



Feb. 2025

Commish's Playbook



The Playbook

The Stonewall Atlanta Board of Directors has been discussing methods on how to give players a “behind the scenes” look into our operations. So, here it is (thank you Volleyball Director Gabriel for a great name idea!) While we know some are just here to play sports, we’ve learned that members come back time and again for community and want to know how we do things. This monthly “Playbook,” drafted by me and run by the board for notes, will be an addition to our normal communications. I still highly recommend following along our Instagram, GroupMe, and BiWeekly Tailgate. Much like our LGBTQ+ history, this league’s stunning rapid growth is due to strong volunteerism, mutual aid and grassroots development. Much of the work we implement as a board is based on feedback members have entrusted to us upon our election. We value all ideas and input, trying our best to strategically implement. Thanks for shaping this space with us!

--Matthew Flocco (he/him), Commissioner

Winter Snapshots!



The Climate



We know the last few weeks, months, and for many, years and lifetimes, have been difficult for our community. Our hearts go out to all of you who have expressed this, and we thank you for continuing to thrive as yourselves and in the league. We want members to know Stonewall is a safe and brave space where all belong.

As you may have read, the National Park Service erased references to the Transgender and Queer communities on the Stonewall National Monument website. Especially given the league's namesake, we strongly echo the sentiments and statement released on Stonewall Sports National's [Instagram](#). They had already been planning a call this week to discuss topical items like this, and we will share that info with the league next month.

As LGBTQIA2S+ people, many of our rights are owed to those who go underrepresented, especially Transgender, Black, Brown, and Lesbian voices. Please know myself, Brandon (Membership & Brand Director), our incoming DEI Director, and the Board are committed to elevating these voices and continuing to cultivate Stonewall for the enjoyment of each and every member.

Affinity Groups



These are private groupchats through which members connect with others belonging to various communities within the league. Designed in a grassroots fashion, they are safe spaces for sharing resources, arranging meetups, and celebrating identity.

These are also spaces in which we'll collaborate on celebratory months and dates, so please be on the lookout when we have our new DEI Director. We may create more groups, and [encourage you to join!](#)

Stonewall Social

This is our [league-wide group chat](#). Topics are divided into channels that can be toggled/muted. In addition to information about each sport, it's also a place for members to share events, community resources, and arrange practices. We kindly ask members to only post in channels and not the Main Chat, as there are 500+ people in the group.

Code of conduct rules apply, only registered players may join, and chat hours are from 9am to 9pm

Coach's Corner

A major goal of ours in 2024 was to get our sport offerings aligned and consistent. While we are still fine-tuning this, here are some plays we're making or have implemented:

- Registrations open/close same day, staggered by time for multi sign ups
- All seasons start and end approx same week, ~8 wks long
- Free agent drive that includes all sports
- Ability for players to participate in every sport every season if desired
- League "Transition" parties (ex: Close winter sports/open spring sports)
 - All sports welcome, as well as non-Stonewallers
 - Awards delivered for all sports
 - T-shirt pickup/decorating station
 - Sponsor representation invited
- Consistent onboarding process (new member welcome packet, captain chats)



Comms & Feedback

We communicate in multiple ways to accommodate the needs of all. Our best tool is word of mouth, so tell your teammates about the latest social or league update!

We're also increasing communication methods back to the board. We've recently changed our Marketing Director role to Membership & Brand Director in order to increase this symbiotic relationship, will host another Town Hall, and are shortly sending a league-wide survey.

Our emails are all available, and we have also added a feedback form to our website.

Leadership

There are many ways to get involved in Stonewall based on your time commitment.

Board: Sponsorship and Event Director positions currently open! More roles available in the fall.

Committees: Please email atlanta@stonewallsports.org, especially if interested in joining Communications, DEI, or Events committees

Helpers: Looking to help occasionally, or on certain projects? Email atlanta.commissioner@stonewallsports.org

2025: A First Sketch

In January the board enlisted a dedicated league member who works as a consultant, Patrick Edlin, to guide us through development and goal-setting for the year. We thank him so much for volunteering his work and time pro bono! We set out some S.M.A.R.T. Goals (Specific, Measurable, Achievable, Relevant, and Time-bound) for the year by dissecting our mission statement.

“To provide an **inclusive**, **low-cost**, **high FUN** sports league that is managed as a non-profit with a **philanthropic** heart”

From there, we implemented these goals across three pillars. We knew the “Sports League” pillar was already in motion by our 2024 work, and that our “low cost” would be informed by actionable items through the other three pillars. At our upcoming board retreat, we will run a RACI (Responsible, Accountable, Consulted, and Informed), a tool used by organizations to create clear duties, and then action items, based on those goals.

Inclusion



The S.M.A.R.T. Goals:

Create a culture of accessibility and belonging through education and celebration, measured by 3% y.o.y. increase in retention of populations of defined underrepresented groups

high FUN



Create consistent social experiences across our portfolio of sports and create monthly social spaces outside our traditional sports framework

Philanthropy



Use board and member time, talent, and treasurer to increase accessibility and belonging in SSI Atlanta 3% y.o.y. for the next three years

That's all for now, but you'll hear more in March! Commish over n' out!