

RUSH SOCCER RUSH SOCCER
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WELCOME PACKET

WHERE THE TRAILS OF PASSION AND PURPOSE MEET, BEGINS THE PATH TO VICTORY





WELCOME TO RUSH SOCCER



Welcome to Rush Soccer! We offer this handbook to you as a tool to assist you in becoming familiar with our club which we would like you to be part of.

Being a Rush player means understanding our history, setting goals, conducting yourself a certain way on and off the field, and participating in our national programs and services. All of this embodies what we like to call **The Rush Way**.

We have a mission and a dream to be one of the best soccer clubs in the world and we want you to be a part of it. This is a dream that we can only accomplish together.

It is important for you to understand your role and represent the Rush in a positive impactful light. The real secret behind the continued success of Rush Soccer is our hardworking, dedicated and loyal membership, players, coaches, and employees.

We are the Rush, all together. Thank you for joining us.





RUSH SOCCER GLOBAL FOOTPRINT



AN UNMATCHED YOUTH SOCCER COMMUNITY

Rush Soccer gives players, parents, and coaches a community they can count on. Being part of Rush means joining a network that shares ideas, resources, and opportunities so every player has a real chance to grow. From national programs to local support, Rush helps families navigate the game with confidence. We combine proven methodology with a strong culture built on teamwork and commitment. No matter where you start your journey, Rush gives you a place to thrive.

THE LARGEST YOUTH SOCCER CLUB IN THE WORLD

Located in 35 states and 47 countries, **Rush Soccer is the largest youth soccer club in the world.** That global footprint isn't just a number; it's a competitive advantage. Our scale unlocks resources, knowledge, and opportunities that smaller networks simply can't offer.





ABOUT RUSH SOCCER

***“WHERE THE TRAILS OF PASSION AND PURPOSE MEET,
BEGINS THE PATH TO VICTORY”***

Rush Soccer was founded in 1997 by Tim Schulz in Littleton, Colorado, with the aim of providing a quality soccer experience for players at all levels. What began as a single club has since grown into a global network of over 60,000 players and 2,000 coaches across the United States and in more than 50 countries worldwide. Over the years, Rush Soccer has earned numerous awards and accolades for its commitment to player development, coaching education, and community involvement. The organization continues to expand its reach and impact, shaping the future of soccer through its innovative programs and dedication to the beautiful game.



ABOUT RUSH SOCCER



MISSION

Rush Soccer is committed to providing an unparalleled soccer experience:
Progressive. Ambitious. Comprehensive.

VISION

Our aim is to partner with like-minded clubs creating an enormous player base where elite players eventually feed into a Rush professional team representing one of the most recognized brands in the world.

Whether you're a little kicker starting out, just interested in playing the beautiful game, or have ambitions to play in college and beyond, you have a home at Rush.





ABOUT RUSH SOCCER



OUR WHY

For us, soccer is much more than a sport: Soccer brings the world together in a way few things can.

Through the sport of soccer, we see people, no matter their age or origin, channel their dreams, hopes, and a sense of pride and enjoyment. Ask around anywhere, you'll hear how stories of soccer brought hope and pride to communities, and how teams inspired people to be better.

That's why we do it, because we have experienced it in our own lives, and we want others to experience it as well. At the beginning and at the end, we are driven by Passion.

Passion & Purpose.





CORE VALUES



11 PLAYERS = 11 VALUES

ACCOUNTABILITY: Be accountable for your actions and hold others accountable for their actions. Who am I ultimately accountable to, and who judges my work?

ADVICE: Seek out advice and aspire to be the best. In order to learn, we must be open to learning and consider the advice of others. Are you coachable?

EMPATHY: The ability to understand and share the feelings of another. Empathy is at the core of solid relationships.

ENJOYMENT: Enjoy your work, this is a gift. The desires of diligent workers are satisfied.

HUMILITY: Apologize when you make a mistake. Forgive others and do not look back.

