)
- Emails and text messages (social media)

## PLEASE REFER TO AXEMEN POLICY AND PROCEDURES FOR AXEMEN CODES OF CONDUCT ON OUR WEBSITE

#### Discipline

It is necessary to maintain order on your team. It is important to establish rules at the beginning of the season and make sure all players and parents are aware of the rules as well as the consequences of breaking the rules.

#### **Complaints**

Complaints which you receive about any aspect of our association should be referred to the Axemen Lacrosse Executives. You can find the Executives Contact List on the Axemen Lacrosse website HERE.

Complaints must be submitted via email to any Executive member.

#### 2025 Axemen Board of Directors

#### **Axemen Executives**

PresidentSean Rosspresident@axemenlacrosse.comVice-President OperationsMarie-eve McDonaughvpoperations@axemenlacrosse.comVice-President ProgramsTy Pilsonvpprograms@axemenlacrosse.comGovernance DirectorChris Jensengovernance@axemenlacrosse.comTreasurerMalcolm Strachantreasurer@axemenlacrosse.com

**Executive Director** Robin Latajka executivedirector@axemenlacrosse.com coaching@axemenlacrosse.com **Coaching Director** Colin Risi volunteer@axemenlacrosse.com **Director or Volunteers** Angela Young **Evaluation Director** evaluations@axemenlacrosse.com Don Innes Director at Large Jason Taylor director@axemenlacrosse.com **Division Coordinator** Crystal Kleutsch division@axemenlacrosse.com Secretary Kyle Little secretary@axemenlacrosse.com

#### **Axemen Division Coordinators**

Post U17/Juniors	Charlene Brennan	<u>juniors@axemenlacrosse.com</u>
U17	Tunde Olaosun	U17@axemenlacrosse.com
U15	Tiffany Schuchardt	U15@axemenlacrosse.com
U13	Tasha Leontowicz	U13@axemenlacrosse.com
U11	Brie-Anne Risi	<u>U11@axemenlacrosse.com</u>
U9	Andrea Buchan	<u>U9@axemenlacrosse.com</u>
U7/Lil' Roughnecks	Tyson Serwatkewich	<u>U7@axemenlacrosse.com</u>
Goalie Coordinator	Matthew Johnstone	goalies@axemenlacrosse.com

#### **Axemen Advisory Positions**

**Evaluation Auditor** VACANT auditor@axemenlacrosse.com **Equipment Manager** Claudia Douglas equipment@axemenlacrosse.com **Apparel Coordinator** VACANT apparel@axemenlacrosse.com **Timberfest Coordinator** Lisa Ritz timberfest@axemenlacrosse.com **Tournament Coordinator** Lisa Ritz tournaments@axemenlacrosse.com **Fundraising Coordinator** Alisia Nhoeuk fundraising@axemenlacrosse.com Social Media social@axemenlacrosse.com VACANT



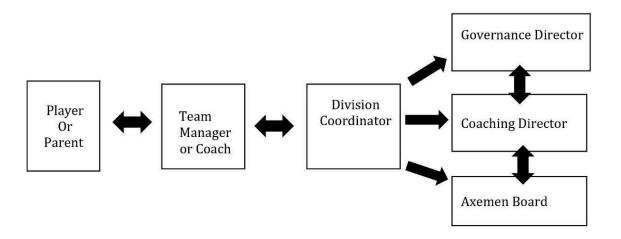
### Communication Flowchart

All Team managers, Coaches and Parents should follow the process with any issues and encouraged to utilize this flowchart at any point throughout the season.

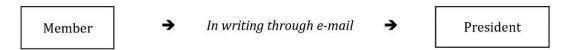
#### Respect in Sport - 24 Hour Rule

It is imperative that we RESPECT the game and the process. Understandably, there will be times when we may get frustrated or upset. Wait at least 24 hours before addressing your concerns to ensure you are using a level head.

#### **General Communication / Issues**



#### Issues Requiring Privacy or immediate safety concerns



The President will serve as a neutral party to help solve problems and resolve conflict, by facilitating conversation among those involved and jointly working towards a solution.

