



**Player / Parent Meeting
2026 Season**

September 11, 2025



Discussion Topics

- **Coaches**
- **Recruiting**
- **Social Media**
- **Booster Club Board**
- **Upcoming Season / Important Dates**
- **Volunteers**
- **Player Fees**
- **Fundraising / Sponsorship**
- **Next Steps**



Coaching Staff

Varsity Head Coach	Chris Kiefer
Varsity Defensive Coordinator Recruiting Coordinator	Eryn Brown
Varsity Assistant Coach Offensive Coordinator	Ella Samples
Varsity Assistant Coach Goalie Specialist	Emma Strickland
Jr Varsity Head Coach	Donna Duncan
Assistant Coach	Victoria Higgins



Building on Success

2025 Season

- GHSA Division 3 STATE CHAMPIONS!
- Nine Players named All-State
- Eleven Players named All-Area
- All-State Coach of the Year - Coach Kiefer
- All-American, All-State Draw Specialist and Offensive Player of the Year, and All-Area Midfielder of the Year – Bryn Birkholz
- All-Area Freshman of the Year - Bryce Birkholz

2024 Season

- Georgia 7A State Championship Runner Up
- One Player earned All-American Status – Bryn Birkholz
- Five Players named All-State
- Six Players named All-Area and All-County

2023 Season

- GA 7A State Championship Runner Up
- Three Players - All-American Status
- Six Players - All-State (max allowed)
- Forsyth County's Girls Lacrosse Player of the Year – Emma Anderson
- Forsyth County's Girls Lacrosse Coach of the Year – Chris Kiefer

2022 Season

- GA 7A Sweet Sixteen
- One All-American Status
- Six Players named All-State (max)



Building on Success

Preparing for the 2026 Season

- **OmniLax:** training in Dec/Jan
- **Moore Sports:** training in Dec/Jan
- **2 on 1 training with coaches**
- **Focus on Nutrition**
 - ***Instagram:** nutrition_with_wendi;
rock_performance; fueling_young_athletes
- **Individual skills training:**
OmniLax, LaxLab, Moore Sports, etc.
- **Individual speed and weight training**



Recruiting

- **Recruiting Coordinator:** Eryn Brown
- **Recruiting Process:**
 - *D1/D2 - talk to you September 1st Junior year
 - *D3/NAIA - talk to you summer of sophomore year & sometimes even earlier
- Schools dream (high - probably couldn't get into, medium - schools you think you could get into, low - backup options)
- Gather game film (the good and the bad)
- Schedule camps
- Set up time to talk about digging deeper into schools that best fit you.
- **Contact information:** 770-377-3846



SOCIAL MEDIA



Website www.wfhslacrosse.com



Facebook [wfhsgirlslacrosse](https://www.facebook.com/wfhsgirlslacrosse)



Instagram [@wfhsgirlslacrosse](https://www.instagram.com/wfhsgirlslacrosse)