LEADERSHIP: Leaders strive to be trustworthy, honest, and sincere. They possess traits such as integrity and honor. They are willing to serve others and sacrifice their own interests. Leaders are constructive and hardworking.





CORE VALUES



PASSION: Passion always trusts, always hopes, and always perseveres. Passion never fails.

RESPECT: Respect everyone. Respect the opponent, the rules, your colleagues, your superiors, and your subordinates. Be thoughtful and considerate.

SAFETY: Our environment is safe. This includes the office, our travels, the fields, and our bodies. Safety is not only physical safety from harm but safety from ridicule and attack. We are comforted and encouraged in the club. We portray self-control and kindness to our staff, our colleagues, and players.

TENACITY: To be successful, persevere....persevere but do not be anxious. Fear no one. Be strong and courageous. Work when no one is looking, even when the circumstances are not right and everyone else quits. Diligence never loses because it never quits. Outwork your opponent, and most importantly, work smart. Don't wait for external inspiration. The people who go far do so because they motivate themselves and give life their best, regardless of how they feel.

UNITY: Together all things are possible. When your teammates are down, bear each other's burdens; conversely, celebrate your teammate's successes.





THE RUSH WAY OF COACHING

WHY COACHES CHOOSE RUSH



THE HEART OF RUSH COACHING

At Rush Soccer, passion for the game is in our DNA. Everything we do starts with *The Heart of The Rush*, our philosophy that puts love for the game and player development at the center. It's more than just a starting point; it's who we are and how we grow the game, one player at a time.

THE GAME IS THE TEACHER

We firmly believe that the best teacher of soccer is the game itself. Through the complexities and dynamic nature of live play, players discover their creativity and develop crucial skills. This belief is operationalized through our 70 Games Rule, which encourages youth teams to engage in 70 11v11 scrimmages annually. These scrimmages, whether formal or informal, are integral to fostering a practical understanding of the game.





THE RUSH WAY OF COACHING

WHY COACHES CHOOSE RUSH

HOW WE COACH

At rush soccer, coaches do more than run sessions they lead with purpose. They're mentors, role models, and game-changers who put people first. Every interaction is a chance to inspire, build character, and fuel a lifelong love for the game.

COACHING PRINCIPLES

Our coaching environments promote self-expression, responsibility, and discipline, not through strict rules but through fostering accountability. Our Rush Blue Thread encompasses eight fundamental principles that guide every coaching session, ensuring consistency and quality across our coaching staff.

THE RUSH BLUE THREAD

A player centered approach to coaching that encompasses eight fundamental principals.

- 1) Coach positively to encourage and build confidence
- 2) Minimum 75% of each session is game based and opposed.
- 3) The ball is moving at least 70% of the time in a session.
- 4) Coaching points are based on visual cues.
- 5) Use conditions to encourage competition.
- 6) Each activity contains a decision-making element
- 7) Design of the session/week/season plan meets the needs of players/teams.
- 8) There is an ongoing cycle of feedback & reflection between the player and coach.



THE RUSH WAY TO PLAY



Our style of play, **The Rush Way**, is aggressive and proactive. It emphasizes continuous movement, possession, and a mindset of attack, whether we have the ball or not. This philosophy ensures that Rush players and teams are adaptable, passionate, and purpose-driven on the field.

The Rush Way to Play is a reflection of our core values and culture, and a tradition sustained for almost 25 years. Our style of play is supported by these four overarching pillars:

ADAPTABLE

Read The Game: Rush players must be flexible and able to adapt to the changing circumstances and demands of the opponent. Players learn through repetition, observation, and study of game scenarios.

BRAVE

Freedom Without Fear, But With Responsibility: Players must autonomously read the game, decide the best action, and execute. Rush players are encouraged to play with freedom and without fear, yet understanding the importance of responsibility and the balance between the two.

OFFENSIVE

Attack Oriented: Rush teams value possession with a purpose, the purpose of scoring. The objective is not to merely have the ball, but to attack the goal. We want to be dangerous. We want to keep scoring, always, no matter the current score. Whether in possession or defense, we are attacking.