#### **Organizing Your Team**

#### **First Things First**

Once you are assigned as coach/manager of a team, it will be important to your team that you do the following as soon as possible:

- Notify players.
- Appoint a Team Manager.
- Your team's equipment and jerseys will be distributed at the Coaches/Managers meeting.
- Plan a parent meeting to discuss: coaching philosophy, tournaments and volunteer positions.

#### **Tournaments**

Lisa Ritz currently serves as the Axemen Tournament Coordinator. Some tournaments may have reserved spots in advance, so please check with Lisa before securing a spot in any Alberta tournaments.

#### **Team Financials**

An effective team business plan outlines expected costs (over and above registration fees) the team will encounter during the season, which may include the following:

- Tournament fees
  - o for teams with a non-parent coach(es), the team is responsible for the coach(es) expenses (hotel, travel, meals)
- Officiating fees and floor time for exhibition games
- Provincial playoff fees
- Optional team wear (matching polo shirts, T-shirts, equipment bags, etc.)
- Season wrap-up party, team building activities (optional)
- Goalie equipment cleaning fee

It is the Team Manager's responsibility to oversee team finances. You do have the option of assigning a Treasurer. We would encourage the team manager to handle funds as they see fit in a transparent manner reflecting the financial requirements of the team.

Should you decide to have a fundraiser involving a 50/50, raffle, silent auction – you must obtain a gaming license for the day of the event. You will apply for <u>your own</u> AGLC license, in your individual team's name, not under the Axemen Lacrosse Club Name. Example – Axemen U11 B1.

A cash call may be requested, and funds be collected from each family at the beginning of the year to seed the team bank account. If a family is struggling financially, use the utmost discretion and reach out to the Executive Director, Robyn Latajka, for assistance.

Max Cash Call for U7 & U9 divisions: \$100 Max Cash Call for U11 & up divisions: \$200

If the team has a surplus of money at the end of the season, you may refund the families who paid into the cash call up to the same amount they provided to the team (not more than the amount they provided throughout the season).

Your team must agree (with a 75% majority) on how team financials will be handled. You can choose to open a team bank account, or the assigned team treasurer (and recommended overseer) can keep a detailed register of all monies in and out. We suggest loading your budget to RAMP. The Axemen Lacrosse Club can request an accounting of team expenditures at the end of the season. This will be signed off by the team treasurer and another parent and submitted to the Axemen Lacrosse Club Treasurer – <a href="maintenancements">treasurer@axemenlacrosse.com</a> as well as the parents on the team. A Sample team financial spreadsheet can be found on the Axemen Website under resources – manager resources.

#### Communication

Communication is essential to the smooth operation of your team. At the parent information meeting:

- Explain the goals you have for the team.
- Explain the rules that you have established and what actions will be taken if the rules are broken.
- Explain how ongoing communication will be conducted (e-mail, telephone, or TeamSnap).
- Describe the team emergency plan and hand out Participant Medical History
   Forms (found under resources on the Axemen website).
- Explain what volunteer positions need to be filled and why.
- Discuss financials how many tournaments would the team like to participate in? Cash call vs fundraising.

Getting these issues out of the way should avoid any confusion during the season. Have all parents fill out a contact information sheet, complete with names of parents, home address(es), home phone number(s), cell phone number(s) and e-mail address(es), as the information contained in the registration form may not include all necessary contact details.

#### **TEAM ROLES AND RESPONSIBILITIES**

#### Volunteering

Volunteers are the core of every minor sporting association. The Axemen rely on our dedicated and hard-working volunteers to be successful. All Axemen families are required to fulfill a volunteer bond of 200 points per child, to a maximum of 400 points per family. You can choose to pay a fee, per child, for your volunteer bond in lieu of volunteer work. While this may be the preferred choice for some families, we encourage everyone to, instead, get involved and do their part to make the Axemen the finest minor sporting association in our city. Please see the manager resource page for a full description of volunteer roles and points.

At the end of the season, the team manager must submit a list of families that DID NOT fulfill their volunteer bonds to the volunteer coordinator, Angela Young (volunteer@axemenlacrosse.com) and please advise those families that their volunteer bond fee (\$400 per child) will be applied to their credit card at the end of the season – by the first week of July 2025.

