

2026 Strategy

2023 Strategic Objectives	Focus areas
Professionalize lacrosse clubs and The NLB	
Make boards strategic again Optimize administrative tasks Chunkify roles to make them manageable	<ul style="list-style-type: none"> • Better automation of officials and membership • Turn mindsets to recruiting year-round for boards/committees • Fully staffed and engaged club boards and committees • Begin recruiting NLB board members – fill topsport, treasurer, marketing roles • Regular newsletters and town halls for constant communication
Form partnerships	
Push lacrosse in the right channels	<ul style="list-style-type: none"> • Focus on municipalities and regional lacrosse opportunities • Partner with KVLO – recruit LO Docenten, Participate in TeamNL Moves • Improve relationship with NOC/NSF
Grow the game	
Highlight lacrosse and its beauty compared to other sports	<ul style="list-style-type: none"> • Build and launch recruiting incentive plan • Create more Field and Sixes events (Reboot Lowlands/TLC? Grow G6) • Essential movements, second sport, No-Ice days
Improve the level of play	
Coach all clubs and levels	<ul style="list-style-type: none"> • Investigate clinics and development practices for improvement • Build a more competitive and balanced competition • Focus on YOUTH