INTENSE

Only Your Top Effort Is Acceptable: Rush teams have a strong presence on the field, through loud and clear communication, and an explosive, high intensity physical display. No matter how well or bad a team or player might be playing on a certain day, top effort is demanded and expected from one another. This intensity is especially high in transitional moments.





RUSH WOMEN'S ALLIANCE



The Rush Women's Alliance is a strategic initiative by Rush Soccer that reflects our deep respect for the role of women in the game. We are committed to creating a supportive environment where female coaches, administrators, and executives are encouraged to grow, lead, and thrive. Through intentional mentorship, professional development, and impactful networking opportunities, the Alliance empowers women across the Rush network to shape the future of soccer, on and off the field.



Learn more at

[RUSH WOMEN'S ALLIANCE](#)

THE HEART OF THE RUSH



WHY FAMILIES CHOOSE RUSH

THE RUSH PLAYER ADVANTAGE

At Rush Soccer, we develop more than just players; we shape future leaders. Our Player development goes beyond the game, combining high-level training with a deep commitment to personal growth. We don't just help you compete, we help you thrive.

When you join Rush, you're stepping into a culture that challenges you to be your best on and off the field. From technical skills to mental toughness, we prepare you for whatever comes next.

Ready for the next level? Our focus includes preparing dedicated athletes for collegiate and professional opportunities. Through our comprehensive **RUSH SELECT** and **COLLEGE ADVISORY PROGRAMS**, we provide expert guidance, resources, and exposure events to help every player find their optimal path in college soccer.

THE HEART OF THE RUSH



WHY FAMILIES CHOOSE RUSH

THE RUSH PLAYER PATHWAY

RUSH PLAYER PATHWAY TO PRO

The **Rush Player Pathway** gives ambitious players a clear roadmap from grassroots to the global stage. Built on our **Core Values** and fueled by world-class development programs, this pathway is designed to take dedicated athletes from their first touch to college to the pros. Represented by the Rush Pyramid, each level offers tailored opportunities to grow, compete, and rise. Whether you're just getting started or chasing a spot in the world's top leagues, the Rush pathway is your launchpad.

STEP 6
REACHING THE TOP - DIVISION I
PROFESSIONAL SOCCER

STEP 5
DIVISION II AND III
PROFESSIONAL TEAMS

STEP 4
COLLEGIATE LEVEL OPPORTUNITIES

STEP 3
HIGH-PERFORMANCE
ACADEMIES

STEP 2
BECOMING AN ELITE PLAYER
WITH RUSH SELECT

STEP 1
YOUR LOCAL RUSH CLUBS



RUSH PLAYER PATHWAY



DI PRO



DII/DIII PRO



COLLEGIATE



ACADEMY



PRE PRO DEVELOPMENT



SELECT: NATIONAL



SELECT: REGIONAL



COMPETITIVE



DEVELOPMENTAL



THE HEART OF THE RUSH



WHY FAMILIES CHOOSE RUSH

OUR PLAYERS

At Rush Soccer, we're building more than athletes, we're shaping competitors, leaders, and lifelong learners of the game. A Rush Player doesn't just succeed in today's game, they're built for tomorrow's challenges.

We expect every player to live our Core Values, both on and off the field:

Commitment: Rush players are all-in for their team, their club, and their personal growth. They show up, put in the work, and support one another.

Belief: Confidence drives performance. Our players trust in their own abilities and lift up their teammates.

Development: Growth is intentional. Every age group follows a tailored age-appropriate plan to build the right skills at the right time.



RUSH PLAYERS

The foundational characteristics of a Rush Player are:

Accountability: We own our actions, our effort, and our development. Progress starts with personal responsibility.

Competitiveness: Rush players rise to the challenge. They embrace pressure, seek competition, and use it as a tool to improve.

Passion & Tenacity: Love for the game fuels everything we do. Our players bring energy, grit, and relentless effort—even when it's tough.