The Axemen Club requires families to satisfy a 200-point/per player volunteer bond by fulfilling one of the club or team volunteer positions below during the Spring Box Season. Those not wanting to fill any of the listed positions will be charged a \$400 fee during the registration process. \*Please note: A bond is no longer required at the U7 level, and the point value fulfillment required for U9 players is 200 points. (Or \$200)

10 hours of volunteering equals 200 points. All volunteered hours can be added together over the season and spread over various volunteer opportunities.

More than one player – Family Bond maximum is 400 points.

#### **Team Volunteer Positions:**

- **Team Managers\*** (Min 200 will clear the family total of 400 points)
- Trainer on the bench\* (Min 200 will clear the family total of 400 points)
- Treasurer (200 points)
- Jersey Parent (200 points)
- Scorekeeper/Time Min 8 Games (200 points)
- Shot Clock Min 8 Games (200 points)
- Social Coordinator (200 points)
- Tournament Liaison (200 points)
- Volunteer Coordinator (200 points)
- Miscellaneous/On-Demand roles (Calculated on an hourly basis)

Any questions about the Volunteer Bond please contact: Angela Young at <a href="mailto:volunteer@axemenlacrosse.com">volunteer@axemenlacrosse.com</a>

<sup>\*</sup>These positions (as well as points) can be shared between two volunteers

#### **Bench Personnel**

Bench personnel include the coaches, door persons and trainers.

The *Head Coach* (and *Assistant Coach* if assigned) runs all practices and manages the bench during games. All coaches must have the necessary certification for the age and level of the team assigned.

Door persons are those people who assist the Head Coach by controlling the bench doors and counting the players on and off the floor. If you have one coach, you will need two door persons. If you have more than one coach, you will need as many door persons as required to make sure that there is always someone at each door.

**Note**: the maximum number of bench personnel permitted on the player's bench is four (4), excluding the trainer. As these people need to be registered and **trained** with ALA for insurance purposes, you should try to make sure you have the same bench volunteers for each game.

#### **Team Manager**

The person in this position is responsible for coordinating team functions and acting as the liaison between the coach(es) and players' parents. This allows the coach(es) to devote their volunteer time to the functions of coaching.

Duties which may be allocated to the Team Manager include, but are not limited to:

- Distributing information; provide a team roster and schedule.
- Organizing team volunteers.
- Fundraising and tracking expenditures.
- Scheduling for timekeepers, scorekeepers and shot clock.
- Submitting Significant Incident Reports and tracking discipline. \*Please see Axemen website
- Enter score sheets into the online reporting system. Refer to the manager resource page on the Axemen website for the link.

#### First Aid Trainer (Trainer on the Bench)

Each team must have a certified Trainer on the bench, not part of the coaching staff, who meets the certification requirements outlined in the Alberta Lacrosse Association (ALA) Trainer Regulation: "Trainers must have the appropriate certification. Appropriate certification is defined as one of the following:

- Canadian Red Cross Standard First Aid & First Responder;
- Canadian Red Cross Sport First Responder and Sport Aid Course;
- Hockey Canada Safety Program (HCSP);
- An appropriate designation (examples: MD; RN; Physiotherapist; Police Officer; Firefighter; Chiropractor; Registered Massage Therapist).

<sup>\*</sup>Please note that CPR (as a stand-alone certification) does not qualify as an equivalency."

It is mandatory for U11 to U17 teams to have a trainer on your bench for all games in 2025. These are people who will not act as a coach but are specifically there for player safety.

Responsibilities of the trainer include, but are not limited to:

- Being familiar with players' past medical history.
- Assuring the First-Aid kit is complete and available at the game site. Follow First Aid Protocols as trained.

#### **Financial Assistance for Trainer Certification**

For teams that do not have a Trainer meeting the above certification requirements, Axemen Lacrosse reimbursement will be provided under the following conditions:

- The team may seek reimbursement for up to two (2) individuals per team to obtain the necessary certification.
- Reimbursement will be granted upon submission of both:
  - A valid receipt for the training course.
  - Proof of successful course completion (including passing any required examinations).

