

Dear [INSERT ADMINISTRATOR/COACH NAME],

My name is [INSERT NAME], and I am a student at [INSERT NAME OF SCHOOL]. I am reaching out today to urge you to consider adding girls flag football as a sport.

Girls flag football is growing at an exponential rate nationwide. In fact, it is the fastest growing sport in the United States at the youth and high school levels, with 550,000 girls 6-17 years of age playing in 2024. Here in Minnesota, 51 high schools participated in a first of its kind league in the upper midwest this spring. With flag football set to debut at the Olympics in Los Angeles in 2028, the Minnesota Vikings and the National Football League are motivated to remove accessibility barriers for girls to play. The Vikings believe deeply in driving inclusivity within our community and increasing opportunities for girls at all levels because we know the benefits of sports, both tangible physical benefits and intangible benefits, such as learning life skills and increasing self-confidence.

According to the Women's Sports Foundation, girls are dropping out of sports at twice the rate of boys by the age of 14. Much of that is due to having fewer opportunities, excessive costs, transportation challenges, decreased quality of experience, and no prior experience in sports. National data has indicated that 55% of girls who play flag football in high school were not previously involved in another sport. Flag football allows girls to benefit from being involved in a team sport who otherwise would not have been. The sport is also growing at the collegiate level – it was recently titled an *emerging sport* by the NCAA, setting it up to be sanctioned prior to the 2028 Olympics.

The Vikings support schools interested in starting a team through financial assistance, promotional support, coaching resources, opportunities for experiential benefits, and more. If [INSERT SCHOOL NAME] is interested in learning more, please send an email to Joe Rush, Director of Youth and High School Football (rushj@vikings.nfl.net), and Emily Weinberg, Youth and High School Football Coordinator (weinberge@vikings.nfl.net), for further information. For the latest updates on the sport locally, recaps from the past season, and to apply for grants for the 2026 season, please go to vikings.com/girlsflag. Thank you for your consideration!

Best,

[INSERT NAME HERE]