Tactical IQ: Game intelligence matters. We train players to think fast, adapt quickly, and make smart decisions under pressure.

Technical Ability: From first touch to final whistle, Rush players show sharp, confident control of the ball in every situation.

Physical Fitness: We prepare our bodies like we prepare our minds—strong, fast, and ready to compete at full intensity.



THE HEART OF THE RUSH



WHY FAMILIES CHOOSE RUSH

ACG MENTAL PERFORMANCE



ACG Mental Performance is a dedicated program designed to help talented student athletes address and overcome common psychological barriers such as anger, frustration, self-doubt, anxiety, and a lack of confidence. By equipping athletes with effective tools and strategies, the program aims to enhance their mental resilience and performance. ACG Mental Performance focuses on fostering healthy, sustainable coping mechanisms, enabling athletes to manage their emotions and perform optimally under pressure. This approach not only benefits their athletic performance but also contributes to their overall well-being and success in life.

As part of the Rush Soccer and ACG partnership, Rush members **receive 10% off** one-on-one coaching sessions. Sessions are designed to equip all athletes with the mental tools needed to navigate the demands of competitive sports.

Key Features of ACG Mental Performance:

Comprehensive Support: Athletes receive guidance to effectively manage emotions like anger and anxiety, helping them maintain composure and focus during high-pressure situations.

Enhanced Resilience: The program instills robust coping mechanisms, ensuring athletes can handle psychological barriers sustainably.

Performance Optimization: With improved mental resilience, athletes are better positioned to perform optimally, maximizing their sports potential.

Overall Well-being: The skills learned extend beyond the field, contributing positively to the athletes' personal development and success in various aspects of life.



RUSH SELECT

ABOUT RUSH SELECT

Rush Select exists to **identify, develop, and showcase top talent** across Rush Nation, creating a direct pathway from club to collegiate opportunity. The program provides **more access to college exposure than any league can offer**, giving players a national platform to be seen, challenged, and recruited.

Rush Select isn't *just* about playing at the highest level; it's about preparing for what comes next. Every camp, training session, and showcase is designed to help players reach their potential and open doors to the college game and beyond.