#### **Game Procedures**

It is the Manager's Responsibility to ensure that ALL families on the team carry out box duties. The team can decide if they prefer to have a rotating timekeepers/scorekeepers schedule or designated parent(s) for the season. Keep in mind that a minimum of 8 shifts is needed to fill a volunteer bond. When scheduling, do not schedule the team manager, trainers, or team coaches.

#### Box responsibilities for CDLA-assigned games:

- Home Team: Game sheet, Shot Clock, Home Penalty Box
- Visiting Team: Time Clock, Visitor Penalty Box

#### **Home Games**

The following are the team's responsibilities for all home games:

- Supply and fill out the game sheet (make sure you complete your team's portion first and then hand it to the visiting team no later than 15 minutes prior to game start)
- Supply the game balls (minimum of 3)
- Arrange for 3 volunteers to cover:
  - 1. Score clock
  - 2. 30-second shot clock (U11 and older)
  - 3. Home team's penalty box

#### **Away Games**

The following are the team's responsibilities for all away games:

- Complete the game sheet
- Time Clock
- Away team's penalty box

Following the game, the winning team keeps both the white and yellow copies of the game sheet.

The losing team gets the pink copy. **The home team** is then responsible for updating the CDLA website with the game statistics and emailing the final score and reporting any incidents or suspensions to the CDLA within 24 hours. In the event of a tie, the home team keeps the white and yellow copies and is responsible for reporting the game results. Each manager will be given a Username and Password to login into RAMP for game sheet reporting.

**The visiting/away team** verifies the accuracy of the game sheet once it has been inputted into the website by the HOME team. This will include reporting any errors in the note section of the game to advise the HOME team.

#### **Game Results Reporting Procedures**

All game results must be entered into RAMP within 24 hours of completion of that game. Make sure to hold on to your game sheets until the end of the season. For more information, take a look at the Game Reporting Procedures under the Managers Resources Page on the CDLA website: <a href="http://calgarylacrosse.com/content/managers-resources-page">http://calgarylacrosse.com/content/managers-resources-page</a>.

#### For U7 and U9

- record the game date, time, and location on the game sheet
- enter the game roster (players and coaches) on the game sheet
- DO NOT record goals, assists and penalties
- The home team submits the game sheet by logging into RAMP and uploading it; no need to enter any other stats keep a copy of the paper game sheet

#### For U11, U13, U15 and U17

All teams must enter the required information into the RAMP system. This includes:

- record the game date, time, and location on the game sheet
- enter the game roster (players and coaches) on the game sheet
- record goals
- record penalties
- upload game sheet (the home team uploads, the visiting team verifies)

Each Head Coach and Team Manager will receive an email with login information and links. If you don't receive this email, please contact our Executive Director, Robin Latajka at <a href="mailto:executivedirector@axemenlacrosse.com">executivedirector@axemenlacrosse.com</a>.

#### RAMP Online Game APP

**CDLA Transition to Online Game Sheets -**

CDLA is beginning the move to online game sheets. For the 2025 season, **both paper and online copies** are required.

[CDLA Instructions CLICK HERE]

[RAMP GAME SHEET CLICK HERE]

[VIDEO RAMP GAME SHEETS CLICK HERE]

#### **Equipment**

#### **Equipment provided by Axemen:**

- **First Aid Kit:** It is the Coach's responsibility to check the First Aid kit for completeness upon assignment by the Equipment Manager. Axemen will replace items which your team uses during the season these should be identified by the team for replacement.
- Balls for Games and Practices: Axemen will supply sufficient balls for use during the season. Should your team require additional balls, they should be purchased with team funds.
- **Team Jerseys:** Jerseys are very expensive and should be well cared for. Please impress upon the jersey parents the importance of washing (inside out) and drying (hang dry) the jerseys and making repairs as necessary (mend tears, stain removal, affixing "Stop Signs", etc.). **Team jerseys are not to be worn to practice under any circumstances.** Please return jerseys cleaned and repaired and in numerical order. If a jersey is missing, stained or damaged, please let us know.
- **Team Shorts:** Although not provided by the club, players are required to purchase Axemen shorts as part of their uniform and are expected to wear them during all season games. It is imperative that the player wear the team shorts for all games and other Axemen events to present a professional image of Axemen Lacrosse and the team.
- **Goalie Equipment:** Typically consists of leg guards, body armour, pants, throat guard and stick (in some cases: gloves). Please air the equipment out after every game and either repair or report minor repairs which may be required to the Equipment Manager before they become major problems. The Club will clean the equipment at the end of the season.

