



Youth State Series How-To Guide

Setting up a local youth race series in your area is easy. USA Triathlon is also here to help connect local race directors, clubs and coaches in your area to make this series a success.

Creating the Race Series

1. Research local sanctioned youth events in your area. You can use the [USA Triathlon event calendar](#) to find races in close proximity to one another (up to 300 miles).
 - ALL Races in the area should be reached out to, to be part of the series.
 - Each Series should include at least 5 races.
2. Research local youth clubs in your area. You can use the [USA Triathlon Club Finder](#) tool to find clubs within the state(s) that will be part of the series.
3. Set up a meeting for all constituents in the area to see who would like to be part of the series. Make sure to talk through dates of everyone's races as well as if all the events that would like to be included meet the requirements
4. Send a list of the races and clubs that are going to be involved in the series to youth@usatriathlon.org.
 - In your list, include all of the races and clubs that you reached out to to be part of the series. For ones that are not going to be part of the series, please state why. If there are races that were not reached out to in your area, USA Triathlon will reach out to see if they would like to be part of the series as well.

**If you need USA Triathlon to help facilitate the meeting in your area, please reach out to emma.obrien@usatriathlon.org.

**Keep in mind that you can include multiple states in your series if that logistically makes the most sense for your community. See example below:

Virginia/North Carolina State Series

Races

Lucky Coin Multisport 2023 - Stratford
Rev3 Williamsburg - Youth Event
Lucky Coin Multisport 2023 - Waynewood
Reston Superhero Youth Triathlon
Lucky Coin Multisport 2023 - Riverside
Lucky Coin Multisport 2023 - MVP
The Arlington Triathlon
Fawn Lake Youth Triathlons
E3 Endurance 7.03 Junior Tri Series- Race 1
E3 Endurance 7.03 Junior Tri Series- Race 2
Kids For Kids Triathlon
Richmond Junior Development Series Race

Clubs

Trident Swim and Triathlon
Grit USA
Arlington Triathlon Club
Endorphin Fitness
Got Your 6 Training
MC Elite
Endurance 2 Perform
Boogie Bears Tri Club
E3 Youth Club
North Carolina Triathlon and Cycling

Marketing the Series

- USA Triathlon will provide all of marketing assets listed in the Youth State Series Information Packet.
- The USA Triathlon Youth State Series Logo should be added to all race registration pages and race websites (logo will be sent to you from USA Triathlon).
- USA Triathlon will provide a race series flyer for each series. These should be sent out via local clubs and coaches to encourage athletes to attend all races in the series. Flyers will be sent once all races and clubs have confirmed.
- It is also encouraged to send the race series flyer to local youth organizations such as YMCAs, swim clubs, boys and girls clubs, etc.

Scoring the Race Series

- After every race in the series, the race director sends results to the coaches that are leading the series scoring.
- All scoring should be kept in a shared Google sheets form. Each age group should have their own sheet, with an additional sheet for team scoring. USA Triathlon will provide an example scoring spreadsheet as a template.
- Scoring should then be sent to USA Triathlon after every race for the leaderboard on the webpage to be updated. Send scoring to youth@usatriathlon.org.
- The spreadsheet should be sent around to all local coaches for them to fill in which athletes are on their team after every race. This is the only way that team scoring can be done.
- It is preferred if race directors have a club or team write in option on race registration so that this does not have to be a manual process for each race.

Awards

- A series award ceremony should be hosted at the last event of the series.
- All certificates should be printed in advance to hand out at the ceremony.
- Winners should be sent to USA Triathlon to highlight on the website.



Increasing Club Membership

- All participating local clubs should be mentioned on the race series webpage and marketing materials.
- Club leaders/coaches are encouraged to be in attendance of every event. It is up to the Race Director if a Club Tent area will be provided or not. Regardless, club leaders should be there to talk to athletes about the race and see if they are interested in joining a local club.
- Post race emails from the race director should include the local clubs in the area. These emails should encourage athletes to join a club if they are not already part of one to continue training for the rest of the series. USA Triathlon will provide template emails for your use.

