



Coaching Handbook

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Introduction

Welcome to the South Valley Flag Football League's NFL FLAG Program! We are pleased and excited to offer you a comprehensive, educational, fun and competitive flag football program. Together with the NFL, we hope to provide each child with quality program that delivers an enjoyable flag football experience each season. As a coach you are critical to success of that goal! Here is some information designed to prepare you to participate in our league.

Why Coaching is Easy

We are looking for parents to coach who enjoy the game of football. That interest, with a desire to help kids and the tools we provide is all it takes to be a successful coach in a South Valley Flag Football League.

Our program is recreational, not competitive. As such, our expectations are that coaches will focus on helping kids have fun and learn the game of football. Keep your expectations targeted on being a good teacher and role model rather than winning. For these reasons coaching in SVFFL is a simpler, less stressful task than in other leagues. Your measure of success will be how the kids develop throughout the season and enjoy themselves, not your win/loss record.

Another reason is that SVFFL coaching is easier than in other leagues is that South Valley Flag Football requires only a one a day a week commitment. Practices and games are ALL on Sunday. With good preparation, a coach can get their kids warmed up, introduce or reinforce a skill and prepare for the game. Remember, as a recreational league, your games should be the time when you are working your kids through the skills you introduced that day, not chasing a "W".

Getting started is easy too! To apply for a coaching position, go to www.svflagfootball.net, click on Leagues, then Coaching to go to the Coaching web page. There you can apply to coach, get a starter playbook, review coaching guidelines and get tools to help plan your season.

Coaching in South Valley Flag Football Leagues

Preparing to coach

Once you have decided to coach, you need to apply for a coaching position. SVFFL will review your application, run a background check then respond to you with an approval and team assignment. SVFFL is a recreational program and differs from competitive programs. Potential coaches need to understand what is expected of them. Be sure to read the terms of the coaching contract including those regarding conduct and positive coaching guidelines. Set your expectations for the upcoming season. Utilize the Coaching Guidelines to develop your objectives. Coaches with new teams should have a plan to get to know the players and their families. Returning coaches can build on past relationships to get everyone involved.

Meeting the team

When you receive your roster contact information, send a welcome letter to all players. In it outline your goals for the season, what you hope to teach the players and how you will run the team. Solicit volunteers for coaching support, sideline help, snacks and drinks each week. Set a fun tone by sharing some of your fun experiences with the game, what you enjoy to do even how you got involved. Once on the field, establish common interests with your players and get to know their families. Put a face with every name. Find out what they like to do, who their favorite team is and what they hope to learn this season.



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Preparing for the season

The first step for any coach is to assess their players, even those with a returning squad. There are two weeks of practice before the season begins. Following the Season Preparation Guidelines in a manner consistent with the skill level of your team will allow you to bring the team along so they are ready for the season. Establish a practice regimen that will build skills and prepare the team for games. Set objectives for each practice. Build a routine that takes players from warm ups through drills, skills training and finishes with game preparation. The first week should be focused on assessment, skills training and team building. The second week is where you start running plays, setting up rotation and preparing for games. Running a short scrimmage during the second practice will help to identify what needs to be worked on for game day.

Preparing for games

Your practice takes on a different timbre when preparing for a game. Have a game plan ready. Arrive early and set up a practice area. Keep kids moving, start practice on time and set a steady pace. After warm ups, run drills to hone skills such as passing, hiking, handoffs, flag pulling, running routes and formations. Practice plays for game. Get kids used to the 30 second huddle. Review common penalties and how to avoid them.

Running a game

Preparation is the key to good day on the field.. With a good game plan, solid practice and good attitude, every game can be a success. Players and parents will be looking to you for leadership and direction. Be positive with players, congratulate EVERYONE (Both teams) on good plays and work with the officials to keep games on an even keel. Manage game time, be aware of situations, know the rules and manage your sideline. Get in and out of each huddle quickly. Most importantly, make sure playing time expectations are met. Make sure you have a coach focused on PLAYING TIME and rotation. Finish on a positive note by recognizing each player at the end of the day.

Having Fun

Fun takes place when everyone including the coach has a good day. Often it doesn't require a "Win" to have a good day. Player and parents will have fun if they feel their time was well spent. That usually revolves around playing time for the kids, but also includes if the players are learning, a positive environment and your rapport with the families. Teams will follow your lead. Lead by example. Follow the Game Management Guide to simplify your task. During the day of the game:

- Communicate your plans to the players and parents
- Behave in positive and enjoyable manner
- Work with the officials
- Demonstrate good sportsmanship
- Finish each game with a team cheer
- Have parents bring snacks and drinks weekly on a rotational basis



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Tools

You can find all the coaching tools you will need on our web site, www.svflagfootabll.net.

- Current Rule Book
- Basic Playbook
- Coaching Guidelines
- Season Preparation Guide
- Season Management Guide
- Game Management Guide
- Player Training and Drills Guide
- Coach Code of Conduct
- Parent Code of Conduct
- Player Code of Conduct

Equipment

Here is a short list of what you will need to help you coach your team. The flags come from your players. Hold onto the flags for your players during the season then give them to keep when the season is over. This will prevent lost or forgotten flags come game time. Even you don't carry the entire list of items, we suggest that at a minimum you have a whistle and binder:

- Whistle
- Binder with:
 - Rule book
 - Season Schedule
 - Roster with contact information
 - Playbook
 - Coaching Guidelines
 - Season Management Guide
 - Game Management Guide
 - Player Training and Drills
- Equipment bag for flags, footballs, cone, etc.
- Flags, Football, Cones
- Stopwatch
- White board and dry erase marker to draw up plays during the game



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Training the team

Every team has different skill levels and within the team each player has their own expertise and needs. After assessing each player, you can integrate the necessary drills into the practice schedule to increase each player's individual capabilities. We have designed a chart that outlines skills that should be attained at each level with brief description of what each level means. Utilize our Player Training and Drills Guide to develop drills that will increase player capabilities.

Skill Level Chart

Skill	Introductory	Fundamental	Intermediate	Advanced
Hiking (QB and Center)	Purpose of QB to Center exchange	Stance, grip, direct snaps, release, cadence	Check formation Shotgun snaps	Quick snaps, long counts
Handoffs – QB	Purpose, role, intent	Grip, positioning, delivery	Fakes, reverse, handoffs on the run	Double reverse
Handoffs - RB	Purpose, role, intent	Receiving, putting the ball away	Fakes, reverse, handoffs on the run	Double reverse
Passing	When, where, why	Stance, grip, release	Leading the receiver	Looking off the defender, options
Catching the pass	Why, where, when	Eyes on the ball, hands and feet, putting the ball away	Going to the ball, fighting for position and possession	Tip drill
Running Routes	Purpose, role, intent	Formation, stance, terminology, avoiding coverage	Passing tree,	Audibles, check downs, broken plays
Running w/ball	Holding the ball, running to the line	Run to the outside, don't stop, avoid the defender	Staying on your feet, avoiding collisions	Spinning, reversing course
Running plays	Knowing the play, understanding options	Cadence, formation, receiving the hike	Avoiding the rush, finding the receiver,	Reading the defense, calling plays, check downs
Pulling flags	Purpose, stance, grip	Pursuit, positioning, sportsmanship	Timing, push to the middle, play to the whistle	Angles
Rushing the QB	Purpose, role, intent	Positioning, moving on the snap	Approach, timing, pursuit, safety	QB or the ball, dropping into coverage
Defending the pass	Purpose, role and intent	Positioning, deflecting a pass, playing the ball	Zone, Man-to-Man, short yardage	Using the sidelines, handoffs, reverses, going to the ball