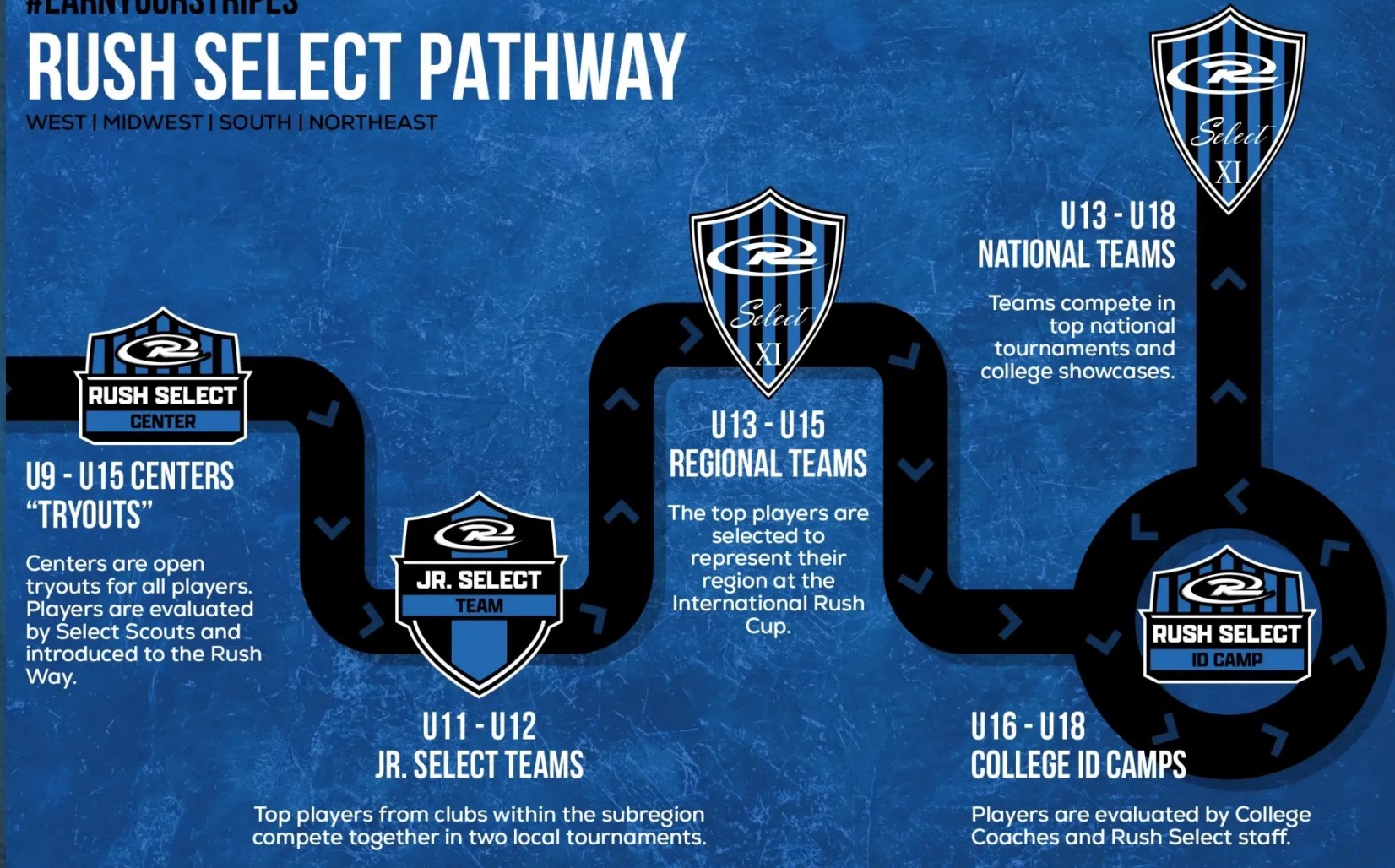
THE RUSH SELECT PATHWAY

The Rush Select Pathway gives players from across Rush Nation a clear route from club soccer to college soccer, providing development, opportunity, and visibility at every stage.

#EARNYOURSTRIPES

RUSH SELECT PATHWAY

WEST | MIDWEST | SOUTH | NORTHEAST



U9 - U15 CENTERS "TRYOUTS"

Centers are open tryouts for all players. Players are evaluated by Select Scouts and introduced to the Rush Way.



U11 - U12 JR. SELECT TEAMS

Top players from clubs within the subregion compete together in two local tournaments.



U13 - U15 REGIONAL TEAMS

The top players are selected to represent their region at the International Rush Cup.



U13 - U18 NATIONAL TEAMS

Teams compete in top national tournaments and college showcases.



U16 - U18 COLLEGE ID CAMPS

Players are evaluated by College Coaches and Rush Select staff.



RUSH SELECT

HOW TO BE RECRUITED: IDENTIFICATION EVENTS

SELECT CENTERS

Every player from **U9-U15** enters the system the same way, through a **Select Center** assigned to their subregion. These events are where our staff evaluates players, builds relationships, and identifies the next wave of Rush talent. Think of the Center not just as a tryout, but as an identification event held outside of your local club environment.

REGIONAL ID CAMPS

Our older players, **U16-U18** can be recruited through our **Regional ID Camps**, which also serve as a college recruitment opportunity. The process is simple, consistent, and designed to give every Rush player a genuine opportunity.