Axemen Equipment Coordinator: Claudia Douglas, equipment@axemenlacrosse.com

#### **Equipment provided by the Team:**

- It is recommended that the team obtain a small cooler for ice packs (could be borrowed from a parent or purchased out of team funds).
- Each player should bring his or her own water bottle to practices and games. Please remind the players and their parents of the importance of drinking water, the dangers of dehydration and the importance of washing the water bottles regularly.
- The team should have a small toolkit containing the necessary screws, nuts, screwdrivers, tape, leather strips, cords, etc. to perform minor equipment repairs.

#### **Box/Arena Times**

#### **Outdoor Practice Times**

Practice times for the outdoor boxes will be determined at the Coaches meeting.

It is your responsibility to cancel any outdoor practice times which you will not be using.

#### **Game Times**

All games and indoor practice times are scheduled and posted by the CDLA. The Axemen Lacrosse

<sup>\*</sup>Failure to return the equipment in a timely manner will result in deposit cheques being cashed.

club submits the tournaments each team is offered to participate in to the CDLA and, the CDLA tried to do their best to not schedule league games on the same days. If you book a tournament on your own, it is the team's responsibility to notify the CDLA of any games you will be missing.

#### **Exhibition Games**

If you would like to arrange an exhibition game for your team, we suggest you start by contacting the facility you wish to use for your exhibition game as they will be able to advise you of any available floor time. Your team will cover the cost of the floor time AND cover all fees for the officials for exhibition games. You can schedule Officials by emailing them at exhibition@calgarylacrosse.com

#### **Player Movement and Affiliation**

#### **New Players**

Only registered players may participate in Axemen team games and practices. Athletes not yet registered are not allowed on the floor until officially registered by the Axemen Registrar. Coaches and other team officials cannot accept registrations.

#### **Affiliating Players**

The coach of a player must be contacted for permission prior to contacting the player to play for another team. With the permission of their coach or manager, players are allowed to **play up** in their division as per affiliation policy. You will find the <u>Player Affiliation Form</u> under 'forms' on the Axemen website.

**Note:** Players may not be affiliated if a conflict with their normal team exists. All players' first obligation is to their regular club team.

**Note2:** Suspended players cannot be affiliated. If suspended, as an affiliate player, the suspension must be served with the player's original ALA Registered Team.

#### Affiliations for regular season/league games

Teams may affiliate to a maximum of 18 players and 2 goalies. Any affiliate goaltenders must be dressed as goaltenders, on the bench, and will only be eligible to participate as a goaltender during regular season games, playoffs, and Provincials. Teams may carry a maximum of two (2) goalies. All affiliates must be drawn from the same club and in a lower division or lower-tiered team in the applicable division competing. U9 teams are permitted to affiliate first-year-aged U9 players.

When a team uses an affiliated player, they must indicate this by adding the designation "AP" next to the player's name on the game sheet. Before each game the affiliated player participates in, the team must obtain prior approval from the head coach of that player's registered team (as listed with the CDLA).

U11 & U9 teams will affiliate 1st year players from within their own club and within their respective division.

U11 Players are a max of 4 per player

U13 and older is unlimited affiliations

#### **Affiliations for tournaments**

Teams may affiliate to a maximum of 18 players/runners and 2 goalies. \*Any affiliate goaltenders must be dressed as goaltenders, on the bench, and will only be eligible to participate as a goaltender. Teams may carry a maximum of two (2) goalies. All affiliates must be drawn from the same club and in a lower division or lower-tiered team in the applicable division competing. U9 teams are permitted to affiliate first-year-aged U9 players.

