



# NLB 2025-2040 Strategic Plan

# Our Vision:

Lacrosse is a top 25 Sport in the Netherlands - played nationwide, by all ages, in every discipline.



# A Bold Vision

- A future where lacrosse thrives nationwide, with clubs in nearly every city, and multiple clubs in major market areas.
- 25,000+ active members across all levels and ages and disciplines. Masters, U8, U10, U12, U15, U19, University, and Club programs in Box, Field, and Sixes.
- A game for everyone: social, competitive, recreational, and those with Olympic ambitions.
- Top 3 Europe and Top 10 World Rankings for national teams.
- Qualify for and compete for medals in every Olympic Games.
- A self-sustaining and lasting legacy of connection, excellence, and teamwork.



# Strategic Pillars: Our Blueprint for Growth

- Optimize: Cut busywork, improve operations
- Professionalize: Build credibility, secure funding and grants
- Recruit: Year-round, everyone's a recruiter, invest in our recruiters
- Grow: Invest in youth, create lasting growth, strengthen existing markets, then reach out to secondary markets.  
Position NL as HUB for international lacrosse tournaments.



# Becoming a Strong, Respected Sports Body

- Finalize/Optimize Topsport fully under NLB umbrella
- Use applications and automation to streamline payments & operations
- Modernize website, elevate marketing (content, video, social)
- Optimize communication - fostering an environment where information is immediately accessible and ideas are readily shared
- Strengthen brand to align with NOC\*NSF standards
- Assist clubs in reducing admin overhead



# Building Strategic, Sustainable Club Leadership

- Help boards move from operational to strategic thinking
- Create clear roles & committees
- Recruit alumni & interns for short-term volunteer roles
- Build a culture of volunteering - promote the opportunities for personal growth in addition to club success



# Our Immediate Optimize Goals (2025-2027)

- Full financial audit back to 2023 of all NLB and Topsport
- Establish Klippa/Exact Online - better leveraging Bondcenter and automating all reporting
- Membership and Officiating scripts and automations
- Launch Website with Knowledge Hub for Youth
- Monthly Newsletters and Town Halls
- Bring NLB into compliance with NOC\*NSF MKEs
- Overhaul and optimize NLB and Topsport financials, chart of accounts, and budget/operations/payment flows



# Our Immediate Recruiting Goal (2025-2027)

- Rebuild the NLB Board and Committees
- Double our current membership within two years (return to 2018 levels).
- Spark growth by investing in youth programs, club development, hosting more international tournaments, and visibility in the community.
- Transform clubs to feel BIG and EXCITING.
- Support each other nationally with recruiting events, open practices, and sharing of ideas.
- Improved communication and social presence (website, documentation, marketing, content).
- 2-year “All Out” Club Recruitment Surge. Either we all succeed, or we all struggle.



# 2040 Starts Today

A sport is more than a game, it's a movement.  
Let's build it together.



# Investing in Youth is Non-Negotiable

- NLB funding support to remove cost barriers
- “Plug-and-play” materials for schools & clubs
- Targeted outreach in key cities (e.g., Amsterdam, Utrecht)
- Goal: 20+ kids per club/year in focus regions
- With Youth come Parents => Volunteers & Coaches!



# Priority Initiatives for the Next 2 Years

- Youth Lacrosse Expansion - KVLO, IB Schools, Pop-Lacrosse
  - Get Lacrosse into KVLO Olympic Moves Competition
  - Create IB Schools League and Competition
  - Create framework for simple youth programs run by parents/teachers that can formalize later
  - Subsidize heavily NLB fees and equipment
- Invest heavily in Youth materials, documentation, videos, guides and any other content which reduces the barrier to entry of new clubs/coaches/players
- Build excitement with large tournaments with youth days and volunteering. Autographs and photos of superstars.



# Growth Mindset

The best thing is the right thing,  
the next best thing is the wrong thing,  
the worst thing is nothing.



# What is a Growth Mindset?

- Embrace challenges - through hard work, commitment, and continuous learning, we will overcome obstacles and achieve our goals.
- Thinking differently, act intentionally, and commit to growth as just what we do. We do not lean on past excuses.
- Focus on today, embrace uncertainty, and prioritize for long-term success.
- Shift from reactive, "busy work" operations to strategic, future-focused planning at all levels.



# Growth Mindset Recruiting

- Go beyond university: public throw-arounds, flyers, digital outreach, teen wolf, games, social media, incentives
- No idea is too crazy or dumb
- INVEST - use your budget for recruiting and retention
- Promote lacrosse as a fun, social, but also competitive sport
- Newcomer leagues & equal playing field = welcoming environment
- Clear, year-round recruitment calendar per club
- What works for you is not necessarily what works for everyone - try new ideas!



# WHY?

We plant the seeds of lacrosse now, knowing the greatest games will be played in fields we may never stand on, by players we've yet to meet.

- Drip van der Laxdorp



# Every Member Has a Role in the Vision

- Recruit: Commit to personally bringing *at least* one new member every year.
- Make Club Recruiting Events Fun: Everyone brings *at least* 5 people. Other clubs join in.
- Engage Online: Post, share, and tag @nederlandlacrosse
- Volunteer: Take on small roles in events, marketing, coaching.
- Support Youth: Help contact schools or run intro clinics.
- Lead: Step into roles that make a difference.



# Recruiting Ideas

- Social media moments in public
- Funishments
- Lean in to what people know (Teen Wolf)
- Sports Marketing/Management Business School projects
- Incentives for recruiting (Financial, Prizes)



# Target Markets

We grow intelligently and intentionally.



# Primary Markets

1	Amsterdam**	North Holland	931,298
2	Rotterdam**	South Holland	670,610
3	The Hague**	South Holland	566,221
4	Utrecht**	Utrecht	374,238
5	Eindhoven+	North Holland	246,417
6	Groningen*	Groningen	243,768
7	Tilburg+	North Brabant	229,836
8	Almere+	Flevoland	226,500
9	Breda+	North Brabant	188,078
10	Nijmegen*+	Gelderland	187,049

11	Apeldoorn	Gelderland	168,211
12	Haarlem	North Holland	167,636
13	Arnhem	Gelderland	167,632
14	Haarlemmermeer	North Holland	163,128
15	Amersfoort**	Utrecht	161,852
16	Enschede*	Overijssel	161,738
17	Zaanstad	North Holland	161,389
18	s-Hertogenbosch	North Brabant	160,757
19	Zwolle	Overijssel	133,141
20	Leeuwarden	Friesland	128,810

\* Has existing club \*\* And Youth program



+ Next Target Area

# Multi-Sport Targets

1	Football	1.2M	11	Walking	95K	21	Ice Hockey	35K
2	Tennis	550K	12	Korfball	90K	22	Baseball	20K
3	Golf	420K	13	Cycling	80K	...	...	...
4	Gymnastics	300K	14	Padel	80K	?	Lacrosse	600
5	Field Hockey	255K	15	Watersports	80K			
6	Equestrian	180K	16	Basketball	60K			
7	Swimming	135K	17	Handball	50K			
8	Athletics	105K	18	Rowing	45K			
9	Volleyball	100K	19	Ice Skating	37K			
10	Skiing	100K	20	Badminton	35K			

\* Has existing club \*\* And Youth program



+ Next Target Area