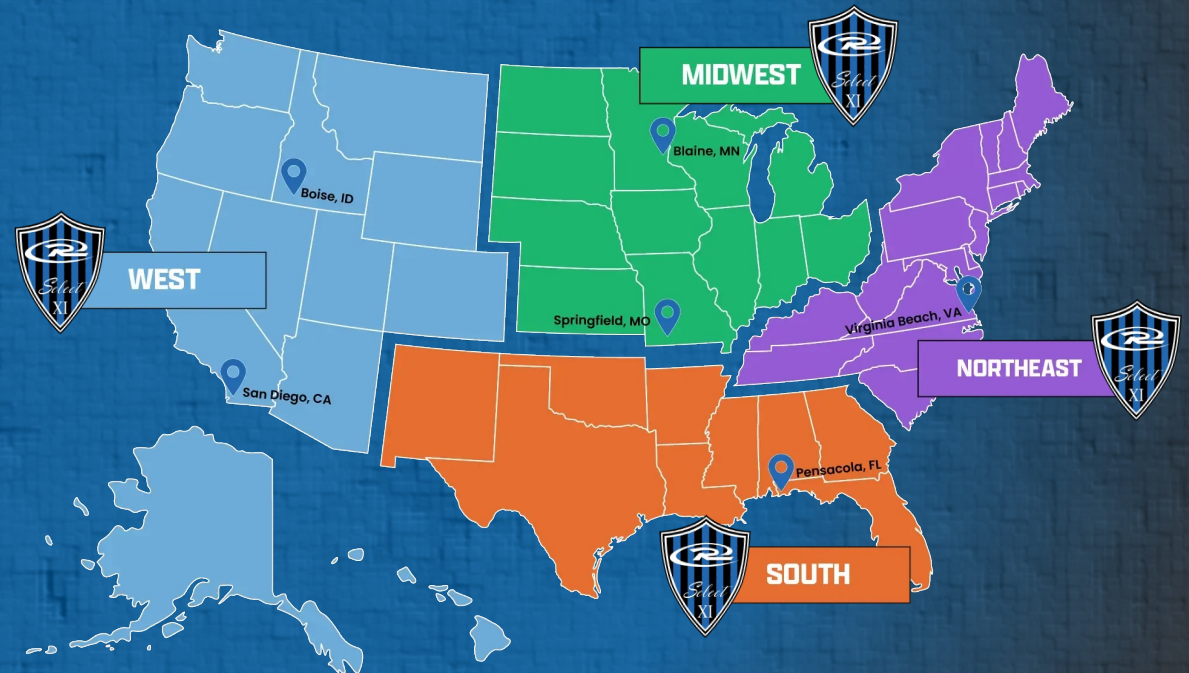


RUSH SELECT

WHAT ARE THE RUSH SELECT REGIONS?

Rush Select is organized into four major regions, West, Midwest, South, and Northeast.

Each region is made up of subregions, so every player has a local entry point into the pathway.





RUSH SELECT

U9 – U10 | FOUNDATION

A U9 or U10 player receives a light, engaging introduction to the Select environment by attending their Regional Select Center. At the Center, they get early exposure to national Rush standards without the pressure of formal selection. This is their first touchpoint with Select staff in a fun, development-first setting, while coaches begin early identification and scouting of emerging talent.

U11 – U12 | IDENTIFICATION

A U11 or U12 player begins with their **Select Center**, where they are evaluated and developed within a structured regional environment that feeds directly into the pathway. From these Centers, top players are selected to form **Junior Select Teams** in each of the four regions. This is the first time a player has the opportunity to represent a broader Rush region.

JR. SELECT TEAMS

U11-U12 Junior Teams are formed by invitation only and attend up to two regional events per year. The events vary based on each region. This is a great opportunity for players to meet other top Rush players in their area and begin to learn how to represent Rush on a larger stage.



RUSH SELECT

U13 – U15 | DEVELOPMENT

The U13–U15 phase is where players begin building the foundation for college soccer, learning what it takes to excel in the Rush Select environment and beyond.

ASPIRING RUSH SELECT PLAYERS. Players are identified through **Rush Regional Centers**. Top players at these events are invited to play on their Regional Select Team.

REGIONAL TEAMS. Standout players from the Regional Centers are invited to play for their Regional Team and compete at the International Rush Cup (IRC).