**Note:** For tournaments outside of Alberta, the team is responsible for asking what the affiliation rules are for that province and will need to make sure the travel permit matches their travelling

roster.

#### **Affiliations for the Canada Day Tournament**

Affiliations for this tournament have slightly different rules. Make sure to refer to the Canada Day Tournament page on the Calgary Lacrosse website.

- **C teams** may affiliate with One (1) other C team up to a maximum of 18 runners and 2 goalies.
- **B teams** may affiliate with One (1) other B team up to a maximum of 18 runners and 2 goalies.
- A team may affiliate with One (1) other A team up to a maximum of 18 runners and 2 goalies.
- **Parity teams** are encouraged to enter the rep teams in the A category of various divisions, in which case, you can affiliate players from another A or B or C team.
- Affiliate teams must be a members of their provincial governing body, i.e. any Alberta team
  may affiliate with another Alberta team
  - Subject to both teams getting approval from their respective club presidents.
- Under no circumstances can a player be used on two separate teams during the tournament. It is the participating team's responsibility to ensure his/her roster can compete over the 3-day tournament.
- For the 2025 Canada Day tournament, the last day for roster changes and submission is June 15, 2025.

#### **Affiliations for Provincials**

Affiliations for Provincials are per ALA affiliation regulations and must be received by the ALA office 96 hours prior to the first game. There are no exceptions to the affiliation regulation. As such, teams may affiliate to a maximum of 18 players/runners and 2 goalies. Any affiliate goaltenders must be dressed as goaltenders, on the bench, and will only be eligible to participate as a goaltender during Provincials. Teams may carry a maximum of two (2) goalies. All affiliates must be drawn from the same club and in a lower division or lower-tiered team in the applicable division competing.

Affiliations are per ALA affiliation regulations and must be received by the ALA office 96 hours prior to the first game. There are no exceptions to the affiliation regulation.

Teams leaving players at home for affiliated players will forfeit all Provincial games, and the Head Coach will be referred to discipline. REGULATION 6B— MAJOR BOX PROVINCIAL Provincials

#### **Provincials**

Top teams from each local governing body (in our case, CDLA and WRLL (for U17-A only) will compete for the title of provincial champion. As such, should an Axemen team within the divisions listed below be the top team/city champion, they will be moving on to Provincials hosted in Calgary from July 11-13, 2025.

Axemen U17-B	Should this team be the league champion from CDLA in regular season
Axemen U15-A	Should this team be the league champion from CDLA in regular season
Axemen U15-B	Should this team be the league champion from CDLA in regular season
Axemen U13-A	Should this team be the league champion from CDLA in regular season
Axemen U13-B	Should this team be the league champion from CDLA in regular season

**Note:** U11 division and under do not participate in Provincials.

#### **Additional Information**

#### **Team Photos**

For our season 2025, Team photos will take place on April 15 & 16 at Indus Recreation Centre. There will be an online system for teams to sign up for a 15-minute time slot. Managers will be contacted with details soon.

#### Social Media

Axemen's social media channels are coordinated at the club level, with one volunteer posting to Facebook, Instagram, and Twitter.

Teams are encouraged to send game results, scores, interesting news, photos, videos, and any updates about your team (fundraisers, big wins, tournaments, charity events, etc.) to the club social media coordinator at <a href="mailto:executivedirector@axemenlacrosse.com">executivedirector@axemenlacrosse.com</a>, who will then post approved and relevant news to the club's social media channels.

#### **IMPORTANT**:

- Before you send anything or post anything about your team, please ensure every player signs
  the <u>Photo and Video Consent Form</u> found on the Axemen website under the managers'
  resource page. **DO NOT** share any pictures or videos of players whose parents/guardians have
  not signed the form.
- We encourage all Team Managers and Team Social Media Coordinators to familiarize themselves with the Axemen Social Media Guidelines prior to exploring and engaging in social media activities and communities related to the Axemen Lacrosse Club. You will find these guidelines on the Axemen website, under Manager Resources.

Stay connected!

Updated April 2025 by the VP of Operations