WFHS Athletics www.westforsythathletics.com

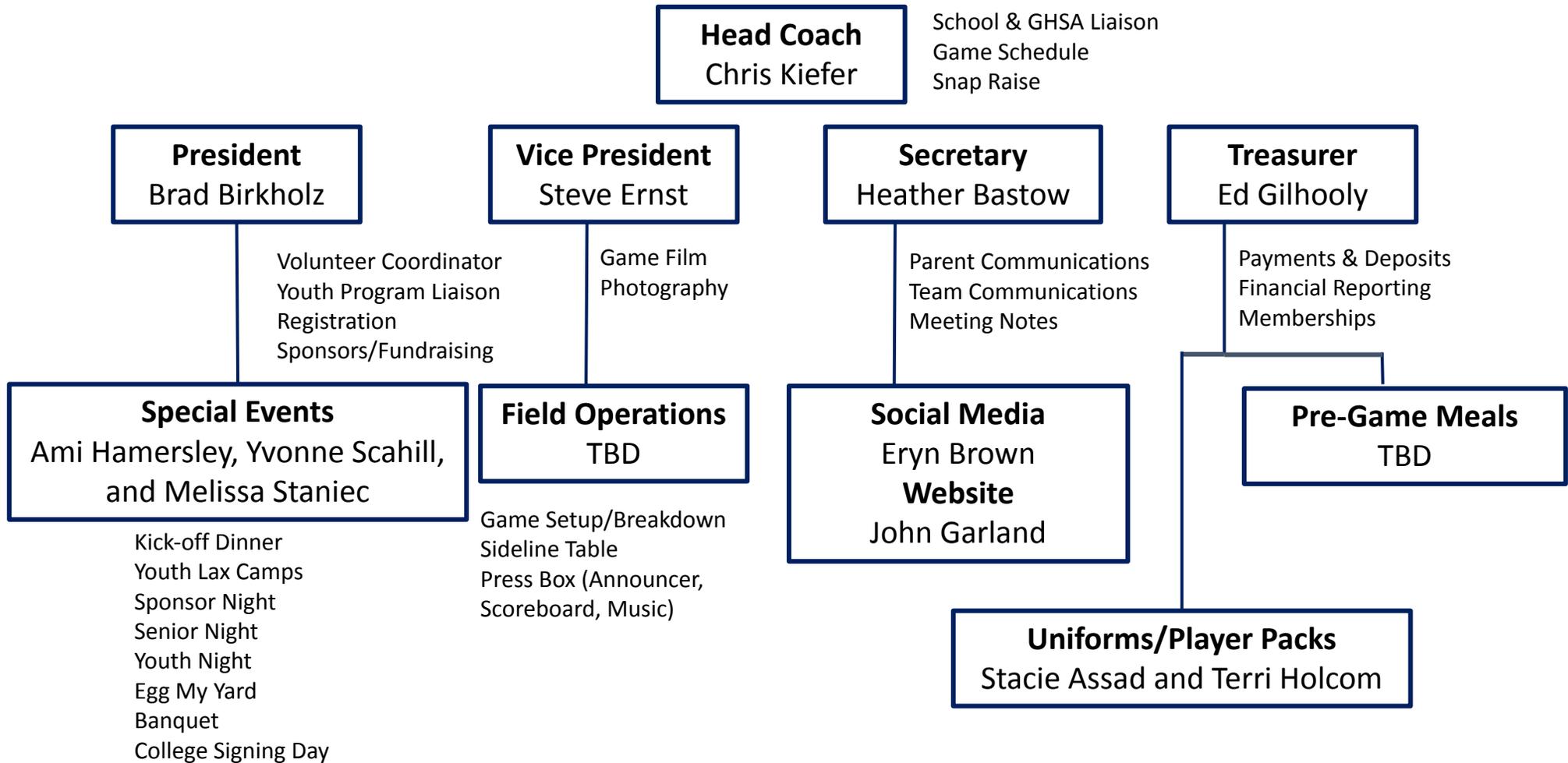


Booster Club Board

President	Brad Birkholz
Vice President	Steve Ernst
Secretary	Heather Bastow
Treasurer	Ed Gilhooly
Head Coach	Chris Kiefer



Booster Club





2026 GHSA AREA ASSIGNMENT

AREA 5 – DIVISION 3



Alpharetta



North Forsyth



Forsyth Central



South Forsyth



Lambert



West Forsyth



2025-26 Important Dates

September 12	Player Registration Opens	
Oct 17-18	Kendra Scott Event	10/17 - 6-8pm and online
Dec/Jan	Pre-season Conditioning	@ OmniLax and Moore Sports
January 19 - 23	Spring Season Tryouts	@ Midway
February 2	Kick Off Dinner and Player Packs	After practice @ West
February 3	Scrimmage	@ West vs North Gwinnett
February 17	First Regular Season Game	@ West vs Alpharetta <small>(regional game)</small>
March 9	Youth and Sponsor Night	@ West vs Blessed Trinity
March 15	Youth Lax Camp	@ West Stadium
March 21	Senior Day	@ West vs South Forsyth
March 25 – 27	Florida Trip	3 games
April 16 - 18	Charlotte, NC Trip	3 games
April 22	Last Regular Season Game	@ West vs North Gwinnett
May 13-15	State Championship Potential Dates	
May 21	End of Season Banquet	6PM @ West Cafeteria



SPECIAL EVENTS

HELPERS

- Youth Lax Camp
- Kick-Off Dinner and Player Packs
(upperclassmen parents)
- Sponsor Night
- Youth Lacrosse Night
- Senior Day
- Egg My Yard
- College Signing Day
- End of Season Banquet