NATIONAL TEAMS. Based on performance at IRC, players can then be invited to join our Rush Select National Teams to represent Rush at two prestigious tournaments.



RUSH SELECT

U16 – U18 | COLLEGE EXPOSURE

At the U16+ level, the focus shifts from development to opportunity. Every event is designed to maximize visibility to college coaches and supported by the Rush College Advisory Program (CAP), which helps players navigate communication, highlight videos, and recruiting timelines.

ASPIRING RUSH SELECT PLAYERS. At the U16+ level, players attend Regional ID Camps. These ID camps not only get you in front of our Rush Select staff but also college coaches! Top-level players at these events will be invited to join the Rush Select National teams and attend two College Showcase Events.

NATIONAL TEAMS. Players who perform the best at Regional ID Camps have the opportunity to receive an invitation to be part of a Rush Select National Team. Our U16+ National Teams attend premier recruiting events, including the NCFC College Showcase in Raleigh and the Players College Showcase in Las Vegas.



COLEGE ADVISORY PROGRAM



WHERE POTENTIAL MEETS OPPORTUNITY

Rush's **College Advisory Program** is designed to guide you through the entire college recruitment journey. We know the process can be overwhelming. That's why we've built a system that combines education, technology, events, and free resources into one complete roadmap.

CELEBRATING THE NEXT CHAPTER OF OUR PLAYERS RUSH COLLEGE COMMITMENTS

At Rush, we couldn't be prouder of the players who turn their hard work into opportunity. Each commitment represents countless hours of training, dedication, and belief in their future, on and off the field. Our College Advisory Program is here to guide every step of that journey, and these commitments are proof of what's possible when potential meets opportunity.

Learn more at

www.rushcollege.com



RUSH FEST

WHAT IS RUSH FEST?

Rush Fest delivers a full week of competitive play, top-tier coaching, and high-energy social events, all built to give young players one of the **most memorable soccer experiences of their lives**. It's the moment many Rush athletes first feel the power of our national community and realize they're part of something bigger than their home club. Players walk away with memories that stick, friendships that matter, and an environment that pushes them to grow as teammates and individuals while experiencing the Rush Way in its truest form.



RUSH FEST

WHO IS IT FOR?

Rush Fest is an **exclusive annual event for 12U and 13U Rush players**, bringing teams from across the country and abroad together to compete, learn, and celebrate the game we love.

Top-performing players will be evaluated for the Rush Select program, giving motivated athletes another meaningful opportunity to stand out and take the next step in their development.

WHAT TO EXPECT?

Over six days, players rotate through **competitive matches, on-field training, classroom sessions, team challenges**, and **social events** built to strengthen connection and confidence.

Teams compete twice a day, mornings and afternoons, and are placed into brackets that match their competitive level. Every team gets meaningful, balanced games throughout the week.

THE GOAL?

Rush Fest is built on **energy, excitement**, and the **unmatched spirit** of Rush Nation. This week is all about celebrating who we are: the **friendships** we form, the way we **compete**, and the **pride** we bring to every moment. Players should arrive ready to **play hard, cheer loud**, and show the kind of **team spirit** that makes Rush Fest unforgettable.



RUSH TRAVEL

ABOUT RUSH TRAVEL

You're exclusively invited as a member of the Rush community to participate in a once-in-a-lifetime, international trip combining soccer with an amazing cultural experience! We have seven exciting destinations to choose from: Germany, Argentina, Brazil, Costa Rica, Spain, Italy and England. You may travel as a team or as an individual where we will form teams with players from all different Rush clubs. Parents and supporters, you are welcome too!

Rush Soccer has worked with our travel partners to put these specially-designed itineraries together specifically with the interests and input of our Rush players and we've negotiated very competitive rates to make it as attainable as possible.

Learn more at

www.rushsoccer.com/rush-travel

WE'RE EXCITED TO HAVE YOU WITH US!



***WE ARE
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THE RUSH***

WWW.RUSHSOCCER.COM