*Helpers needed
for each event!!!!*

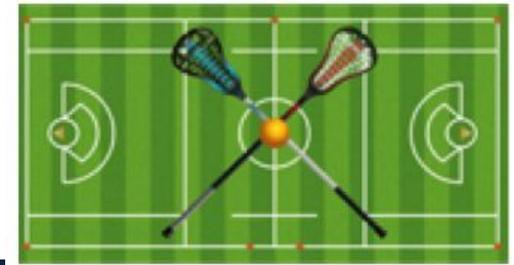
Sign up

NOW





VOLUNTEER FIELD OPERATIONS



TBD

PRE-SEASON FIELD CLEANUP	TEAM SIDELINE SETUP / BREAKDOWN	GAME DAY SETUP / BREAKDOWN	PRESS BOX	GAME FILM UPLOAD TO HUDL
	SIDELINE SCORE KEEPER		SCORE KEEPER & SCORE BOARD	VIDEOGRAPHER
	SIDELINE SPOTTER		TIME KEEPER	
			SPOTTER	
			MUSIC	
			ANNOUNCER	



2026 PLAYER FEES

\$1250
Can be broken into 5 payments

Actual Cost
per player **\$2250**

Player Fees cover the necessities

- Uniforms
- Coaches
- Equipment
- Game Transportation
- Administration/Memberships

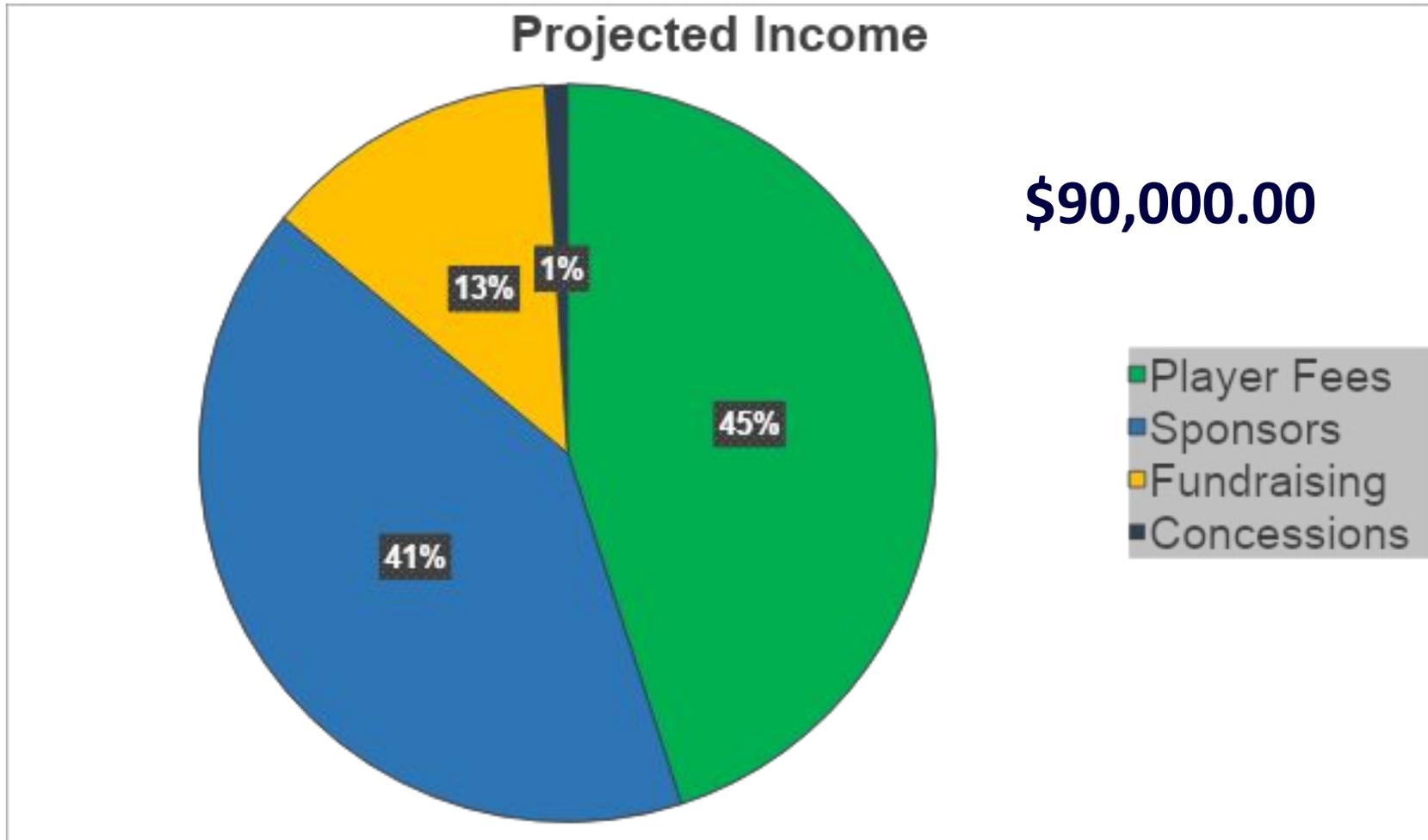
Fundraising pays for the things that make this team special!

- Awesome Player Pack
- Amazing Events
- Pre-Game Meals
- Travel
- COACHES

**Difference of \$1000 per
player is funded by
Sponsors and Fundraising**



2026 INCOME



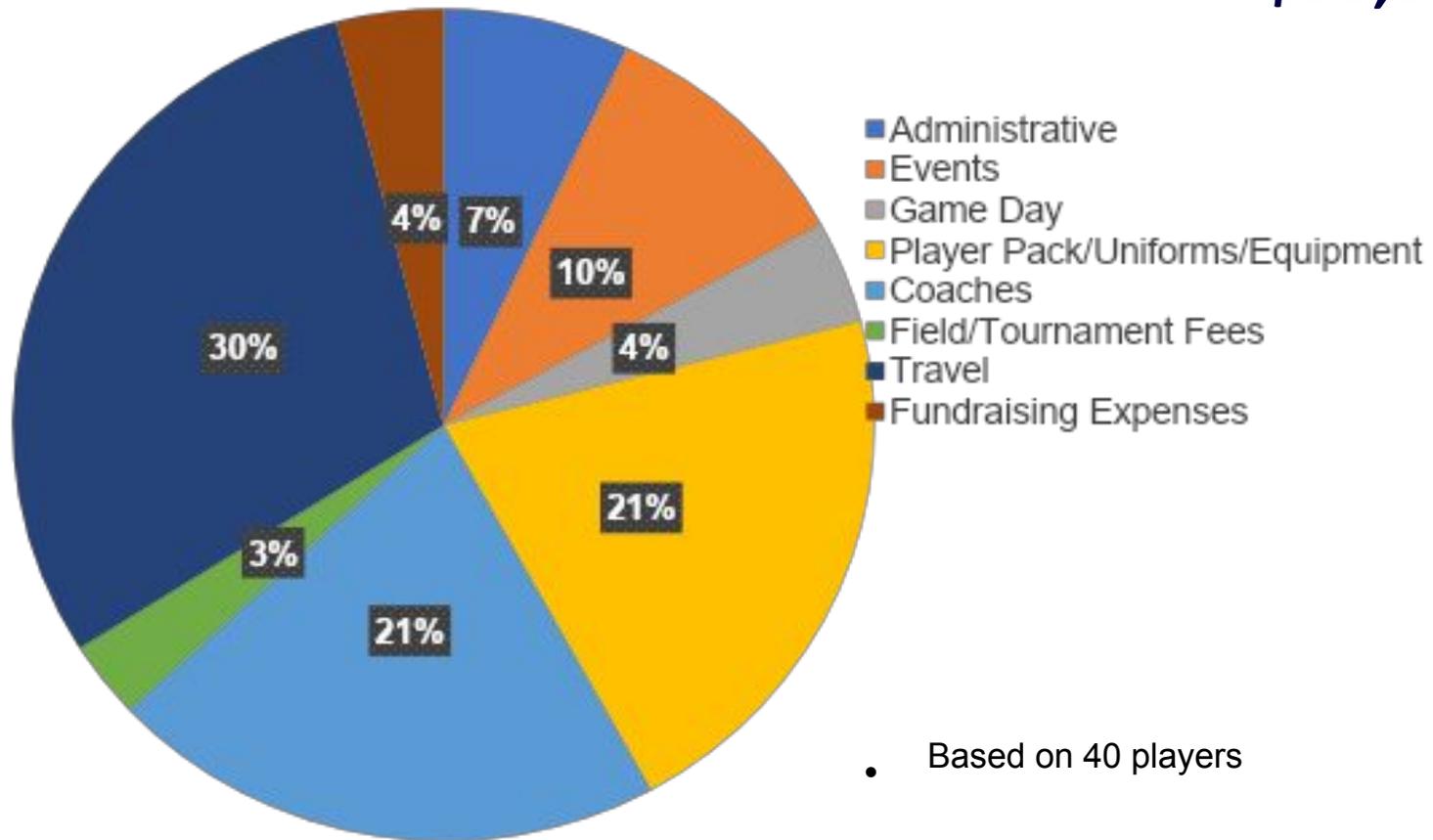
Based on 40 players.



2026 EXPENSES

Expenses Allocation

\$90,000



• Based on 40 players



2026 FUNDRAISING & SPONSORSHIP





2026 FUNDRAISING & SPONSORSHIP



- Generates majority of fundraising income
- 2026 fundraising income goal: \$50,000
- Goal per player: \$1,000 minimum
- Incentive plan: 25% of player sponsorships will be credited to 2027 Spring Player Fees



PLAYER UNIFORM DEPOSIT

- Deposit of \$300.00 is **required** when uniforms are distributed at the Kick Off Dinner.
- **Check will not be deposited**
- Check **returned/destroyed** when *undamaged* uniform is returned
- Ensures uniforms can be used multiple seasons
- Eliminates burden of locating uniforms not returned
- Pays for damaged or lost uniform





NEW PLAYER REQUIRED PURCHASE

New Players

- **Required** to purchase team backpack
- Cold gear underlayers must be the same color as jersey (white and navy)
- A link to Sportabella will be sent out to purchase these items.



Sportabella 

* US Lacrosse requires that any underlayers worn must match the jersey color



2026 SEASON PLAYER REGISTRATION

- **Registration will open on September 12th.**
- All sign up links and information will be sent out on September 12th
- USA Lacrosse Number will need to be valid through the end of May 2026



- Set up DragonFly account
- Stores player medical information including sports physical
- Required by WFHS Athletics
- Player will not be eligible to participate in tryouts if a current physical is not on file



- Player and parents download GROUPME app
- Used for last minute information to players and parents
- Coaches will communicate directly to players once all registration information is submitted



NEXT STEPS

- Registration will open September 12th
- Register for a **Dragonfly** account
 1. Updated sports physical
 2. Health insurance needed
- Uniforms/spirit wear
 - *New players must be fitted
- Players put **ALL** dates on your calendar
- **Get sponsors**
- Parents: Sign-up to **volunteer**
- Follow Social Media Accounts



2024 GHSA AREA ASSIGNMENT

AREA 5 – DIVISION 3



Buford



Denmark



Forsyth Central



Lambert



Mill Creek



Milton



North Gwinnett



Peachtree Ridge



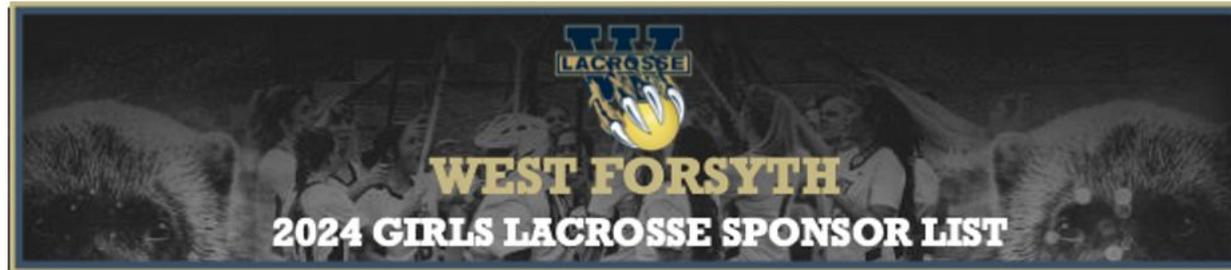
South Forsyth



West Forsyth



2026 SPONSOR LIST



Sponsor Name	Player Sponsored	Sponsorship Level
North Georgia Erosion	Bryn Birkholz	Platinum
7 Tequilas	Bryn Birkholz	Gold
Sportabella	Bryn Birkholz	Gold
Midway Building Supply	Bryn Birkholz	Blue
Village Italian	Bryn Birkholz	Blue
Hot Worx of Cumming	Bryn Birkholz	Blue
A-Team Sports	Bryn Birkholz	Blue
Collage Salon	Bryn Birkholz	Green
Elite Roofing & Restoration	Lauren O'Donnell	Platinum
Bellum Aquila LLC	Mattea Weis	Platinum